

Kulu Valley

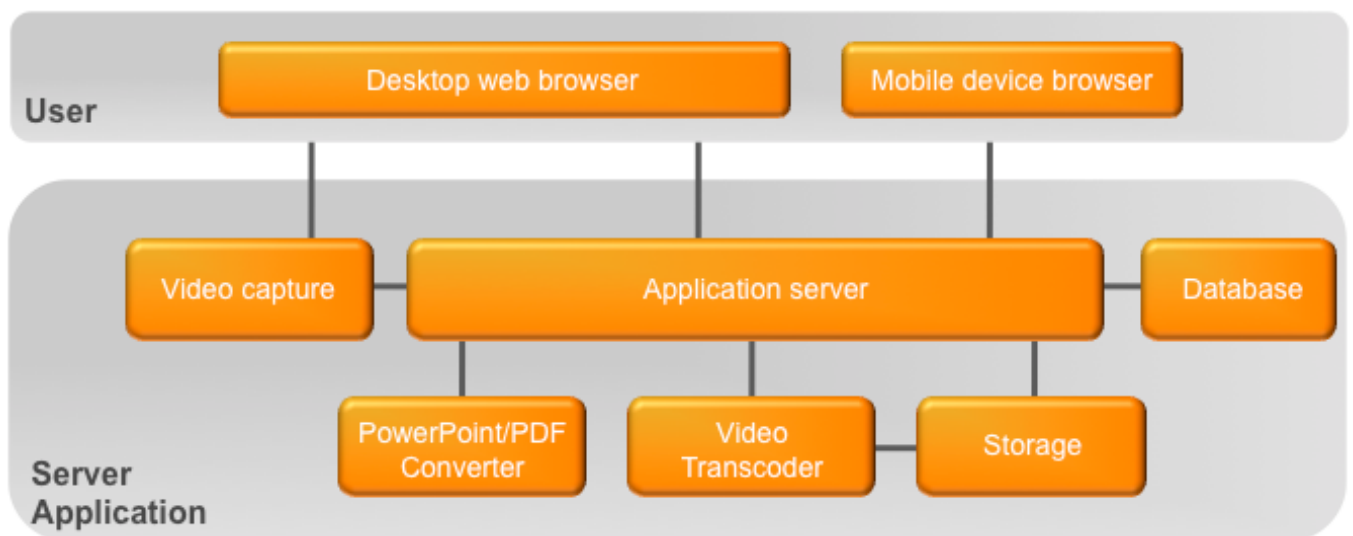
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The Kulu Platform – Functional Overview

Summary

The Kulu Platform allows business users to create and distribute professional quality, interactive visual presentations to internal and external audiences. It's a highly configurable and scalable platform that supports the the content management, security and workflow requirements of a business.

Platform



Creation

Content is uploaded into the system using a simple wizard-like interface called Creator. The same process is applied whether content is uploaded from an edit facility by an AV technician, taken from existing video footage or recorded live from a user's desktop.

The Creator authoring tool, which is part of the content management portal, is a web-based application. All that's required to access the portal is an Internet connection and a web browser with Flash Player. We support all major version 6+ browsers (IE 6+, Firefox, Safari, Chrome). In order for the video to successfully traverse your firewall you must allow RTMP or RTMPT traffic to pass through. Most firewalls are configured to allow web traffic to pass RTMP traffic without modification to existing configuration.

Desktop recording can be made using any ActiveX USB Class video device, which not only includes all webcams but other video capture devices such as video conferencing units and video cameras. Such devices can be used as high-quality video input sources to Creator. This enables the organisation to utilise existing video conferencing suites as high-quality studio environments.



During the capture process, users can synchronise PowerPoint slides with the video while recording. Videos presentations created at the desktop have no limit to their length or file size.

Uploaded videos can be of any length and are accepted in the following formats:

- Windows Media Video (WMV)
- Flash Video (FLV)
- H.264
- MPEG4 AVC
- WAV (for audio only)

Once video content has been uploaded it can be synchronised using Creator with Microsoft PowerPoint slides. During the authoring process presentations can be saved in draft mode and retrieved for editing at a later stage.

Further elements which can be added to the final presentations via the creator process are:

- Chapter markers with instant seek
- Document downloads
- Resources such as links and 'click to email' per presentation

Viewing

Once content is created in the system it can be:

- Viewed directly from within the content portal
- Sent directly from the portal as an email invitation to individuals or an uploaded contact list
- Accessed via a URL which directs users automatically to specific content
- Sent as RSS & podcast feeds
- Embedded into websites using iframes (by utilising the URL mentioned above)
- Provided as XML listings directly from our API
- Accessed via XML results from search against our API
- Embedded into websites using web-widgets integrating with API

The Kulu platform utilises Content Distribution Networks (CDNs) out of the box as this ensures that content is distributed by the CDN to remote destinations. Using such a network alleviates much of the hassle and bandwidth requirements typically associated with the distribution of large video data sets.

Configuration

All configuration for a Kulu Platform implementation is defined and implemented during the set up phase.

Branding – The Kulu Platform allows for company specific branding on multiple templates and within the content portal. The following 5 pre-configured players are available as standard. Further player templates can be specified.

- Video Only (Simple)
- Video & Information (Standard)
- Video & Chapters (Chapter)
- Video & Slides (Slideshow)
- Audio & Slides (Audio Slideshow)

Metadata – Metadata is configured as part of the Kulu Platform implementation on a customer by customer basis. The following field types are available for configuration:

- Text
- Date
- Numeric
- Drop Down/Checkbox

Categories can be defined by customers to allow for dynamic filtering of content. Dynamic filters can be created by users within the Kulu Platform to allow for advanced searching of content.

Workflows are configurable for customers and for each workflow process, a 'package type' will be created within the system. Each package type configuration also allows for multiple metadata sets.

Security

- Public Content - Content is accessible by all who have access to the presentation URL.
- Presentation Password - Accessible by all who have access to the presentation URL, and the Presentation Password is determined by the presentation creator.
- Private Content – Only accessible by authorised users of the Kulu platform.

RSS feeds and video podcasting are only available for public facing content.

Additional Restriction Option:

- Internal Content - Based on an IP Restriction, content can be flagged as Internal, and only accessible to viewers within a company intranet (defined IPs).



Note: The internal content restriction can be applied to any security option from the standard security options above.

Advanced Security:

The Kulu Platform can provide advanced security features at an additional monthly subscription fee.

- Kulu Platform Proxy Security
 - Content is stored securely with no direct access to either metadata, video, document or slide data without running through the security process. Any content cached by a third party CDN can also be secured using a time-to-live mechanism and a security token that can only be generated from the Kulu Valley content store
- HTTPS & RTMPS page encryption