

WEBCASTING

is an exciting emerging medium that can have a huge impact for your business. Newscast Creative's webcasting services are second to none. Our team of experts will assist you in creating engaging, original, entertaining webcasts. Whether it's your first webcast or your umpteenth, Newscast Creative will bring your ideas to life.

We consider webcasting to be the Swiss Army Knife of modern professional communications: one tool with many functions. Use it to interact with your audience through press conferences, product launches, unique events, employee training, business meetings or seminars. Webcasting is cost effective and versatile.

Newscast Creative will be on hand right from the very beginning of your project. Whether you already know what you want to show the world, or are still figuring out the best strategy, we're here to help. We will work with



AT&T presents Gym Class Heroes

any ideas you have or assist you in developing a plan of action. We offer complete services from experts in the fields of video production, streaming, writing and graphic design. We do what's necessary to ensure your message is presented in a unique and interesting fashion. The creative process is a two way street, and we're there every step of the way.

Planning is the key to a successful webcast. Since each one is different, we start by analyzing your needs and goals to determine the best technical approach, and method of content delivery. Our expertise and experience means you will feel confident leaving the bit rate, encoding and streaming to us, while you concentrate on your message.

Enhance your webcast with animation, prerecorded video segments, infographics, introductions, design elements or green screen effects. We can provide media

relations and promotional materials to build an audience before you go live. Full and condensed archive versions allow viewers to watch whenever they want.

Webcasting provides the ability to react to current events and seize relevant opportunities. Build a webcast around trending topics and get in on the conversation in an impactful way.

Interact with your viewers and get valuable feedback in real time. Integrate with your Facebook or Twitter pages and get a bump for your social media and a wider range of channels where you can connect with your viewers. Creating a series of webcasts allows

you extend audience engagement. It is an effective vehicle to keep people interested in your brand. Unlike an SMT or other broadcast coverage, you control the story and the timing of your content. Your webcast will also be watchable on multiple devices (computer, television, mobile and tablet) meaning you can reach your viewers any time and anywhere. Contact newscast today to get live on the web!



Recipes with the California Almond Board



GNC launches MARKED product line