
Autovod Positioning White Paper

What does Autovod do?

Event producers, course developers, subject matter experts, marketers and trainers produce the **raw content assets** that enable Autovod to transform this content and publish powerful, interactive multimedia websites for eLearning, eMarketing and online reference. Autovod is therefore a **service provider** to content developers of all types. Autovod is **not** a content developer and does not compete with its content development clients.

The name Autovod is derived from “**automated video-on-demand**”. At Autovod, over 5 years, we have refined an automated production process and software tools called, **AV|OnDemand™**, into a **managed service** to rapidly convert the content assets and the knowledge of Subject Matter Experts into “courseware” or “knowledgeware”. This managed service eliminates the need for expensive media experts, IT support and instructional designers.

What are “raw content assets”?

These **content assets** can be *any number, combination and duration* of video and audio clips, Flash animations, PowerPoint slide decks, images, text documents [Word, PDF etc], Camtasia clips and even Webex or GoToMeeting recorded sessions.

How does Autovod “transform” this content?

Autovod wraps a complete authoring and user environment around the raw content. The Autovod managed service incorporates all five elements necessary for a full service content publishing and eLearning environment.

1. The built-in Autovod Learning Management System (LMS) provides secure access to approved courses and tracks student/viewer performance. (If you already own an LMS, we can use yours.)
2. The built-in Autovod Content Management System (CMS) enables all content assets to be tagged and described for future use.
3. The built-in Content Distribution Network (CDN) delivers your content via streaming or downloading for global delivery and online or offline use.
4. Professional Services assists clients to rapidly build courses.
5. Authoring tools guide Subject Matter Experts through navigation, instructional design and other choices they have on offer.

The transformation is based on AV|OnDemand™, the world’s first **hypermedia** rapid development tool suite, delivered as **software-as-a-service** over the internet. AV|OnDemand, is the foundation of a **workflow process** that transforms these rich-media content assets into fully integrated, searchable, and browsable websites. Technically, these special websites are known as **hypermedia microportals**.

Why is “hypermedia” important?

The key value of a hypermedia application is that it best mimics the knowledge acquisition processes of the human brain. Hypermedia refers to the synchronization of multiple forms of media (multimedia) by embedding (or hyperlinking) massive numbers of links to synchronize these different forms of media. These links connect words, media timing events, interactive events, animations, documents and images. This greatly facilitates learning, navigation and information access.

And what is a “microportal”?

Most importantly, a microportal provides **context** for your audience. A microportal is a special website acting as a portal – a doorway, entrance or gateway – dedicated to *One Specific Subject of Interest*, say, a meeting, a course, a product, or service, targeted at a *One Specific Community of Interest*, say, a body of customers, salespeople, or students. It is a central place and launching pad for collaboration on that subject content, and a guide or dashboard that contains all relevant content in all forms of media, including all knowledge resources related to that *One Specific Subject*.

Does hypermedia offer any other advantages?

For the first time, through hypermedia, an Autovod-produced microportal enables the breakthrough of a **Google-like search of all your content at a word level**, even on audio and video media. This greatly facilitates the retrieval of multimedia content, as opposed to Google’s familiar text content search capability **at a page level**, culminating in the search process resulting in the media commencing to play at the precise place where the word was found in the video, audio or Flash animation clip.

What applications do clients use Autovod for?

Autovod applications include:

- Strategic Meetings
- Sales Force Effectiveness & Readiness
- Regulatory + Compliance Training
- Channel Partner Education
- Workplace Performance Support
- Consumer Knowledge Portals
- Product Launches
- Product Demos
- Employee Orientation + HR Development

Who are your clients?

Autovod has published microportals for Cisco Systems, SUN Microsystems, VMware, AT&T and IBM amongst others.

What are the major benefits of using the Autovod process?

Dramatically reduced production times (up to 80% over conventional labor-intensive methods) and dramatically reduced production costs (up to 80% over conventional labor-intensive methods) and a superior user experience.

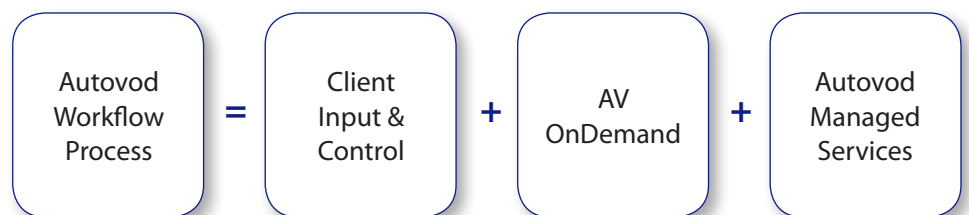
How can Autovod claim these astonishing productivity gains?

By taking the conventional labor-intensive tasks in building multimedia websites and standardizing and automating these tasks in software, Autovod's AV|OnDemand publishing software and workflow process reduces the costs of a traditional team of multimedia website builders such as subject matter experts, instructional designers, interface designers, web programmers, graphic designers, editors, multimedia editors, project managers etc to as few as one or two persons. This results in rapid development times and reduced costs.

How can I work with Autovod?

Please note Autovod is **NOT** a content developer. Autovod is a content publisher. Autovod leverages **your** content developed via standard ubiquitous authoring tools. At Autovod, we have developed a software-managed process for interacting with our clients to publish and deliver their content. That is, the client becomes a collaborating and controlling part of the process.

Therefore:



How does this work in practice?

There is a 5-step workflow process that builds, publishes, and distributes your microportal and tracks your audience.

Step 1. Upload your content.

[Login to AV|OnDemand](#) and upload all the content for your microportal. You can include any number, combination and duration of video and audio clips, Flash files [SWFs or FLVs], PowerPoint decks, images, text documents [Word, PDF etc] and even Webex or GoToMeeting recorded sessions.

Step 2. Communicate your Choices

[Login to AV|OnDemand](#) and by following the Authoring Guide; complete the Content Template to communicate all your authoring specifications, including branding, navigation, integration, synchronization, search, language, audience access and other design choices to Autovod experts.

Step 3. Autovod Managed Services

Autovod experts use AV|OnDemand and your specifications to set up and build your microportal.

Step 4. Preview and Approval

[Login to AV|OnDemand](#) at any time to preview, make changes to your content or after just five working days, to give final approval to Autovod to “go live” using the hosting function of AV|OnDemand or hand off the completed microportal to you for publication on your own LMS.

Step 5. Tracking and Reporting

[Login to AV|OnDemand](#) at any time to manage your users’ access, track user activity, and generate reports on usage, quizzes, surveys and content downloads.

Do you have any examples of your work?

Much of the work we do for our clients is company confidential. We can however, demonstrate representative work that is in the public domain. Please contact Autovod to arrange a desktop share demonstration.

What about Price?

The price of an Autovod-produced microportal depends on factors such as audience size, the total duration of your media clips and which of the range of services you require from Autovod. To obtain a firm quotation, call Autovod and we will generate an on-the-spot quotation based on your responses to a few key questions.

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