



[www.peoplelinkvc.com](http://www.peoplelinkvc.com)



# InstaCast

*Impactful & Real time Web audience engagement with PeopleLink Central Recording & Streaming*

Peoplelink continues to simplify online video delivery by unifying the disjointed world of closed caption delivery, remain at the forefront of the industry by enabling streaming in the latest formats, enhance the software's scalability, flexibility, and reliability, and for the first time, enter the world of encoding

## High Performance

PeopleLink is powerful multi-threaded software that delivers up to 10Gbps of per-server video streaming performance for on-demand and live streaming

## Extensible

An extensive set of Embed Code and iFrames extend the PeopleLink functionality to fit perfectly with your applications and environment to take your streaming to new heights.



# InstaCast Benefits

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## EXPAND YOUR REACH

Online participants can watch live using a pc, tablet or smartphone

## ENGAGE YOUR AUDIENCE

Because of their interactive nature, webcasts form an ideal instrument to raise the level of involvement with your product or brand.

## KNOW AND BROADEN YOUR TARGET GROUP

A webcast provides you with the opportunity to better identify your target audience

## COLLECT AND UNLOCK KNOWLEDGE

The webcast recordings allow you to further disseminate your information. You can build an archive and continue to unlock it through digital technology.

## ENJOY OPERATION BENEFITS AND LOWER COSTS

Less travel time, more compact events, more options concerning the time and location of events. All this results in cost savings.

Deliver Live H.264 Everywhere

Use Any H.264 Encoder

Stream Live Adaptive Bitrate  
Content

Stream VOD Adaptive Bitrate

Protect Content

Deliver On-Demand H.264  
Everywhere

Create Premium Viewing  
Experiences

Reach Unlimited Audiences



# What Makes InstaCast so effective

## Unified

PeopleLink unifies H.264 streaming into a single workflow that lets you stream to any screen simultaneously. With the optional PeopleLink Transcoder you can even take your live non-H.264 content to any H.264-compatible screen.

## Manageable

PeopleLink offers extensive management and administrative functionality with standards-based programming interfaces, comprehensive logging and compatibility with many off-the-shelf log analysis tools and management systems

## High Performance

PeopleLink is powerful multi-threaded software that delivers up to 10Gbps of per-server video streaming performance for on-demand and live streaming. The bottom line – you can count on PeopleLink to deliver

## Scalable

PeopleLink software performance is in a category by itself. With the PeopleLink platform you can deliver up to 10Gbps from a single server

## Cross Platform

PeopleLink gives you the freedom to run on the OS of your choice – Windows®, all variants of Linux™,

## Reliable

We understand that your business objective is to stream without worries. We built PeopleLink to deliver exceptional reliability so you can confidently build your business on our software

## Extensible

An extensive set of Embed Code and iFrames extend the PeopleLink functionality to fit perfectly with your applications and environment. PeopleLink Server is also a foundation for take your streaming to new heights.

## Economical

With PeopleLink you have a choice of licensing editions that make it easy and affordable to put the industry's premier streaming software to work for you. No one else can match the value of PeopleLink's any-screen streaming software.



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