



## **Ustream Platform:**

Thanks to its reliable and highly scalable broadcasting platform, Ustream has emerged as the leader in quality live online and mobile streaming. The platform enables anyone with an internet connection and a camera to quickly and easily broadcast to a global audience of unlimited size.

## **To get started, follow these steps:**

Step 1 - Sign up for a Ustream account and create your channel

Step 2 - Plug in your camera

Step 3 - Click "Broadcast Now"

Step 4 - When asked, "allow" the broadcast console to access your video or webcam

Step 5 - Click "start broadcast" in the console. You are now live!

## **Features:**

- Easily add text overlay, polls, or YouTube videos to the broadcast window
- Interact with users via the chat room and the social stream
- Notify your audience when you're live, via Twitter, directly from the broadcast console
- Aggregate real-time visual feed of recently recorded videos and approved viewer videos using Media Stream
- Record broadcasts and store them for later viewing
- Customizable channel pages
- Players that can be embedded on any website or social networking page
- 24-hour live support

## **Interactivity elements:**

- Chat enables anyone to log in with a simple Ustream username and password to chat with a global audience
- Social stream provides virality by allowing users with Twitter accounts to log in and send tweets with a broadcaster-chosen @handle or #hashtag that includes a link back to the live video player, which populates on Twitter
- Ustream on Facebook, a program enabling artists, brands, organizations and others to go live with Ustream from their Facebook Profiles, provides a custom-developed application with Facebook's Live Stream Box that allows live comments that populate status updates with a "via" link back to the live player

## **Technology:**

Ustream has invested extensively in creating a reliable and scalable platform to power live streams of any size. As a constantly innovating company, Ustream adds more features and enhancements frequently.

The partnership between Adobe and Ustream enables the platform's live broadcasting and viewing. Adobe Flash is the world's most pervasive software platform, used by over 2 million professionals and reaching 99.0% of Internet-enabled desktops in mature markets as well as a wide range of devices. Download Adobe Flash Player 10 here (<http://get.adobe.com/flashplayer/?promoid=BUIGP>). Adobe recommends the following system requirements for Adobe Flash Player 10:  
<http://www.adobe.com/products/flashplayer/systemreqs/>

