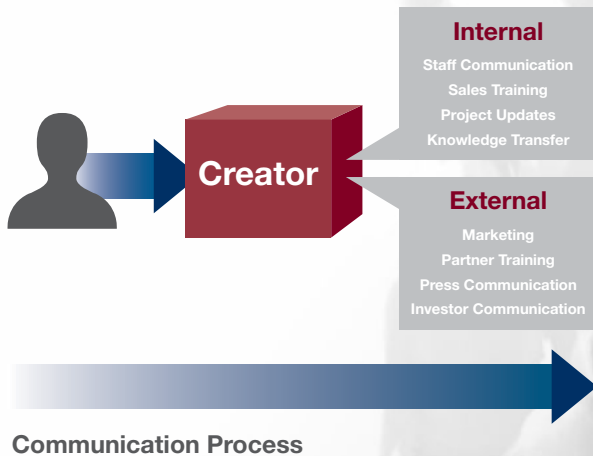


## Creator

It is now simple to have live and on demand, state of the art webcasting controlled by you, and capable of creating and broadcasting events as easily as logging on to a computer. Now Virtue, one of the world's leading experts in the field of corporate communications have made this technique as accessible as other technology we now take for granted.

### About Creator

With features such as scheduling, slide upload and automatic archiving, combined with administrator access for editing and managing each event, Creator provides you with the control and ease of use necessary to successfully implement webcasting into your daily communications - a feat no other application can provide today.



Creator's innovative wizard interface replaces the traditionally labour intensive life-cycle of webcast creation and delivery. Any employee with an internet-connected PC and a phone can instantly schedule, create and deliver a highly interactive and personal message to anyone, anywhere, anytime.

### Product Profile

- Self managed production
- Self managed distribution
- No specialist software or training required
- Publish at the touch of a button

### Key features

- Audio capability
- Easy scheduling & publish from desktop
- Synchronised PowerPoint slides
- Live viewer statistic
- Automatic archiving for on-demand viewing
- Customisable interface

### Benefits of self-management

- Leverage existing hardware and infrastructure
- Cost saving – maximise ROI
- Control of content
- Ease of implementation – company-wide
- Timeliness

**“We are committed to keeping our people informed and I’m pleased that this technology has enabled us to provide a more personal method for distributing our monthly news updates over the company’s Intranet. For me, it’s a straightforward process of picking up the telephone and delivering my message.”**

**John Melville, Managing Director, Roche UK**