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1 Engage Broadcast

1.1 Introduction

Engage Broadcast enables a range of broadcasting across any Engage enabled network and is designed as a frequent use, rich media marketing, advertising and communication solution.

Engage Broadcast is a standalone application that will decode video files that have been created using different codec's and then encodes them into the WMV VCM9 codec to create an AVI file and format that Engage clients support.

- ! Engage Broadcast Operates in an OFFLINE environment and only requires connection to the Internet for user authentication and subsequent broadcast file upload.
- ! Engage Broadcast **only operates** on the Microsoft Windows XP operating system.

1.2 Terms of Use

The use of the Engage Broadcast is subject to the Engage Licence agreement, terms and conditions (see <http://www.voice-commerce.com/legal.html>). It is your sole responsibility as content broadcaster to legally comply with any applicable regulations concerning transmission of electronic information, copyright, opt-in/opt-out legislation, in countries that you broadcast information into.

2 Technical Specification

Engage Broadcasts operates to the following technical specification.

2.1 Video formats

Engage Broadcast supports most of the standard video formats which can be converted to WMV VCM 9 video. Using our technology we provide the ability to change the video frame size without a significant degradation in video quality and reduce the download or distribution file size.

Engage Broadcast has been tested with the following results on these commonly used formats:

Avi	- smaller file size when converted
Mpg	- smaller file size when converted
Mpeg	- smaller file size when converted
Wmv	- almost same file size after conversion
Mpa	- smaller file size when converted
Divx	- smaller file size when converted
Asf	- smaller file size when converted
Asx	- smaller file size when converted
Mov	- smaller file size when converted
*Mp4	- smaller file size when converted
*3gp	- larger file size when converted

* MP4 and 3GP Video files that have been encoded with AAC or AMR audio streams will be converted without sounds (video only).

The window size, once converted, is 320 by 240 pixels. Videos should be designed with this screen size (and relative dimensions) in mind, avoiding small script which will not be legible once reduced in size and ensuring that images have a good level of contrast to be visible in computer screens. If a video has different relative dimensions it will be reduced so that it fits in the screen leaving horizontal or vertical black borders as appropriate.

! Currently we are unable to support QuickTime videos such as .mp4 files and .mov files and further development in this area and on other DV formats is ongoing.

! Remember that the entire video file has to be downloaded before it plays to your customer and large files may tax your customers' patience. Although Engage Broadcast can support transmission uploads of up to 10Mb, we recommend that you keep file sizes to less than 4.5 Mb (once converted). Depending on quality this will equate to perhaps 2 – 4 minutes of play time.

2.2 Audio formats

Audio files are converted to WAV files encoded with GSM 6.10 using Microsoft Direct Show technology. Currently supported audio formats are:

wav
mp3
mpa
au

WMA files are currently identified as audio files by Engage Broadcast but we are unable to convert them in to GSM 6.10.

2.3 Rich Text Messaging

Rich text messages can contain up to 30,000 characters of text. Interactivity can be added such as a URL's. URLs will be displayed commencing with www, http://, or https:// and will appear as clickable links. Emails can also be added but only if they are composed in URL format such as mailto:person@domain.com.

3 Operating Engage Broadcast

If you have not already done so download a copy of Engage Broadcast from the following link and install it on a computer running the Microsoft XP operating system.:

<http://www.voice-commerce.com/engage-moduler.html>

Once installed click on the Engage Broadcast desktop icon



3.1 Engage Broadcast UI

The Engage Broadcast user interface will appear and looks like this:

The screenshot shows a window titled "Engage Broadcast". On the left is a vertical banner with a satellite and the "engage Broadcast" logo. The main area contains instructions: "Please follow these Step by Step Instructions to create a successful Engage Broadcast". It includes a "Subject" text box, a list of three steps, a "Text Only" checkbox, a "Broadcast File Selector" with a "Browse..." button, and a disclaimer. At the bottom are "Next" and "Cancel" buttons.

Engage Broadcast

Please follow these Step by Step Instructions to create a successful Engage Broadcast

Subject

1. Please enter your broadcast Title - i.e. Special Offer, News etc.
2. If your broadcast is TEXT message only, please tick this box NOW and then go to NEXT.
 Text Only
3. If your broadcast is a Video, Audio or any other attachment file, please select the file that you wish to prepare for broadcast.

Broadcast File Selector

All transmissions are subject to current Engage Broadcast terms and conditions.

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Engage Broadcast operates in an OFFLINE environment; therefore no Internet connection is required whilst preparing video clips for broadcast purposes.

3.2 Creating a Broadcast

To create a successful Engage Broadcast you need to enter your broadcast title into the Subject box. If your broadcast is text message only please tick the “Text Only” box and then press “Next”.

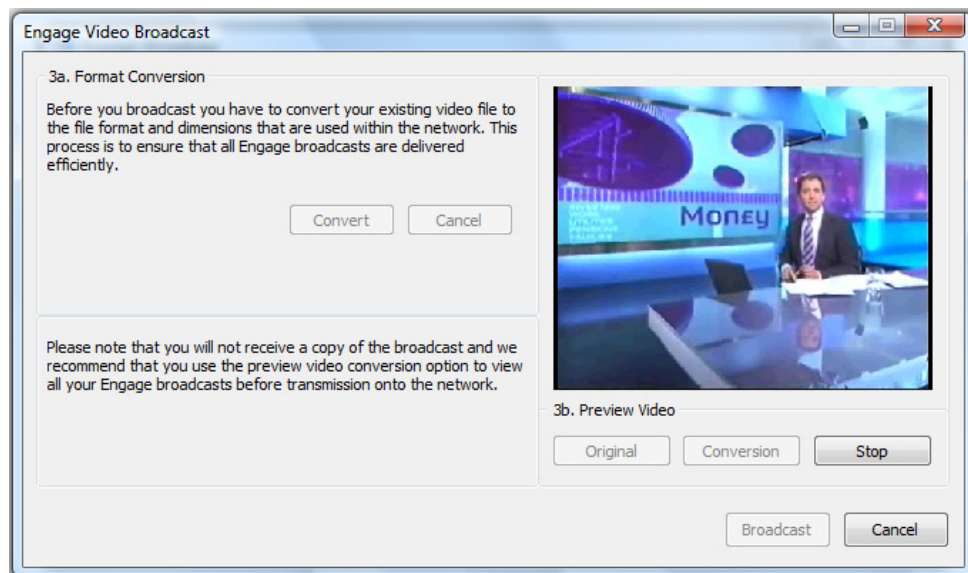
If your broadcast is a Video, Audio or any other attachment file, please select the file that you wish to publish.

You may specify a video or audio file to be converted and uploaded for broadcasting from your hard drive or network storage.

Engage Broadcast automatically detects the file type and presents the appropriate video or audio conversion interface, for supported files, or a text message with attachment for other file types.

3.3 Video conversion

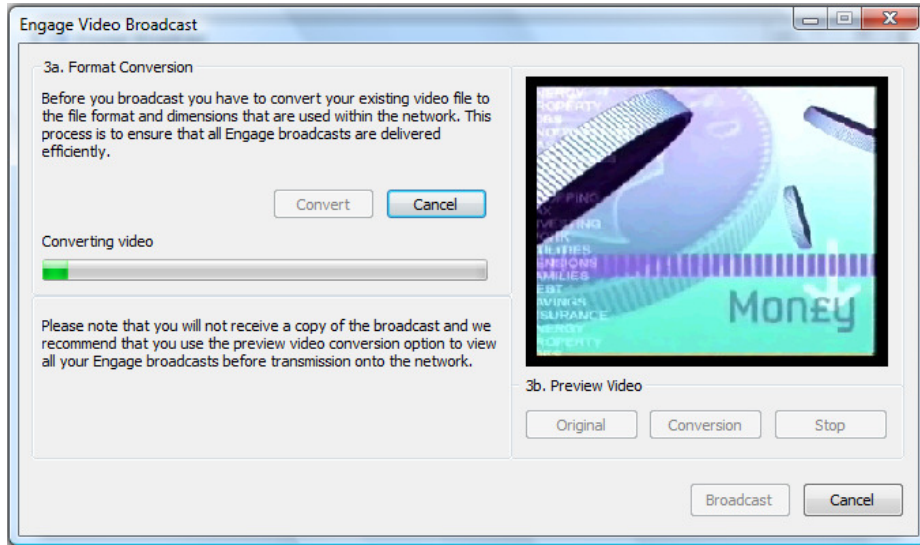
Once a video file is selected, the user interface looks like this:



You can change the title of the video at this stage if necessary and preview the original video file before conversion. This title will be broadcast with the Engage Broadcast video broadcast and appear as the message header together with the size of the download (which is added to the title automatically so that users can judge what the download time will be before viewing).

By clicking on the “Convert” button you can convert the original file to the Engage Broadcast supported video format.

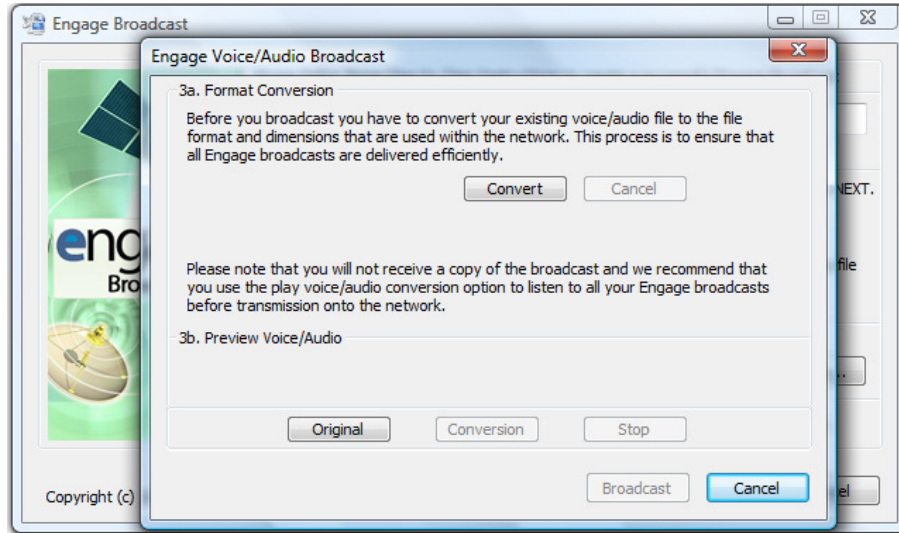
While conversion of the video file is taking place progress is displayed in the progress bar and individual frames of the video will display, similar to this:



You can now preview the video that you have created for broadcast.

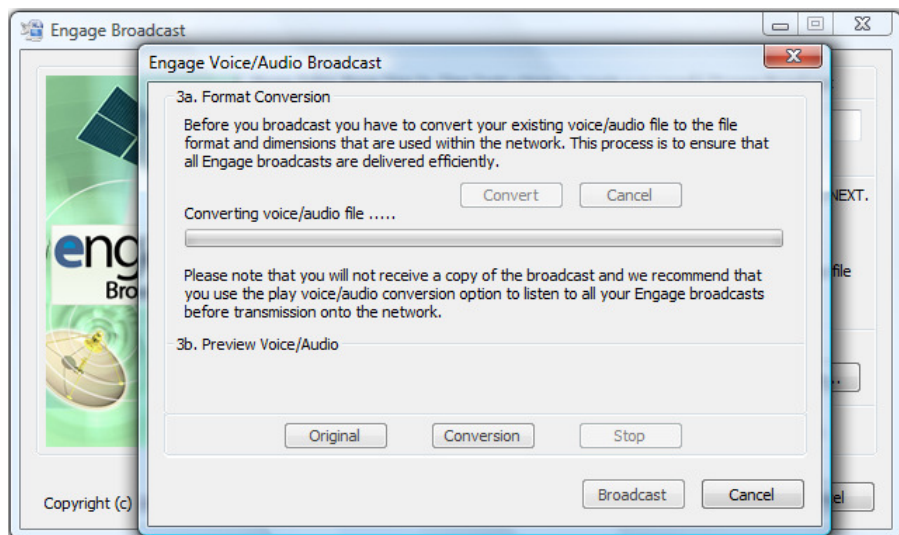
3.4 Audio conversion

When a supported audio file is selected the user interface looks like this:



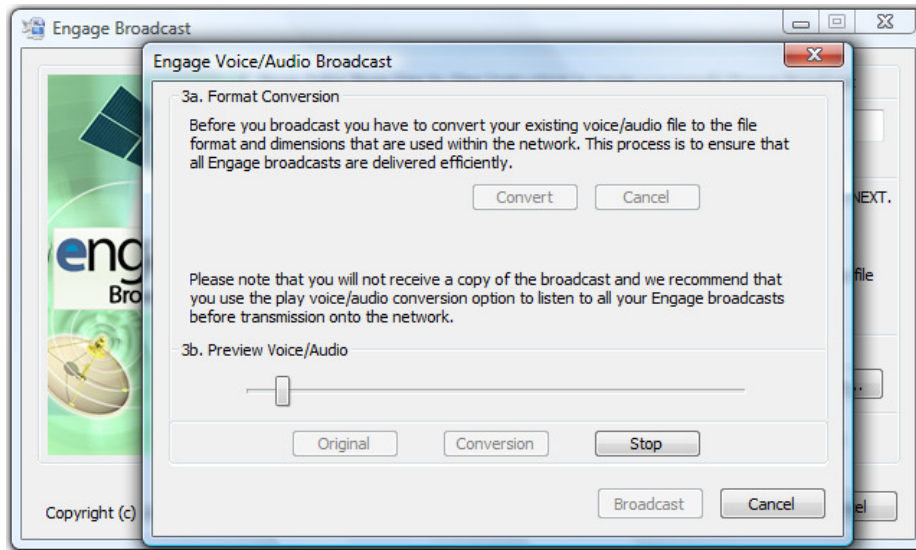
By clicking on “Convert” button the user can convert the original audio file to the Engage audio format. Before conversion the user can play and preview the original audio file.

During the conversion process the user interface looks like this.



After the audio conversion, the user can preview the converted audio file and the original audio if needed.

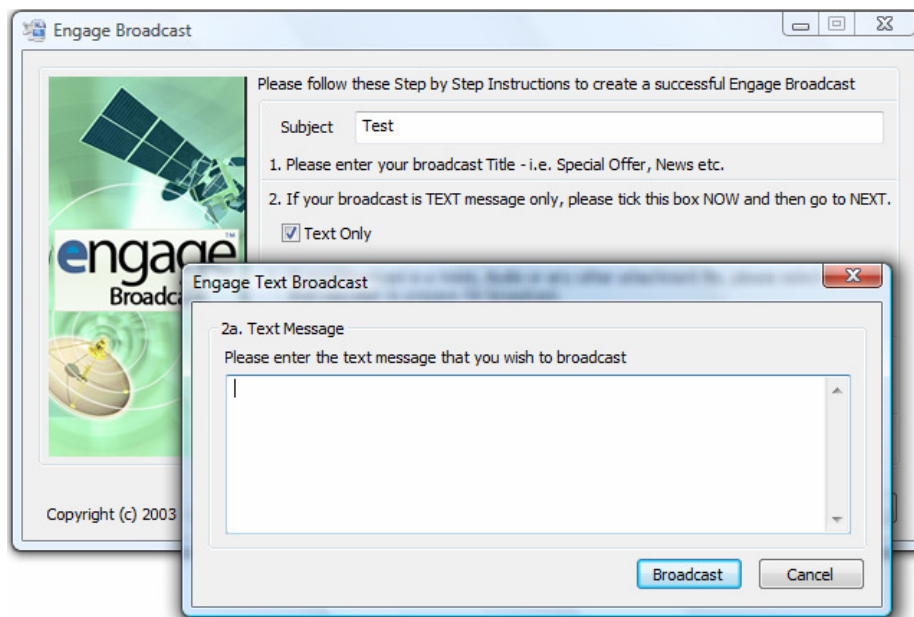
During a preview the user interface appears as follows.



3.5 Text and attachments

If the user selected file is not a recognised video or audio file, then the user interface will show a file attachment with the facility to add a text message.

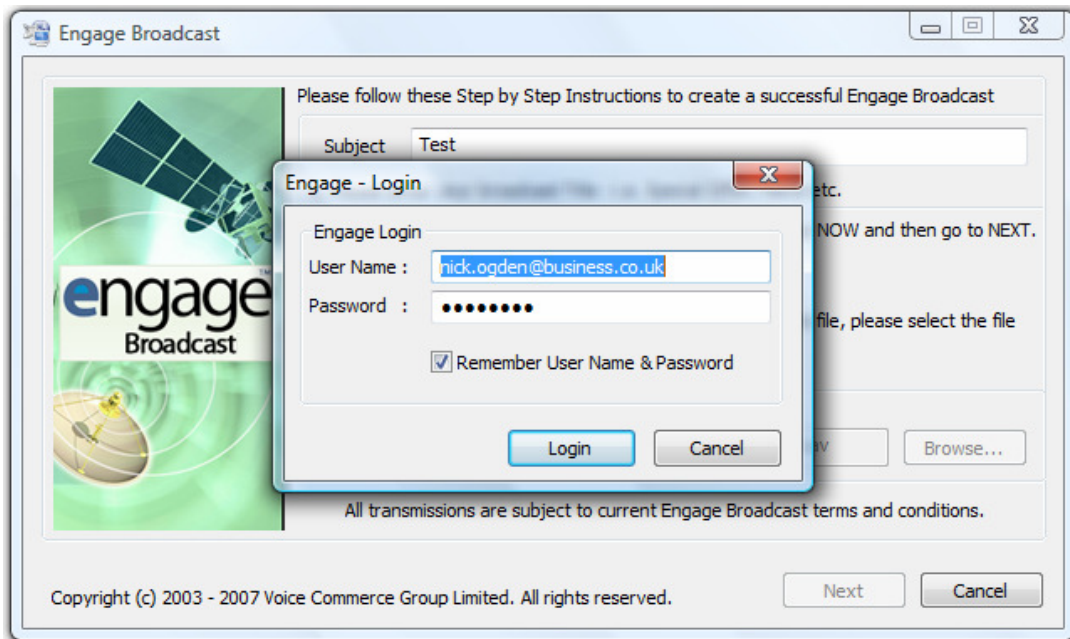
The user interface looks like this:



The text field can hold up to 30,000 characters of text, and URL's (commencing with [www.](http://), <http://>, or <https://>) will be shown as clickable fields in the recipient's window. An email address will be clickable if in URL format such as <mailto:person@domain.com>.

4 Broadcasting

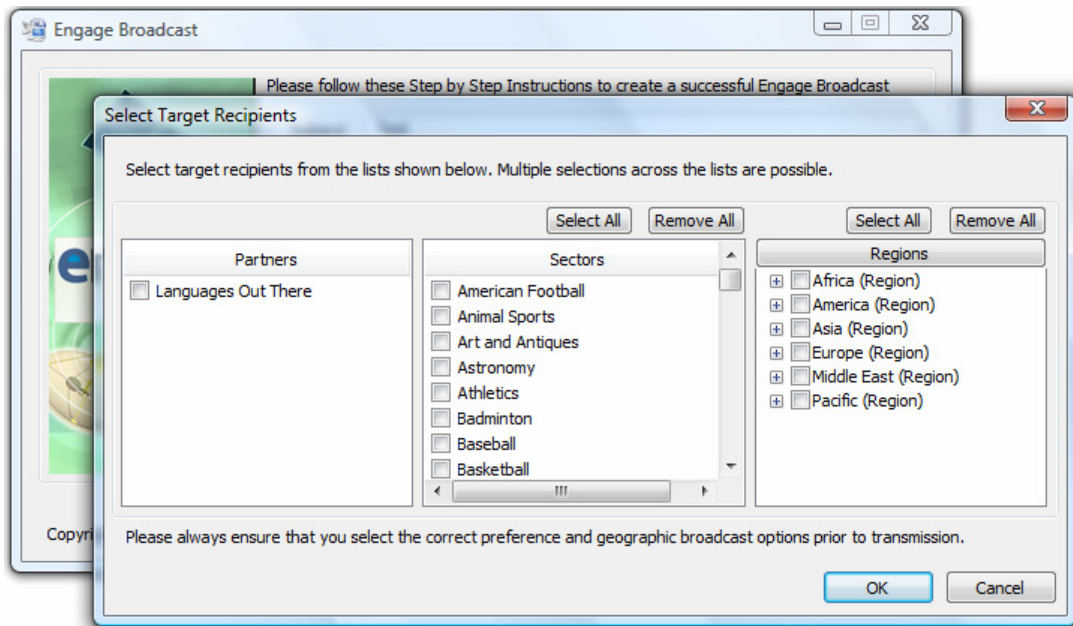
When Engage Broadcast is connected to the Internet and broadcast files are ready for distribution a dialog box for user authentication is displayed. This dialog accepts a valid Engage user ID and password which must be pre-authorized to use Engage Broadcast. If you are using a Trial account you have already been authorised to use Engage Broadcast capabilities. For additional authorisations, contact your account manager or support@voice-commerce.com.



For authorisation, contact your account manager or support@voice-commerce.com.

Once you are connected to the Engage Broadcast server you will be presented with a screen like this. This allows you to select specific settings for your broadcast on a preference and geographic basis. You can also select "ALL" to broadcast to all of the customers registered under your Engage licence

This will send broadcast your message to all customers who have opted in to the preferences you select. Users may choose to opt out of these communications using their personal preferences on their Engage installation.



4.1 Distribution

To broadcast your message, select OK and the broadcast message will be by sent to the Engage server. Your Engage Broadcast message is then automatically and immediately distributed to the customers that you have selected advising them that a new broadcast message is available and giving them the option to watch/listen to or read your broadcast.

Engage users who are logged in will receive a pop up warning informing them that they have a new message as soon as the announcement is published. Users who are offline will receive the message the next time that they log in. All Engage Broadcasts automatically displays the size of the download file.

4.2 Broadcast cancellation

- ! Once you click OK the file will be broadcast instantly to the selected user groups and CANNOT be retrieved or recalled.