

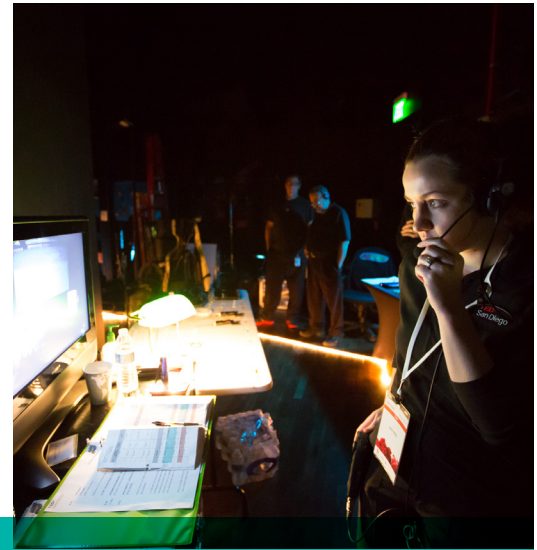


Smarter Solutions for Meetings, Events & Travel.

Lanyon Events

PART OF THE SMART EVENTS CLOUD™

Webcasting And Video Streaming



Capture, Record And Stream Your Events

“We are embracing hybrid event technology without sacrificing our face to face event.”

“Mediasite Events allow us to deliver that content, expertise and our message around the world.”

Webcasting And Video Streaming

The Lanyon Smart Events Cloud™ brings together leading technologies for event marketing, strategic meetings management and corporate travel. Lanyon Events (formerly Lanyon Conference) — part of the Smart Events Cloud™ — is the only conference management solution designed for large, comprehensive conferences and events.

Leveraging the Mediasite Events webcasting and video content platform, Lanyon provides event organizers and marketers the ability to incorporate webcasting and live audio and video streaming into their meetings and events.

Extend Your Brand And Messages

Anyone, anywhere can be part of your event through live audio or video streaming, while extending the life of your event by capturing the content for on-demand viewing.

Drive Lead And Demand Generation

According to research, “users are 9 times more likely to click through a website” after watching rich media content. With Mediasite Events, you can capture rich media content and leverage it for your lead and demand generation efforts.

Engage Your Audiences

You have 20 seconds to capture your audience’s attention. Leverage live streaming audio and video to capture, retain and engage your audiences immediately.

www.lanyon.com | [@Lanyon](https://twitter.com/Lanyon)

Lanyon is the **only** company that provides **comprehensive software solutions** for meetings, events and corporate travel.

For more information, please contact:

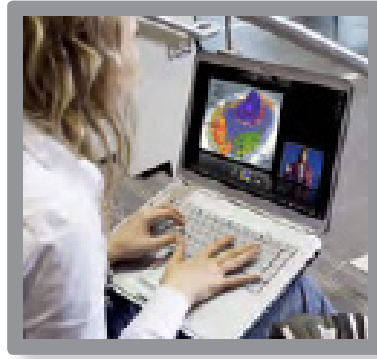
sales@Lanyon.com

USA: **800 473 6748**

EMEA: **+44 (0) 203 743 3240**

APAC: **+65 3158 8740**

How It Works



Record

- Mediasite Events works with your existing AV and IT partners onsite
- Stream live or record presentations for on-demand playback
- Automatically capture and synchronize high resolution video and slides
- Record any device - laptop, tablet, whiteboard, document camera, visualizer
- Avoid slide uploads or post-production delays.

Watch

- High resolution video and slides
- Viewer-controlled layouts and navigation
- Powerful keyword search
- Custom branding
- Interactive polls and Q&A
- Closed captioning support

Deliver

- Stream to any device – PC, Mac®, ipad®, iphone®, ipod®, BlackBerry® or Android™
- Download MP3 podcasts and MP4 vodcasts
- Publish to CD, DVD, USB or zipped folder to watch without the Internet
- Auto-publish to Mediasite Catalogs, event websites and course/learning management systems
- Embed presentations in any web page

Manage

- Automatically archive all recorded presentations
- Organize content in searchable catalogs
- Secure viewing permissions and system access
- Analyze all viewing data and trends
- Manage and edit other conference video assets

www.lanyon.com | [@Lanyon](https://twitter.com/Lanyon)