

ON24 Webcasting Platform 10

Redefining Webcasting

**Personalized
User Experience.**
Open to developers.
Open for you.

Success
成功
Succès
Successo
Erfolg

webcasting platform **10**

ON24 Platform 10 Benefits

- User-controlled, personalized webcast console
- Application-specific features for marketing, demand generation, communications, and corporate training
- Open platform enables new webcast features to be added quickly and easily
- Demonstrate desktop and online applications in your webcasts
- Add video to any webcast ranging from webcams to high-definition Telepresence
- On-demand and live non-streaming mobile webcasts are available on all mobile devices.
- Advanced reporting and analytics to measure engagement and effectiveness

ON24 Webcasting Platform 10 – our next-generation platform for enterprise communications – redefines webcasting by allowing you to personalize your webcast experience and integrate any Flash application into your webcast. With Platform 10, your audience has greater control of their webcasts, can easily interact with webcast presenters and even network with other webcast participants. This creates a more immersive end user experience.

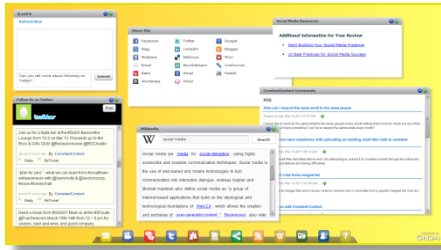
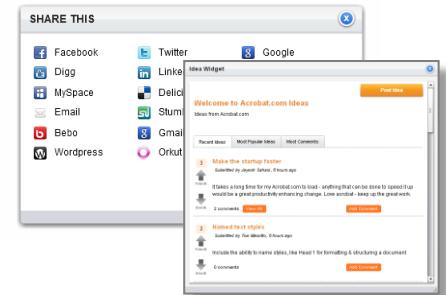
ON24 Platform 10's application bundles provide functionality for enterprise applications such as demand generation, collaboration, enterprise communications and corporate training. Using its cloud-based developer environment, 3rd parties can rapidly add new features and applications to Platform 10 webcasts.

ON24 Webcasting Platform 10 is offered in a SaaS model, enabling you to access the tools from any browser while being certain of a highly reliable and secure solution for all your virtual event needs.

ON24 Webcasting Platform 10

Advanced Widgets to Engage Your Audience

By opening ON24 Platform 10 to third-party developers, the widget possibilities are limited only by your imagination. Twitter, Wikipedia, brainstorming, RSS and group chat are examples of the many Platform 10 widgets available for your events. Over 50 widgets are currently available for Webcasting Platform 10.

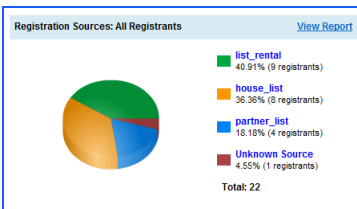
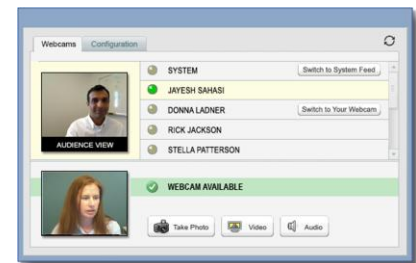


User Controlled Personalized Webcasts

ON24 Webcasting Platform 10 helps you re-engage audiences with a more immersive solution that allows them to control their experience with your content. Attendees can customize the features visible in the webcast consoles, based on individual preferences.

Simple Easy Video Webcasts

ON24 Platform 10 adds multi-presenter webcams as a new video source for webcasts. Event producers can now use webcams to deliver high-fidelity video to thousands of webcast participants.

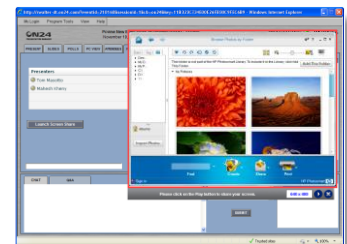


Next Generation Webcast Reporting

ON24 Webcasting Platform 10 includes new graphical reporting dashboards and real-time analytics tools to help measure event success and qualify leads. With this enhanced marketing intelligence, ON24 clients can easily track campaign ROI, measure the effectiveness of their content and analyze the engagement levels of audience members.

Large-Scale Application Demos

With the release of Webcasting Platform 10, ON24 launches its new Screen Share capability, which allows application demonstrations to a large number of webcast participants. Any number of presenters can use Screen Share within a webcast, and any desktop or online application can be shared with the webcast audience, with no downloads required.



About ON24, Inc.

The recognized global virtual events market share leader, ON24 is the world's leading provider of webcasting and virtual environments for corporate communications and demand generation. ON24 offers fully integrated, enterprise-wide solutions for a wide range of applications, including training, conferences, company meetings, partner expos and trade shows. More than 750 organizations in technology, publishing, life sciences, government and financial services rely on ON24, including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare and the National Science Foundation. ON24 is headquartered in San Francisco, with offices throughout the world.