

Why Webcast ?

The Right Service at the Right Time

For a growing number of reasons, live webcasting is a service that more and more businesses such as funeral homes and churches, are adding to their offerings. With an aging population, more and more elderly family members are homebound, restricted to nursing facilities or are simply not able to travel due to tight economic conditions.

Offering webcasting is a way to include everyone, regardless of their geographic location. With our service, no special equipment or software is needed by the viewer, just a computer and a high speed internet connection.



While the elderly are a large part of our target webcast market, there are plenty more reasons for businesses to webcast. Those reasons may include, but are not limited to, work and military obligations, incarcerations, travel restrictions, etc. A live webcast is the next best thing to being there!

Marketing Exposure

As you can see the demand for live webcasting is real. There are more families online now than ever before. Those families stay connected all over the world through the internet. For funeral homes, including webcasting is the next logical step to remain ahead of your competition by offering the services your families are going to demand.

While not every church or funeral home is offering webcasting currently, there is a growing interest in the service due to competitive webcast pricing, better equipment and increased demand. While your local competitor may not be offering the service yet, there is a good chance they will be very soon. Being one of the the first to offer this cutting edge service gives you the competitive marketing advantage. You will be proud to offer such a unique and innovative service to the families you serve.

Changing Providers

Can I switch from my current provider?

The answer is yes. If you are currently webcasting with another webcast provider and you would like to try NationalWebcast.com we offer a no risk transfer program. Try us 1 month for free, no hassle, no obligation and if your unhappy at the end of the trial we will help you reset your encoder settings to your previous provider! With our service remember we offer our service with:

No Contract

Unlimited Webcasts

24-7 Remote Support

NationalWebcasts.com
Live and On Demand Event Webcasting Services



NationalWebcasts.com
1-888-574-2883

email: sales@nationalwebcasts.com
web site: www.nationalwebcasts.com



*Sometimes you
just can't be there.*

www.nationalwebcasts.com

Webcast 101

What is Required

To webcast a live event, you will need the following items:

- ✓ Video Camera
- ✓ Computer, (Desktop or Laptop)
- ✓ High Speed Internet Connection
- ✓ Video Capture Card or Device
- ✓ Webcasting Encoder Software
- ✓ Streaming Video / Hosting Package
- ✓ Customized Web Page To View Broadcast

Where do my families watch the live webcasts?

Regardless of who your current web site designer is or which company hosts your web site, adding a webcast link is simple and straight forward. Simply paste the HTML code into the section of your website you would like to link from and a button link will appear directing guests to a custom page we create for your broadcasts. The broadcasts can be password protected for family privacy purposes. Broadcasts can be archived and uploaded after the live broadcast and made available for on demand viewing for up to 90 days.

To see current pricing for streaming/hosting packages as well as equipment options and pricing visit our website at:

www.nationalwebcasts.com



Webcast Providers

Choosing a Provider, What to Expect

NationalWebcasts.com is one of the few providers that is currently providing the latest in webcast technology. Utilizing **Flash Media** streaming we are capable of broadcasting to nearly any computer system, including all versions of Microsoft Windows operating systems (OS) and browsers, Mac OS, Android mobile devices and more. The type of system your provider uses is the most important part of your webcast system. Most webcast providers rely up **Windows Media (.wmv)** streaming and while the systems work for some viewers, they generally limit webcasts to Windows computers, unless special software is installed. Most viewers are not comfortable or willing to proceed with these tasks and the families your trying to serve are ultimately left without the ability to connect. With today's growing tablet and mobile phone market, those using Android mobile phones or tablet devices, are simply unable to view at all because they do not support .wmv playback. Ensure you are able to broadcast to everyone, trust in a provider that uses Flash Media Streaming.



Equipment Options

Portable, Hardwired or Both

When choosing a system for your church or funeral home you have multiple equipment options for getting your webcast system up and running. Equipment can be hardwired into your facility for always ready convenience and improved aesthetics or a portable system can be setup for use as needed. Some clients invest in both systems for the ability to offer flexible webcast options such as grave-side services, church funerals, or rentals for special events such as weddings, business presentations, etc.



HARDWIRED SYSTEM

SONY

Indoor/Outdoor Systems
up to 7 cameras



Cameras available in Black or white.
Shelf or ceiling mountable.

- * Fully Installed or Custom Planned Kits
- * Latest Flash Media Streaming
- * Remote (PTZ) Capabilities
- * DVD burning capabilities

