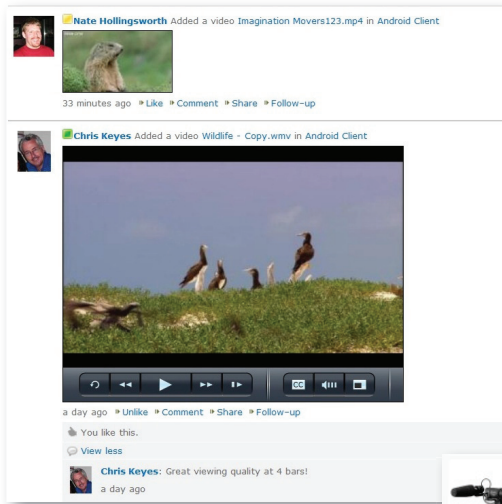


Video Stream

If a picture is worth a thousand words, a video is worth a million. That's what some of the world's most successful companies are discovering as they create videos for product demos, Microsoft Lync-recorded virtual meetings, on-demand social learning, customer stories, or any number of real-life scenarios.

This popular social experience of creating videos has posed a problem for many companies because they have no way to effectively distribute, organize, and share this content within their organizations. To address this issue, NewsGator introduced their Video Stream solution package to provide organizations with a "YouTube for the Enterprise" solution that is truly social.

When employees shoot a video, Video Stream allows users to upload large videos in a broad number of supported file formats. A thumbnail is automatically created of the video and is then posted to the activity stream. Users can socially interact with the videos by watching them inline within the activity stream using the Microsoft Silverlight Player, liking them, adding comments, and seeing comment history and reactions to videos. Employees can browse videos by community, most liked, most recent, or most viewed.

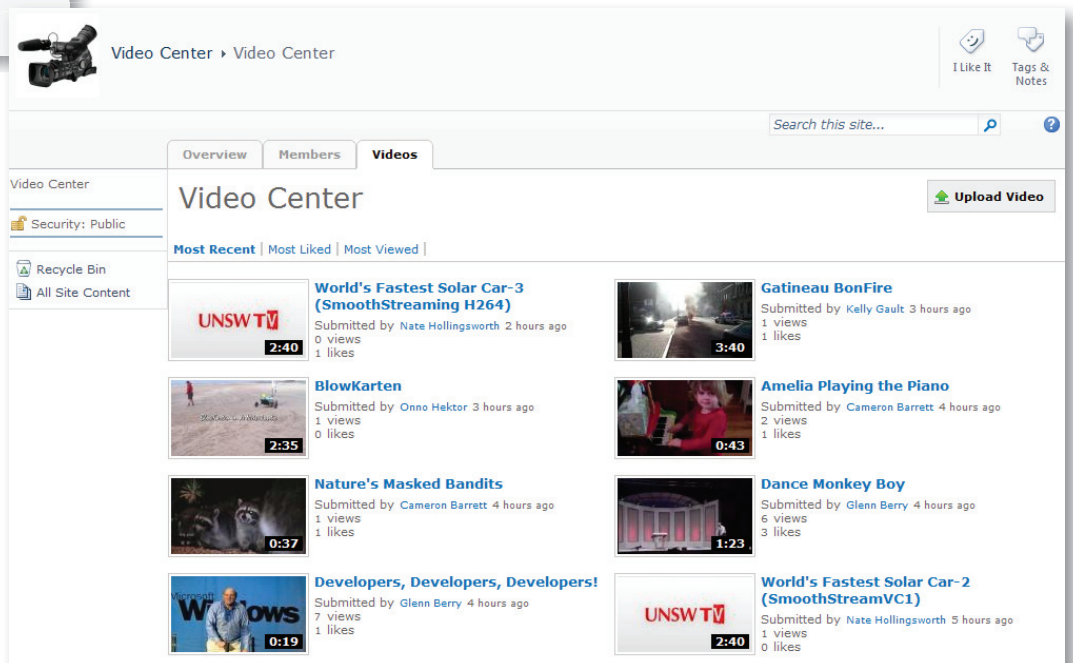


Streaming, File Compatibility, and Deployment Options

Video Stream delivers bona fide streaming versus progressive download, meaning users never experience frustrating delays while the video loads the next segment. Video Stream delivers smooth HD streaming of up to 1080p, yet intelligently dials down the size of the video to a range your network can handle at the time.

Users need not worry about file compatibility, either. NewsGator Video Stream automatically handles all the major codecs, including Windows Media (WMV, WMA), AVI, QuickTime (MOV), DirectShow Filters, MPEG-2, AVCHD, and Dolby Digital. It also supports Silverlight 4.0 and the Smooth Streaming output codec.

There are multiple deployment options - integrate Video Stream directly into SharePoint 2010 or in conjunction with NewsGator's comprehensive social platform, Social Sites 2010. Organizations can use Video Stream to create a standalone video community or can add video capability to every community. Or they can do both.



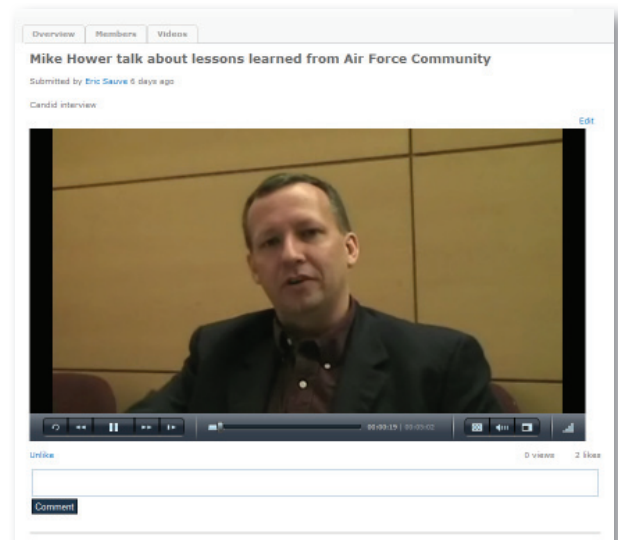
So let your employees fully experience social learning. Have them unveil a product, demonstrate a process, or introduce a new concept. Or let them call up a colleague on Microsoft Lync, and upload the video call recording into the Video Stream. A minute's action is suddenly worth a million words.

An overview of Video Stream features:

- Create and add a YouTube-like Video Center to any community
- Upload large videos in a broad number of supported file formats
- Surface videos in the activity stream and view them inline using the Microsoft Silverlight Player
- Can be customized to leverage broad range of output codecs and other video players (no more codec-compatible nightmares!)
- Automatically create a video thumbnail for each uploaded video
- Supports smooth streaming to optimize video playing quality level based on the available network bandwidth
- HD viewing experience up to 1080p
- Socially interact with videos by adding comments and seeing comment history and reactions to videos
- Browse videos by community, most liked, most recent, and most viewed
- Effectively distribute, organize, store, and share videos throughout your organization

Minimum Software Requirements

- NewsGator Social Sites 2010 v2.0
- Microsoft SharePoint 2010
- IIS Media Services Extension for Microsoft Smooth Streaming
- Microsoft Silverlight 4.0
- Microsoft Expression Encoder Pro 4



Learn More

For pricing and to learn how NewsGator can enable your organization with social collaboration, learning, and knowledge management tools, contact us at 800-608-4597 or +31 (20) 561-7038 (for outside the US and Canada) or visit us online at www.newsgator.com/contactus.

About NewsGator Technologies

As a Microsoft Gold Certified and Depth Managed Partner, NewsGator is helping nearly three million paid users in industries across the globe propel the future of productivity. NewsGator Social Sites delivers robust social technology to the enterprise with proven scalability and security to flagship clients like Accenture, Adidas, Deloitte, Ericsson, General Mills, JPMorgan Chase & Co., Kraft Foods, Merck & Co., Unisys Corporation, and the US Army. No other social software vendor can rival our deep integration with the entire Microsoft stack - reducing your total cost of ownership while increasing adoption, collaboration, and innovation. And for all that, Microsoft honored us as its 2011 US Partner of the Year. We're making SharePoint and Office365 social. Follow us on Twitter @newsgator! www.newsgator.com