

# 2020 CMMA Virtual Partner Sessions

## [President Circle](#)

### **Aldis Systems**

With the new reality of COVID, companies are relying on their DAM/MAM systems more than ever to allow employees working remotely to share assets, reuse and repurpose content. If you need a digital asset management system or the one you have isn't giving you the functionality you thought it would, the Aldis team would love to help you take it to the next level. We've been working remotely with our clients for years, helping them get the most value out of their media assets.

### **Alpha Video**

How to Do Live Broadcast-Quality Corporate Productions from Home and the Office Using Cloud Virtualization (Pants Optional) Presented by Bryan Nelson - Alpha Video

Watch video here: <https://vimeo.com/461851040>

Now that Covid-19 has made it necessary for most all-staff company meetings, live events, and CEO announcements to be done online, there is a critical need to bring back control of the production process and increase production quality. As many corporate producers have experienced, using online web streaming platforms like Zoom does not offer a lot of control over switching camera shots and adding graphics. With an NDI virtualized cloud workflow, the production team and presenters can be in remote locations and still do live productions that maintain high production values.

In this session, we'll look at the benefits, workflows, and solutions required to take full advantage of remote virtualized productions in the cloud for both live productions and editing and how it will benefit your organization.

Learn more at <https://www.alphavideo.com/blog/corporatecloud>

### **AVI Systems**

AVI Systems helped our clients quickly adapt to a hybrid workforce so they can continue to communicate and collaborate effectively.

This [video](#) describes AVI's vision for helping organizations safely return their employees to the office in the months ahead.

Our vision includes a number of new technologies like [Occupancy Management](#) and the use of digital signage to help with this effort.

If you're looking for communication strategies and solutions to keep your hybrid workforce engaged and productive, be sure to visit AVI System's virtual booth!

# 2020 CMMA Virtual Partner Sessions

## **Brightcove**

Brightcove continues to be the industry leader for video playback and delivery solutions for both large and small scale, internal and external, virtual events. In addition to a variety of other web video content management and playback options, we also have solutions in place to deliver video under the umbrella of business continuity, remote / mobile workforce, and connected TV's.

## **Crews Control**

Crews Control continues to provide media services to virtual video and media teams through our global COVID-Compliant Crewing, Sanitized Studio locations, OpenReel Remote direct and capture technology and our Management Consulting services. Our Consulting services are helping media leaders during this time with critical decisions and planning specific to people, process, technology & studio design in addition to mapping out a strategy for what the new normal looks like for video teams post COVID. Crews Control is a proud WBENC certified diverse supplier

## **Digital Glue**

In this virtual session, we will dive into the trending topic of "Fog" storage and how it is quickly becoming the new & improved "Cloud" at much more affordable rates while still providing a central and secure location to manage and collaborate on video productions remotely. We will also be discussing how you can improve your remote workflow utilizing the ZeroTier VPN as well as the new ATEM ISO Mini Pro switch which allows users to connect and control up to four cameras and live stream to platforms like YouTube, Facebook, and more all from the comfort of your home office.

## **IBM Watson Media**

As virtual events take center stage in 2020 and beyond, IBM covers what was done for IBM Think 2020 in taking a previously physical event to digital only. Under a tight timeline of only 47 days to pivot, the event ended up being the largest IBM Think ever with 176,000 unique viewers.

Highlights will include:

- how to enable presenters at home, allowing use of familiar video collaboration technology while making considerations for hurdles like inconsistent Internet connections
- managing registrations, including those that might have already occurred prior to decisions to pivot to digital and multiple level registrations for hybrid events where a portion may still be in person
- the importance of being able to scale to effectively reach huge audiences to support a virtual event's increasing success and somewhat hard to predict volume for first-time digital format
- Interactivity options to keep a digital audience engaged with the content as well as opportunities to network with each other

Solution: IBM Enterprise Video Streaming. A comprehensive live and on-demand video solution. Offers security rich features including directory integration for SSO (single sign-on), authentication for registered users, scale to support millions of viewers, and AI-driven features from IBM Watson that automate captions and powerful video search.

# 2020 CMMA Virtual Partner Sessions

## **Kaltura**

Kaltura is the leading video cloud, powering any video experience for any organization. Kaltura provides organizations with a unified video communication and collaboration solution to power any meeting type and size, together with a set of VOD communication tools for a continuous communication experience anytime, anywhere. Whether for team collaboration, online-training, executive communication, working from home, marketing or sales enablement – Kaltura is the one video cloud to power every video need. For more information, visit [www.corp.kaltura.com](http://www.corp.kaltura.com).

## **OpenReel**

The ability to virtually direct and capture high quality video of anyone, anywhere, anytime has become a priority for enterprises and media conglomerates unable to film content in person. Learn how Fortune 500 companies like AWS, Dell and Prudential are using [OpenReel's](#) patented remote video production and collaboration technology to navigate the newly distributed workforce and capture video in 150 countries. Experience a live demo to see why remote video capture has become essential in today's virtual enterprise all while addressing enduring logistical, environmental and financial hurdles posed by filming on location. Additionally, learn how contactless video production can represent major businesses' internal communications, training and development for distributed teams, as well as empower production crews during the COVID-19 pandemic and beyond.

## **Primestream**

Like multinational organizations everywhere, Cisco Television started the year with one set of goals and expectations in mind – and then woke up to a harsh new reality when the global Coronavirus pandemic hit. Almost overnight, they had to transition from a producer of major, high-profile, in-person events to an almost completely remote operation. Here's the rundown on how Cisco TV has accomplished that and the enabling technologies that have come into play.

# 2020 CMMA Virtual Partner Sessions

## Gold Circle

### **3Play Media**

3Play Media worked with an array of organizations to scale video initiatives and provide accessible video, as a response to COVID.

We offer an array of video accessibility services including closed captions, live automatic captions, audio description, transcription, and translation that integrate seamlessly with video platforms and streaming providers.

During this time, we have helped organizations scale new video initiatives at cost-effective prices and always with the highest quality on the market.

### **CaptionMax**

During COVID-19, Captionmax has partnered with our clients to help them adapt to quickly changing requirements and ensure their all their business accessibility and localization needs are met. From providing live web captioning and subtitling on any digital platform, to providing accessibility services for around the clock, multi-day, user conferences. Captionmax has ensured access to content for those working from home and for those still on-site. Providing accessibility solutions is what we do.

### **Kindle Communications**

Kindle Communications specializes in delivering your company's messaging through effective storytelling, captivating creative and strategic content, no matter the medium. Whether in a live setting or through virtual channels, we understand what it takes to not only engage your audience, but create a lasting business impact. Our expansive expertise in creative, digital, communications and production gives us a leading edge in blazing new trails and driving real results within the virtual landscape we now live in.

### **Kollective**

Successful events require the right people, processes, and technology; elevate your Microsoft Live Events with Kollective. See how our WebRTC browser-based peering solution reduces bandwidth requirements by distributing content within your existing network, measure performance with Kollective IQ and learn how to translate production best practices into the virtual environment.

# 2020 CMMA Virtual Partner Sessions

## Qumu

The world's largest organizations leverage the Qumu Enterprise Video as a Service (EVaaS)<sup>™</sup> platform for a variety of cloud-based, on premise and hybrid use cases including Self-Service Webcasting, Corporate Communications, Training and Onboarding, Employee Collaboration, External Communications, Virtual Events, and IPTV and Digital Signage.

Type:	Title:	Link:
<b>Playbook</b>	Qumu + Zoom: A Playbook for Running Virtual Events	Link: <a href="https://qumu.com/en/case-studies/virtual-conference/">https://qumu.com/en/case-studies/virtual-conference/</a>
<b>Case Study</b>	The American Foundation for Suicide Prevention Overnight Walk Fundraiser: A Virtual Event Success Story	<b>Link:</b> <a href="https://resources.qumucloud.com/view/AFSP-virtual-fundraiser">https://resources.qumucloud.com/view/AFSP-virtual-fundraiser</a>
<b>White-Paper</b>	Beyond Uncertain Times: Video Communication as the New Standard	<b>Link:</b> <a href="https://qumu.com/en/white-papers/beyond-uncertain-times-video-communication-as-the-new-standard/">https://qumu.com/en/white-papers/beyond-uncertain-times-video-communication-as-the-new-standard/</a>
<b>Webcast</b>	Sweat the Small Stuff: Tips for Running a Live Event All By Yourself	<b>Link:</b> <a href="https://qumu.com/en/upcoming-live-events/sweat-the-small-stuff-tips-for-running-a-live-event-all-by-yourself/">https://qumu.com/en/upcoming-live-events/sweat-the-small-stuff-tips-for-running-a-live-event-all-by-yourself/</a>
<b>Toolkit:</b>	The 2020 Live Webcast Planning Toolkit	<b>Link:</b> <a href="https://qumu.com/en/white-papers/live-webcast-planning-toolkit/">https://qumu.com/en/white-papers/live-webcast-planning-toolkit/</a>

## **Team People**

The talent pipeline has grown, with Virtual Event Producers, AV-IT Engineers, and Zoom/WebEx Support Technicians in demand. Whether you have a proprietary streaming and collaboration tool, or use a standard, secure company system, you may need to scale up to help users navigate the virtual meeting experience. Talk with us about talent recruitment options, as well as our vMix hardware that allows vetted Technicians to remotely support your events.

# 2020 CMMA Virtual Partner Sessions

## Silver Circle

### **Canalchat**

Canalchat is a full service digital communication agency with advanced expertise in video filming, live streaming and digital integration, offering our clients a unique tailor-made experience to communicate IN REAL TIME around the world (small, large, massive audiences).

1. We offer sophisticated and moderated interactivity, polls and media publication capabilities through our proprietary platform
2. We manage multilingual events
3. We deliver an extremely secured and technology-agnostic experience (no downloads, no plugins to install, no digital integration issues)
4. We provide support all along:
  - Before the event (design, test, training, dry run, questions asked in advance, teaser, registration...)
  - During the event (monitoring of the filming, streaming, moderation, media synchronization ...)
  - After the event (post production, replays, event analytics)

You just have to focus on the content ...Canalchat carries out everything else.

See our video teaser: <https://www.youtube.com/watch?v=iHVfCaQu9E&t=4s>

See our “Post-Covid” virtual set up: <https://www.youtube.com/watch?v=PJI2nXf3DY8>

### **EMAM**

The pandemic has changed the way people work. At eMAM, it has increased interest in our remote, pure cloud, and hybrid workflow solution options for people to manage, collaboratively produce and share their media.

### **Hive Streaming**

Hive Streaming: Shortly after covid-19 hit, so did the influx of using video everyday – heck all day. When your teams head back to the office is your network ready to handle this traffic? What did you learn during this time, did you understand key components about your live events, including, video reach, video quality and level of employee engagement to name just a few? If you would like to get more insight on your video usage across the enterprise click here to learn more about a [free trial](#) or to go [www.HiveStreaming.com](http://www.HiveStreaming.com).

# 2020 CMMA Virtual Partner Sessions

## NewTek

As working from home and remote offices is now a part of our normal routine, it's more important than ever that when bringing employees and customers together online, it's done as seamlessly and professionally as possible. Using the advanced remote calling technology at the heart of NewTek live production systems, you can bring multiple people live into your show with ease.

The NewTek product line from [TriCaster](#) to [TalkShow](#) give you the power to:

- Conduct interactive interviews with low latency from anywhere on the globe
- Deliver your show in HD with connections optimized for broadcast
- Talk privately with your guests through a bidirectional link
- Notify guests when they are live on air with tally
- Engage with any of the millions of video callers globally

## SpectraLogic

Managing storage - production, near line, or ingest - with large amounts of assets without visibility and lack of searchable metadata is a daunting task. The manual and repetitive task of cleaning "primary" storage can be time consuming and painful, especially with the tighter budgets and remote work environments during these times of COVID. These repetitive and painful tasks can be remedied by intelligent and automated tiering to best manage and protect valuable assets based on policies that best meet the business needs.

## VideoLink

### VideoLink Virtual Conference Production Services

Reimagine or create a multi-day conference for a virtual audience with our creative team of producers. Our producers will collaborate with your team to develop an engaging, fast-paced virtual event from concept to broadcast. Together, we can create a dynamic virtual program with keynote speeches, live breakout sessions, award presentations, exhibit halls and more.

### VideoLink Virtual Town Hall Production Services

Improve employee engagement by stepping up the quality of your town hall meetings. VideoLink leverages its four control rooms to take in feeds from popular web collaboration tools and produce professional and compelling town hall meeting programs streamed via your preferred streaming platform or one provided by VideoLink. Our team of professionals is experienced in planning and directing virtual live events that come off without a hitch and that meet your communication objectives every time.

### VideoLink ReadyCam Pro

The VideoLink ReadyCam® Pro is a remote-controlled broadcast video solution. It can be customized for any at-home or in-office environment. The single-camera system is the simplest solution for television personalities, subject-matter experts, or corporate executives seeking to broadcast flawless video from the home or office. The ReadyCam Pro is social distancing "friendly" since all production and transmission operations can be performed remotely, with no direct contact with the talent.