

The InterMedia Market: Dynamic, Interactive Multimedia in the Corporate Environment

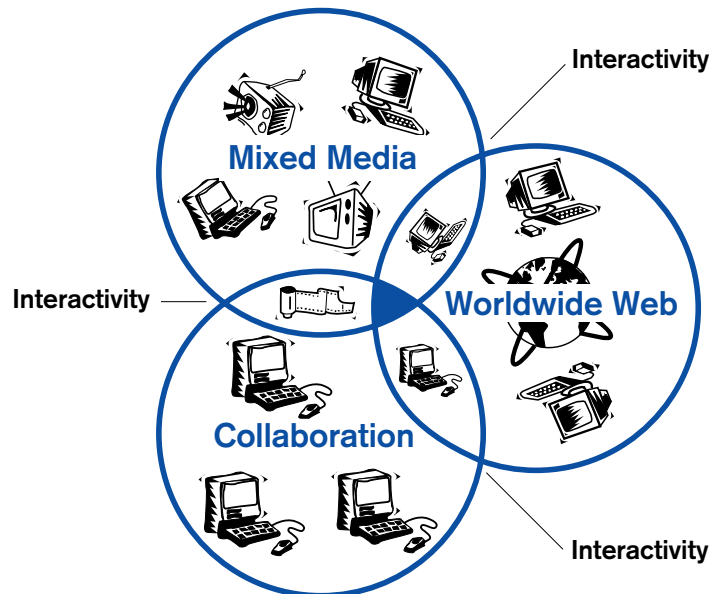
MixedMedia:

- **AUDIO**
- **VIDEO**
- **IMAGES**
- **GRAPHIC**
- **ANIMATION**
- **TEXT**

InterMedia is:

- Adding a live videotape of your products or an interview describing your services to your web page, giving online viewers a more personal, experiential picture of what you're offering.
- Opening a video or movie clip on your favorite web sites instantaneously — without having to wait!
- Being able to enliven your sales or marketing presentations with dynamic video images.
- Being welcomed your first day on a new job with a personal videotaped greeting from the company CEO that you've opened through the web browser on your computer screen.
- Attending a concert on the Internet, seeing and hearing the performance as if you were right there!
- Including a videotaped address by the company CEO with your online quarterly financial report.

Let your imagination run. Think about your current corporate applications and how you can enliven them and make them dynamic, with mixed media. Make them available to all of your employees or customers across your network or on your web site — that's InterMedia!



The InterMedia Market

E-mail. Graphical presentations. Database applications. Documentation. Video databases. Mixed media content. The Internet. Electronic commerce. The corporate intranet.

Corporations today are faced with the challenge of how to incorporate the onslaught of new mixed media datatypes within their current IT infrastructure, including the connections that everyone wants to the Internet and the worldwide web. Mixed media presents an exciting opportunity to bring existing applications alive, to make them dynamic. New middleware solutions are arising that allow companies to integrate all of these disparate applications and make them available across the network to users at their desktops, locally or at remote sites. Mixed media then becomes a powerful, collaborative ally. We call this new, dynamic environment the InterMedia market.

Starlight White Paper

InterMedia combines existing applications with new, dynamic datatypes. It consists of three major application/content areas:

- **Mixed media** content includes audio, video, animation, graphics, text — a company's current database, word processing and document applications, as well as graphics and new multimedia-based applications incorporating audio and video.
- **Collaborative applications** — including groupware, e-mail, file sharing.
- **Internet and intranet** services.

From Middleman To Middleware

With the Internet as a powerful and immediate communications mechanism, information providers can now reach and conclude transactions directly with their intended audiences. They can bypass the middlemen that have served as valuable liaisons to their customers in the past. Those middlemen are many of us. They are bank tellers, airline reservationists, store clerks, brokers, insurance reps, and other sales representatives. But they can also be appliances, such as ATMs, telephones, even our cars.

Instead, the worldwide web has replaced the middleman to become the middleware-enabling direct interaction between vendor and customer. We prefer to interact with a human interface, however. That's where mixed media comes in. Mixed media provides the human interface to communications and transactions on the web.

Mixed media gives us:

- A company CEO speaking to us directly.
- Live, personalized presentations of company services/products.
- Video-mail messages.
- The ability to use video and voice to communicate electronically, limited only by your imagination.

Many of these applications and content areas have been in existence for some time, including groupware, e-mail, and the Internet. But they, along with new multimedia applications, exist primarily as disparate functions within the corporate environment. A viable InterMedia solution needs to support all of these datatypes — current text-based applications as well as new multimedia content, such as animation, graphics, audio/video — and integrate them into a cohesive environment available to employees throughout the corporation, as well as, possibly, directly to external audiences over the Internet.

The DirecPC mixed media delivery product, in conjunction with Starlight software, provides a solution that combines this mixed media panoply in an interactive, collaborative environment. This environment spans the corporate communications network both internally (intranet and LAN) and externally (Internet and WAN).

Interactivity is the key. Where these three content areas intersect, we have interactivity. **Interactivity** is the key to InterMedia. **Interactivity** becomes the crucial middleware that ties these functions together and makes them collaborative and viable in the corporate environment. **Interactivity** is the mechanism that: enlivens existing applications with dynamic multimedia; brings video immediately to your desktop through your Netscape browser/viewer; opens the door to exciting new online transactions for electronic commerce, etc.

A New Dynamic, Interactive Electronic World.

InterMedia opens up an entirely new area of opportunity for information service providers to create and deliver new dynamic, interactive applications and services that take advantage of this new cohesive, collaborative environment. Information service providers have an opportunity to maximize use of mixed media content on worldwide web sites, and create new multimedia-based applications for the Internet. This solution gives users the ability to interact directly with the vendor, bypassing the usual intermediaries, or middlemen, that have been in place to help reach an intended audience. Content providers now have a direct route to reach their ultimate audience.



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