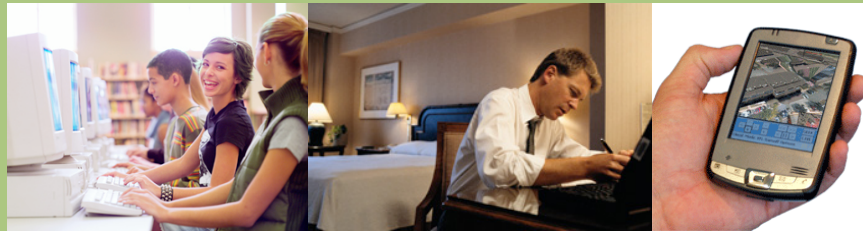


StreamLMS



The Learning Management System for Rich Media Training

StreamLMS is an easy-to-use, low cost, flexible and secure Learning Management System designed for producers and distributors of video and other rich media training.

- StreamLMS distributes content in all popular online media: XHTML, Flash, Flash Video, Windows Media, HTML pages, Quicktime, and SCORM 1.2 Sharable Content Objects (SCO's), among others.
- Protects your training content from being redistributed without resorting to costly or complicated Digital Rights Management (DRM) software.
- Supports video streaming from one or more servers under your control or from a server on the customer's premises, behind their firewall. The latter approach reduces demand on your client's Internet connection while maintaining control through your LMS.
- SCORM-conformant mode plays standard SCORM SCO's (Sharable Content Objects). In native mode, StreamLMS uses extensions to protect your intellectual property, enforce license terms and shield test answers while remaining compatible with SCORM systems.
- Content management capabilities include outputting SCORM-conformant SCO's for delivery to customers who wish to host your content on their own LMS. Just choose the course and the test, enter the email address you want the course sent to, and click a button!
- NO PER-TRAINEE, PER-PROGRAM or PER-CLIENT FEES. Pay just one low, predictable license fee per calendar quarter. Licenses include all feature upgrades to the program as well as ongoing technical support.

Site Administration

Clients and Orders

Select an organization:

- INO Therapeutics
- Inroads
- Kent ISD
- Loyola Notre Dame
- Medical Homes of America
- MTD

Choose an action:

[Overview](#) [Groups](#) [Orders](#) [Reset Views](#) [Usage Report](#)

General Administration

[Add / Edit Products](#)

[Add / Edit Course Tests](#)

[Overall Usage Report](#)

[Update my own registration information](#)

[System Documentation](#)

- StreamLMS can be run as a turnkey application on your server, or hosted on ours.
- Easy-to-use Web-based administration. No special software need be installed on individual PCs in your organization.
- Fully and easily implements custom branding for yourself, your distributors and your client organizations.
- Trainees can view pre-selected content (chosen by the training administrator), a catalog of options, or both.

For more information, please contact Ron Rosell • ron@streamlms.com • +1 (561) 351-6210

- Training usage can be tracked (and controlled) on a per-product basis and an aggregate basis for each client organization.
- Includes an interactive Test-Builder to create pre-evaluations and post-training tests. Multiple tests can be created for each program (including tests with questions requested by a specific customer.) Just add your videos to build your own training modules.



- Issues a trainee Acknowledgment of Training form and a Certificate of Completion. The latter can be printed and/or forwarded to a trainee's supervisor. Both forms reference the program and can be further customized for a specific program.
- Supports online Previewing with user registration, email address verification and "preview-only" spoilers. Distributor referrals are tracked through browser cookies and reported both to you and to the appropriate Distributor.

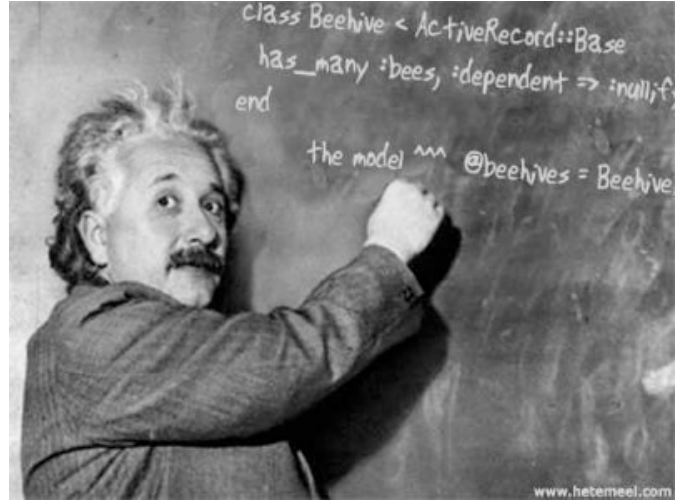
- The trainee menu interface can be customized using standard web page design techniques for special applications, such as a custom product catalog. We can do this for you (a design fee may apply), or we can show you how to do it yourself. Custom pages can be assigned at the sub-group level (for example, only one department in an organization might see a particular custom menu page.)
- Course assignments can be sequenced by the Administrator using a simple drag-and-drop interface, while optional prerequisites can be specified for each course and varied by client or by sub-group. Trainees see their entire training curriculum, but courses with prerequisites are "dimmed" until the prerequisites are met.
- All standard training pages can have pop-in notes showing additional instructions requested by the client at various points in the training process. As with most other system options, this feature is activated merely by completing a configuration web form for the client.
- Organizations can be subdivided into Groups for training assignments, support contacts and even page designs, based on functional area, geography, or other customer-specified criteria.
- Trainees self-register using a custom URL that the system generates for each client organization. Organizations may also upload an optional "approved" list of registrants to eliminate false registrations, or may deep-link to the training system, automatically registering each trainee based on the client's internal database or LMS data.
- Displays detailed, sortable usage reports showing training taken and test results. Individual test results can be displayed in context (on a test form) for training supervisors. Usage reports can also be downloaded to a spreadsheet application such as Microsoft Excel.
- To help you stay on top of your sales, alerts are automatically emailed to your sales staff when a client organization is approaching the end of its purchased training.

We're continually refining our formula

StreamLMS is ever evolving, with new features suggested by producers, distributors and customer organizations on a regular basis. Features added to StreamLMS over time are made available to all licensees.

Here are some of the recently recommended features now being added to StreamLMS:

- We're building a multilingual interface. While training *content* could always be in any language, the pages presented to trainees for navigation through the system will soon be available in Spanish, French and Portuguese in addition to American and Commonwealth English. Additional languages, such as Chinese, can be added as requested.
- We're creating brief online training programs to help educate your sales staff and your customers about the various technologies and configuration options involved in delivering streamed video training. Let your sales staff focus on content rather than on technology.
- You'll be able to offer *offline* training with LMS support. Trainees can use SCORM SCO's offline, or view training through traditional media (DVD or VHS), then connect to the LMS solely to take the post-test. Post-test scores generated by an off-line SCO can also be transmitted to the LMS via email.
- In addition to our current consolidated training reports that span an organization, clients will be able to generate training reports on the sub-group level (for example, a department or region).
- We're adding SCORM 1.3 (2004) support; our current implementation is the widely-used SCORM 1.2. You will be able to generate SCORM 1.3 SCO's to run on other Learning Management Systems and well as run existing SCORM 1.3 SCO's on StreamLMS. You'll also be able to "wrap" StreamLMS in an SCO, so that clients can deliver training from their LMS while accessing content from a server under your control.
- Online purchasing will enable automated sales of streamed training, paid by credit card, to individuals or small organizations without the need for sales staff to intervene to complete the sale or set up a customer's training account.



Our pricing model is as intuitive as our software



\$5000 (USD) initial setup, includes customization of the system with your branding, staff training and setup support (we'll even help you figure out how to move your video library to this new medium).

\$400/month, billed quarterly, for licensing and technical support. Your license includes unlimited customer organizations and trainees, as well as all future enhancements to the LMS. A license covers a single LMS server or LMS hosting agreement.

Optional: \$100/month if you elect to have us administer your server for you, or host your LMS on our server.

Video streaming servers (Flash Media, Windows Media, Quicktime, etc.) are not included in the cost of your LMS. You may elect to run your own streaming server or outsource to one of many companies providing that service.

Third-party costs you may anticipate

Streaming a video online requires more than an LMS; it also requires that your videos be in the correct format and hosted on a streaming server.

The cost of preparing your videos in the desired format (Flash Video, Windows Media, Quicktime, etc.) will depend on what format they're in now and whether you wish to do any conversions in-house or outsource the job. For example, an investment of \$800 in Flash authoring software will give you the tools you need to convert AVI, Quicktime and Windows Media files to Flash Video format; the actual process is highly automated and can be left to run unattended. Or, you might use a product such as MPEG Streamclip (free!) to convert DVD videos to Quicktime or MPEG-4 format. There are many other such encoding tools on the market.

Our initial setup fee includes consulting time to help you determine the best file preparation and format choices for your needs. We'll also help you evaluate streaming server options, which may involve selecting an outsourced hosting firm or choosing the hardware and software to run your own Flash, Windows Media or Quicktime streaming server.

If you choose to host your own copy of the StreamLMS server, you'll also need a computer to run it on (any recent Windows or Macintosh server can handle it) and approximately US\$720 worth of third-party database engine software upon which StreamLMS is built. You can run both the StreamLMS and your streaming video server on the same hardware, if you wish. Finally, you'll need to arrange for a high-speed Internet connection, preferably by co-locating your server in a reliable shared data center, so that trainees will have unimpeded access to the LMS when needed.

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