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Contact: Juanita Berge
(610) 892-7970 ext. 22
juanita.berge@alliedpixel.com

Allied Pixel Provides Turn-Key Webcasting to Gold Coast Event Management

BALTIMORE, MD (February 2011) – Despite the “Thunderpocalypse 2011” **Allied Pixel** was able to stream live internationally just hours after a blizzard dumped a foot of snow on the US East Coast. **Gold Coast Event Management** was looking for a webcasting solution for a high profile financial client. The event management company has used other providers in the past, but came to Allied Pixel for their combination of live encoding via their **Kulabyte XStream Live System** and content delivery via **Akamai**. GCEM found that Allied Pixel delivered the highest quality live video over the web internationally through a standard web browser.

Allied Pixel developed and hosted an online interface, provided on-site encoding and live streaming and the content delivery backbone for a live meeting to be viewed internationally. Allied Pixel also developed the interface custom for Gold Coast Event Management from the requirements of their client, a Fortune 100 financial firm. In addition Allied Pixel provided a custom registration landing page, including a required username and password, plus questionnaire for viewers to view the live webcast, plus a player page to view the webcast in.

Another challenge also faced Allied Pixel. Some US and international viewers had trouble with internet connectivity on past webcasts. Poor internet connections made the video stutter or stop altogether. Allied Pixel used multi-bitrate technology to webcast multiple streams in several bitrates and resolutions. If a viewer’s connection or computer was having trouble playing the highest quality, Allied Pixel’s player would automatically sense the trouble and seamlessly downshift to the best quality stream for that computer and connection. That way, the viewer got the best experience possible for their location – automatically. Allied Pixel also supplied the client with an archive recording after the webcast, ready to place on their website for employees who couldn’t make it to the live event.

Dan Francis, Allied Pixel’s webcast producer said “For Gold Coast Event Management it was one stop shopping – custom registration and player development, live video encoding on-site and international delivery. We handled all the details locally and in-house, with one vendor contact making live event webcasting turn-key.”

About Allied Pixel:

Allied Pixel is an integrated media production company that specializes in the convergence of video, the web and interactive multimedia. Allied Pixel brings a unique blend of technical and creative capabilities to clients across a broad range of fields. For more information, visit www.alliedpixel.com.

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