

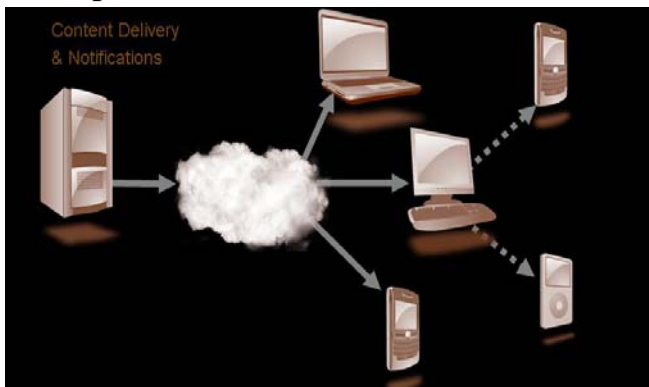
Solution in Spotlight: Ignite CDS 7.0

Go-to-Market Premise: Ignite Technologies introduces significant new flexibility and enhancements to its content delivery solution, further positioning its platform as an increasingly viable enterprise-wide platform for publishing, targeting, delivering and reporting rich media and video content for corporate communications, training, sales and marketing or software updates and applications for IT.

Key Features & Capabilities: Even prior to the release of the 7.0 iteration of its managed peer-to-peer platform, Ignite Technologies has made significant strides in crafting a solution with appeal to both functional department executives and the IT team members responsible for its implementation. Like all P2P offerings, it leverages economies of scale to dramatically reduce the costs of network distribution. The Ignite Content Delivery Solution is offered as a hosted service that allows companies to leverage the scale of P2P cost savings without the requisite up-front investment that had been associated with typical implementation of new infrastructure.

With the new 7.0 upgrade, Ignite's emphasis shifts even more to enhancing the way P2P economies are woven into the daily business communications activities of functional department executives. Important elements new to Ignite's offering with the CDS 7.0 release include:

Extensions into the Mobile World: Ignite's content delivery solution is expanding to support portable devices, such as iPhones and Windows Mobile. The most immediate impact of this enhancement comes in the platform's clear embrace of Podcasting and



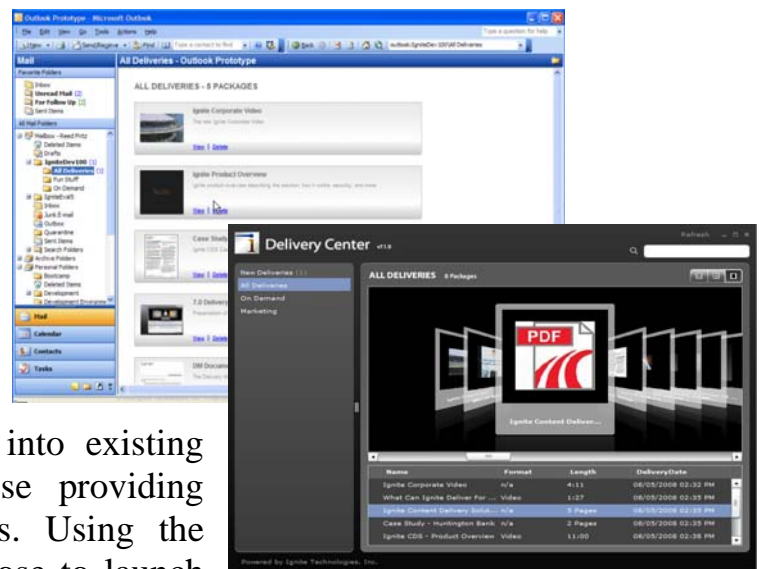
the idea that business multimedia content can be distributed to virtually any device chosen by the user. While companies remain in the early stages of understanding how to best utilize mobile multimedia, the ability to distribute content to portable devices opens the door for companies to begin experimenting with this venue on a more cost-effective basis than was possible before.

Live Streaming Access: Traditionally, enterprise peer-to-peer solutions have been optimized for distributing pre-recorded content accessed on an on-demand basis. With 7.0, Ignite extends on this metaphor by leveraging P2P's economies of scale in the distribution of live streaming events while integrating features that make video more

useful in real-time business communications. The new module can be used, for instance, to notify appropriate users when a relevant live event is being presented. Also, enhanced tracking capabilities help managers keep tabs on the content that employees experience. Because of the popularity of live audio and video in applications such as employee training and sales team events, the added capabilities expand the scope of potential uses of the Ignite platform in distributing business communications events.

Integration with Legacy Software Applications: The updated version of the Ignite CDS platform offers significant improvements in the venues for presenting content to the employee. The Ignite solution is commonly branded by the enterprise as the corporate media channel. Prior to the release, custom branding was limited mostly to logos and colors. The new release separates the logic layer from the presentation layer enabling company's to use Flash, or other tools to allow unrestricted design capabilities.

Decoupling the UI from the logic layer, a company can integrate the solution into existing corporate applications. For instance, a company could integrate alerts on the availability of Ignite-delivered into the interface of an employee's Outlook program or other e-mail manager, making videos just another incoming piece of communications content available on a regular basis. Likewise, Ignite-distributed content could be more easily integrated into existing online information portals, such as those providing employee benefit information to workers. Using the platform, some companies could even choose to launch their own internal collection of videos, creating an in-house "YouTube" centered on their organization. The new APIs are structured so that all of the content security and usage tracking capabilities previously available via the Ignite Delivery Manager can now be used in association with content accessed via other custom user interfaces offered by the company deploying them.



IMS First Look Bottom Line: The CDS 7.0 upgrade is vitally important to expanding the impact that the Ignite solution can have on an organization's mainstream content delivery initiatives. Rather than trying to train employees to change their habits to consume video, the enhanced version makes it easier for companies to merge video, PDF files, and other rich media into employees' existing work patterns. Content can be accessed live or on-demand, via a familiar on-screen interface at employees' desktop or via mobile devices. Extensive tracking and reporting capabilities further enable content owners to quantify video delivery initiatives. While many organizations may not be culturally ready for all the new distribution alternatives enabled by Ignite's enhanced delivery solution, it provides significant head-room that allows organizations to experiment with new approaches to data and video distribution in a cost-effective manner.