

LiteScape Unified
Communications Applications:
OnCast Application Suite



Time to Make the Connection

OnCast: Time to Make the Connection

Unprecedented Utility and Functionality to the PCs and Phones You Use Every Day



- Communicate directly from within your desktop applications
- Control your phones from your PC to collaborate and do business more quickly and efficiently.
- Extend functionality traditionally associated with your PC to your telephone
- Access your collaboration and web applications on your phone & instantly connect to people

OnCast: Powerful UC Applications

OnCast applications let you communicate and collaborate in ways never possible before.

- Unified Directory Access
- **Multi-Media Broadcasting**
- Click to Dial
- One-Touch Web Conferencing
- Call Context



OnCast: Multi-Media Broadcasting



Time to Make the Connection

OnCast Directory - Search and Broadcast

- **ONE key broadcast invocation:**
 - Immediate broadcast to **users or groups** using **company directory**
 - Supports **1-way or bi-directional** broadcasting of audio, text and images
 - **Initiate Broadcast** from **Desktop app, IP Phone** or from **Browser**
 - **Send Broadcast** to IP Phones or **Over head speakers** (IP and analog)
 - Support for phone 'presence' and '**barge-in/invite**' based broadcasts
- **Personalization:**
 - **Customizable ring tones** based on type/sender of broadcast
 - Interactive: Broadcasts can launch apps on phone or desktop
 - **Shortcut** commonly used broadcast for immediate access next time
- **Templates and Work-flow:**
 - Ad-hoc, emergency evacuation, all employee meeting reminder, etc)
 - Customizable broadcast forms and work-flow

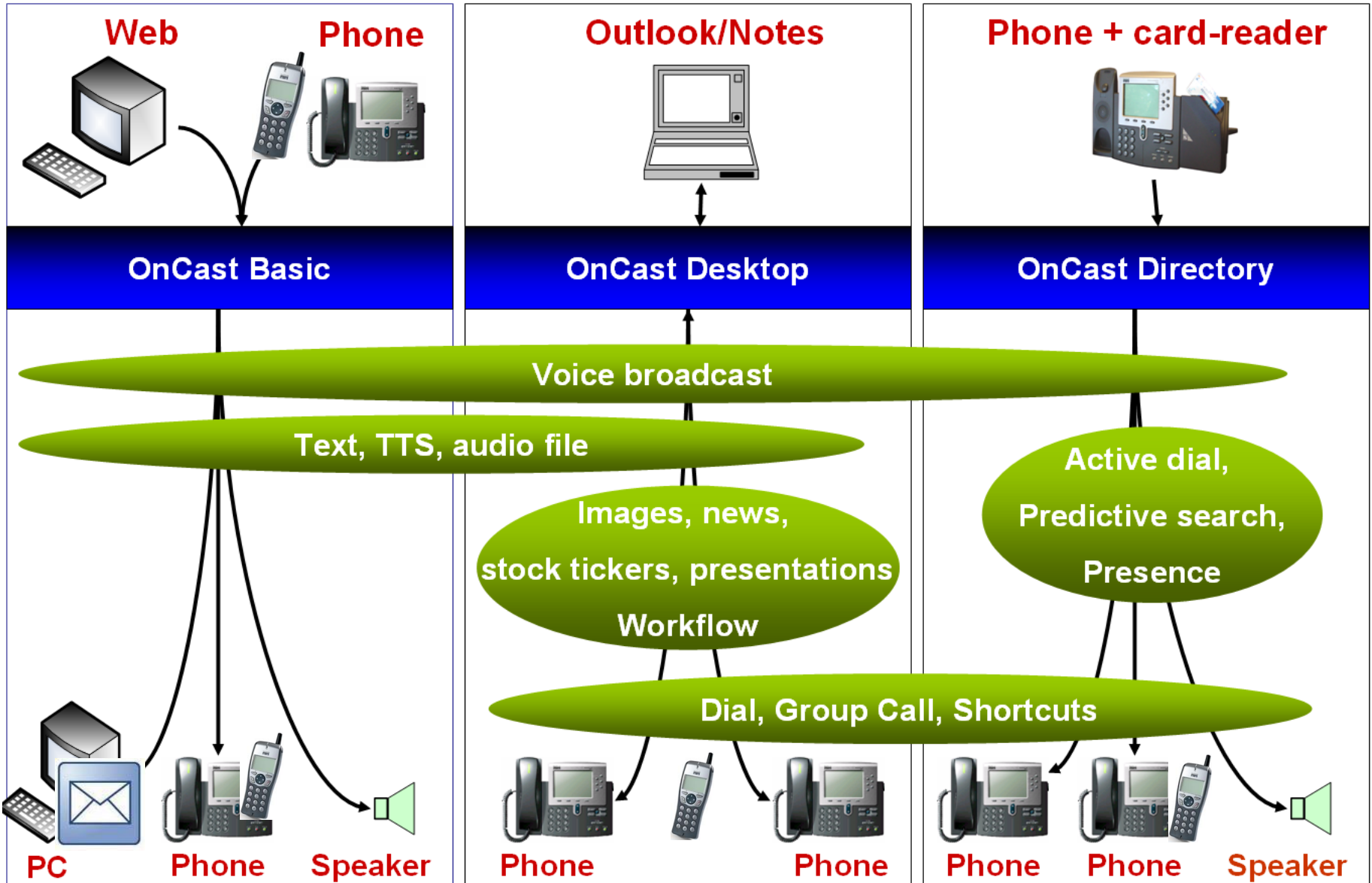
Unified Directory Access

Access all the people you need to communicate with--fast.

- Access all your contacts on your PC or phone
- Combine all your directories to communicate with anyone, anytime (AD, Exchange, SQL, CRM, LDAP & Open-LDAP). It's your whole world in one interface.
- Find your contacts faster and more efficiently with smart and predictive search capabilities.



OnCast Enterprise



Multi-Media Broadcasting

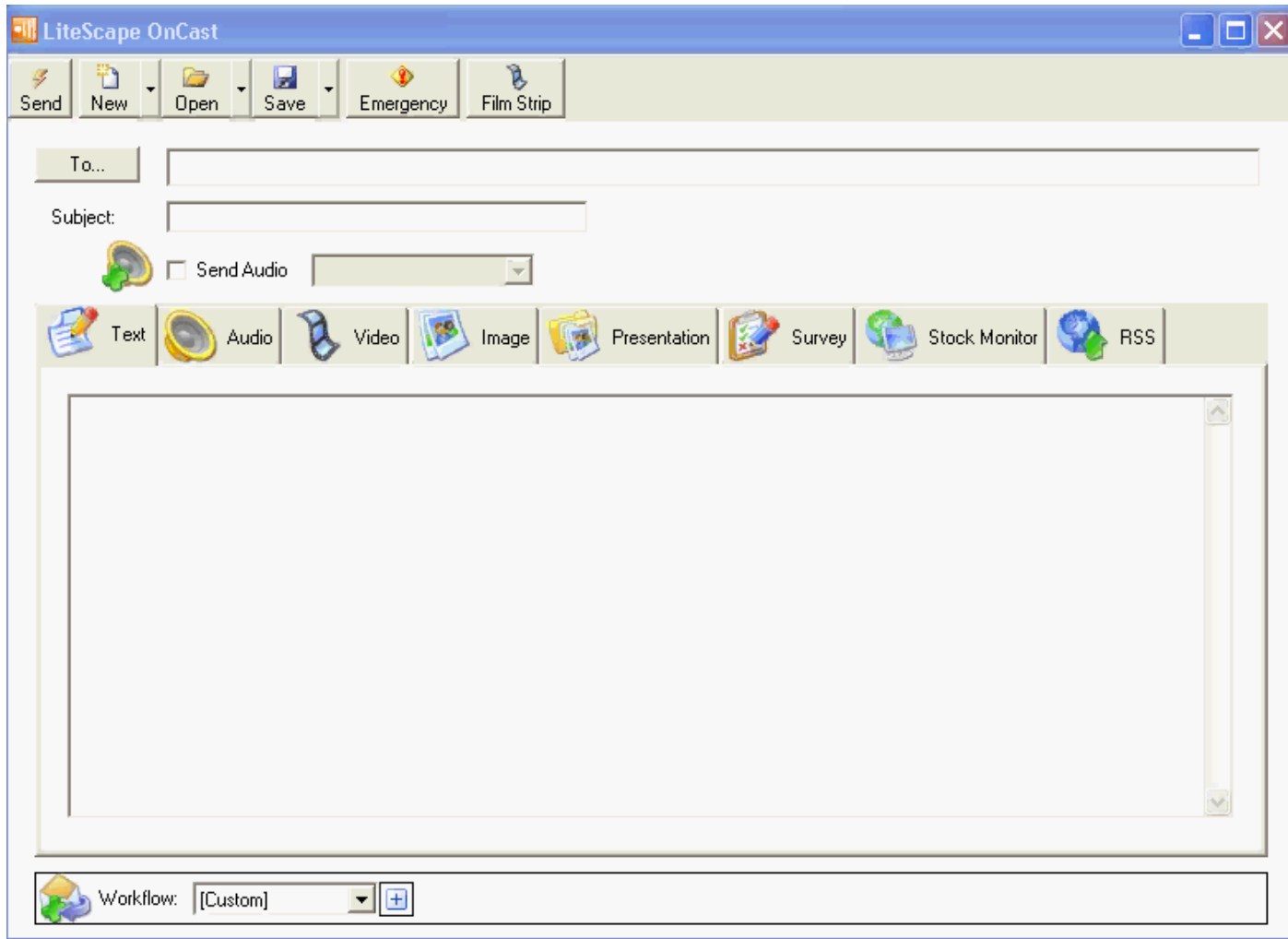
Send targeted messaging and emergency alerts to phones, leveraging your existing IP infrastructure.

- Send Live Audio, text, image, audio, RSS, and survey broadcasts to phones for emergency notifications, company announcements, and advertising.
- Create broadcast templates in OnCast Composer, a standalone PC application



OnCast Composer: Sending Targeted and Emergency Messages to Phones

LiteScape's powerful desktop application lets you design broadcast templates and push content from PCs to phones.



- Text
- Audio
- RSS feeds
- Images
- Stocks
- Customize broadcast forms
- Work-flow

Sending a Text Broadcast with Associated Workflow

Leverage integrated directories to choose the recipients of the broadcast (individuals or groups)

The screenshot displays the LiteScape OnCast application window. The main interface includes a menu bar with 'Send', 'New', 'Open', 'Save', 'Emergency', and 'Film Strip'. Below the menu is a 'To...' field containing 'Marketing; John Littlefield' and a 'Subject' field. A toolbar below the fields offers options for 'Text', 'Audio', 'Video', 'Image', 'Presentation', 'Survey', 'Stock Monitor', and 'RSS'. The main content area shows a message draft: 'There will be a network outage from 10-11 pm today', 'Please back up your work', and 'Call IT for assistance'. An orange arrow points from the text 'Create your message here' to the draft. An 'OnCast Instant Workflow' dialog box is open, showing a 'Caption' of 'IT', a 'Phone Number' of '20324', and 'Action 1' set to 'Dial'. An orange arrow points from the dialog box to the text 'Associate a workflow to the broadcast...'. At the bottom, a 'Workflow:' dropdown is set to '[Custom]' and a 'Workflow 1' button is visible. An orange arrow points from the 'Workflow 1' button to the text 'Associate a workflow to the broadcast...'. The 'Send' button in the top menu is circled in orange.

Create your message here

Associate a workflow to the broadcast. In this case, let's let the recipients of the broadcast be able to dial back to your IT department's number with one touch from their phone.

Sending the Broadcast to Phones



- OnCast takes the recipients' phones off hook and delivers the message

- Users can hit one button and get in touch with your IT staff, as dictated by your workflow

Broadcasting an Image with Associated Audio Content

Send the message in an emergency or non-emergency fashion

The screenshot shows the LiteScape OnCast software interface. The title bar reads "LiteScape OnCast". The menu bar includes "Send", "New", "Open", "Save", "Emergency", and "Film Strip". The "Emergency" button is circled in orange. Below the menu bar, the "To..." field contains the text "dave nuckols;20349;20324;20337;20354;20332;tom kirk;". The "Subject:" field is empty. The "Send Audio" checkbox is checked. The "Attach Audio from File" dropdown menu is open, showing options: "Attach Audio from File", "Broadcast (Two-way)", "Conference (Two-way)", and "Use Text-to-Speech". A yellow arrow points from the text "Associate the store promotion with audio content so you can talk about the promotion." to the "Attach Audio from File" option. Below the dropdown menu, the "File Name:" field is empty. The "Text" button is selected in the bottom toolbar. The "Image" button is highlighted with a yellow arrow pointing to a Christmas sale advertisement image. The advertisement text reads "SHOP THE BIG FAT 50% OFF SALE" and features a Santa Claus sitting with wrapped gifts. A yellow arrow points from the text "Choose any image from your desktop. In this scenario, it's an advertisement for a store sale." to the advertisement image. The "Workflow:" dropdown menu at the bottom shows "[Custom]".

Associate the store promotion with audio content so you can talk about the promotion.

Choose any image from your desktop. In this scenario, it's an advertisement for a store sale.

Sending the Image Broadcast to Phones



- OnCast pushes the image and audio to recipients' phones

- You can speak, and everyone in the store can hear your promotion of the sale

The OnCast Web Client: Broadcasting

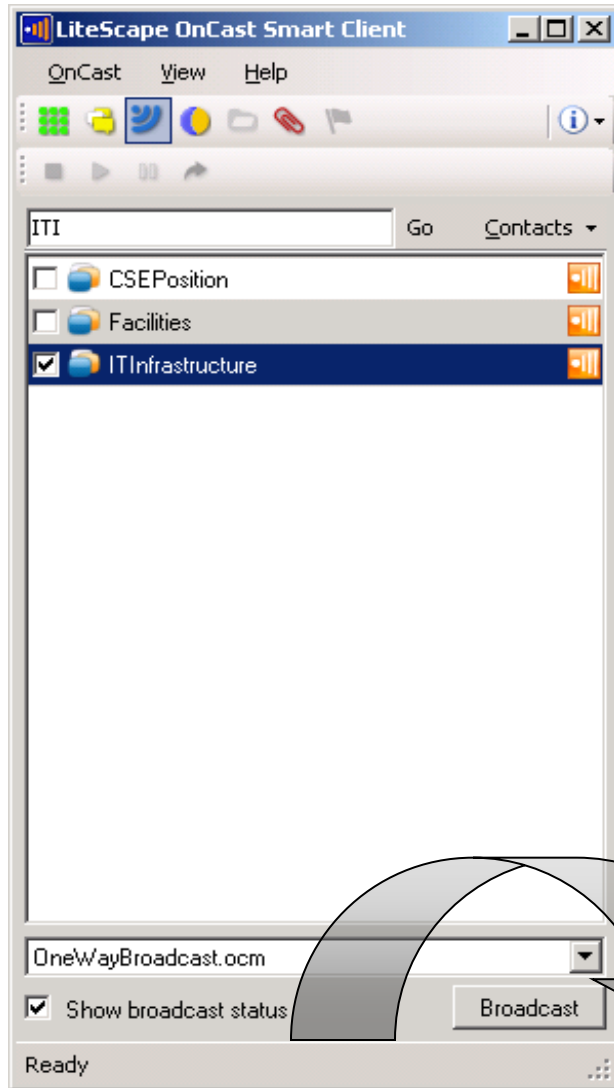
Need flexibility? Log-in from any web browser to the OnCast Web Client. Find all your contacts and broadcast impromptu and *scheduled* multi-media messages to them.

The screenshot displays the OnCast Web Client interface. At the top right, there is a "Log Out" link. The "LiteScape" logo is on the left, and "OnCastClient" is on the right. A navigation bar contains icons for "Send", "Save", "Delete", "Emergency Help", and "?". Below this is a "My Shortcuts (4 Items)" section. The main area shows a broadcast configuration form with a "To" field containing "20354;20332;20355;20349;20324;20337;20327", a "Subject" field with "Network Outage", and a "NO SCHEDULE" button. A text area below contains the message: "there will be a network outagege from 10-11 today". A "Shortcut ID" dropdown is set to "18".

#	Subject	To	Type	ID
1	Live Audio	20340		15
2	Live Audio	20340		16
3		20354		17
4		20354		18

- Schedule broadcasts to be sent at any interval
- Trigger broadcasts based on changes in your unique environment (some customization required)

Broadcasting from Your PC to Phones (Paging)



Broadcasting from OnCast Smart Client is the easiest way to send a live audio broadcast to individuals and groups on their phones.

- Quickly pull individuals and groups together for a voice broadcast
- OnCast takes your phone off-hook--all you have to do is speak
- Start the page all from the comfort of your PC



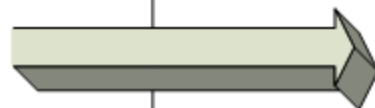
Event Based Broadcasting (Notification)

1 OnCast **monitors** devices for the following states:

- On-Hook/Off-Hook
- Unregistered devices
- (Cut-Cord)
- Location



Predefined broadcast (Text, Audio and Images) can be created using the OnCast Web client



2

CAM checks for matching policies for alerts



LiteScape CAM



Data Center



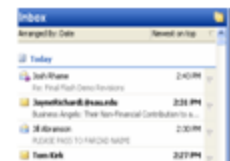
Cisco Call Manager (CUCM)



Directory Server

OnCast integrates with Microsoft AD and CUCM to monitor devices and resolve users and their associated devices

3 **Alert Broadcasts** are sent to targeted devices, email and speakers



IP and analog Speaker

Event based Broadcast Notification

Phone is Off-hook for designated time



Broadcast to IP Phone(s)

- Live Audio
- Image
- Text
- Pre-recorded Audio
- Text-to-Speech

Send an Email

Send to Overhead Speakers (future)

Sample Monitor Events:

Phone is Unregistered / Unplugged

Phone is off-hook for more than x seconds, etc

Broadcasting from Phones (Paging)



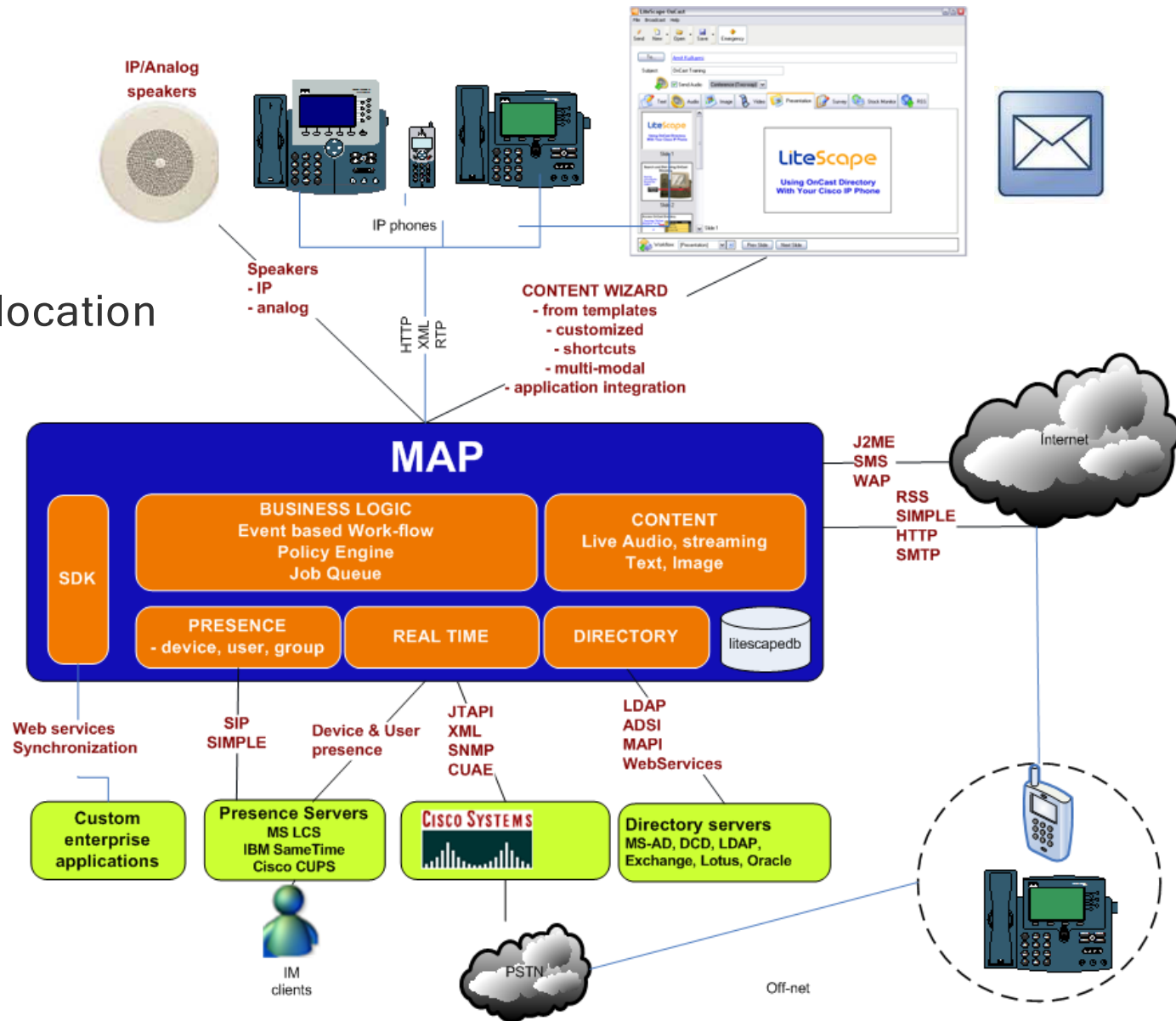
- Send broadcasts right from your phone interface
- Choose your groups or users from any directory to push broadcasts to
- Short cut the broadcast, so with one touch, you can send it at a later time

OnCast Broadcast Support

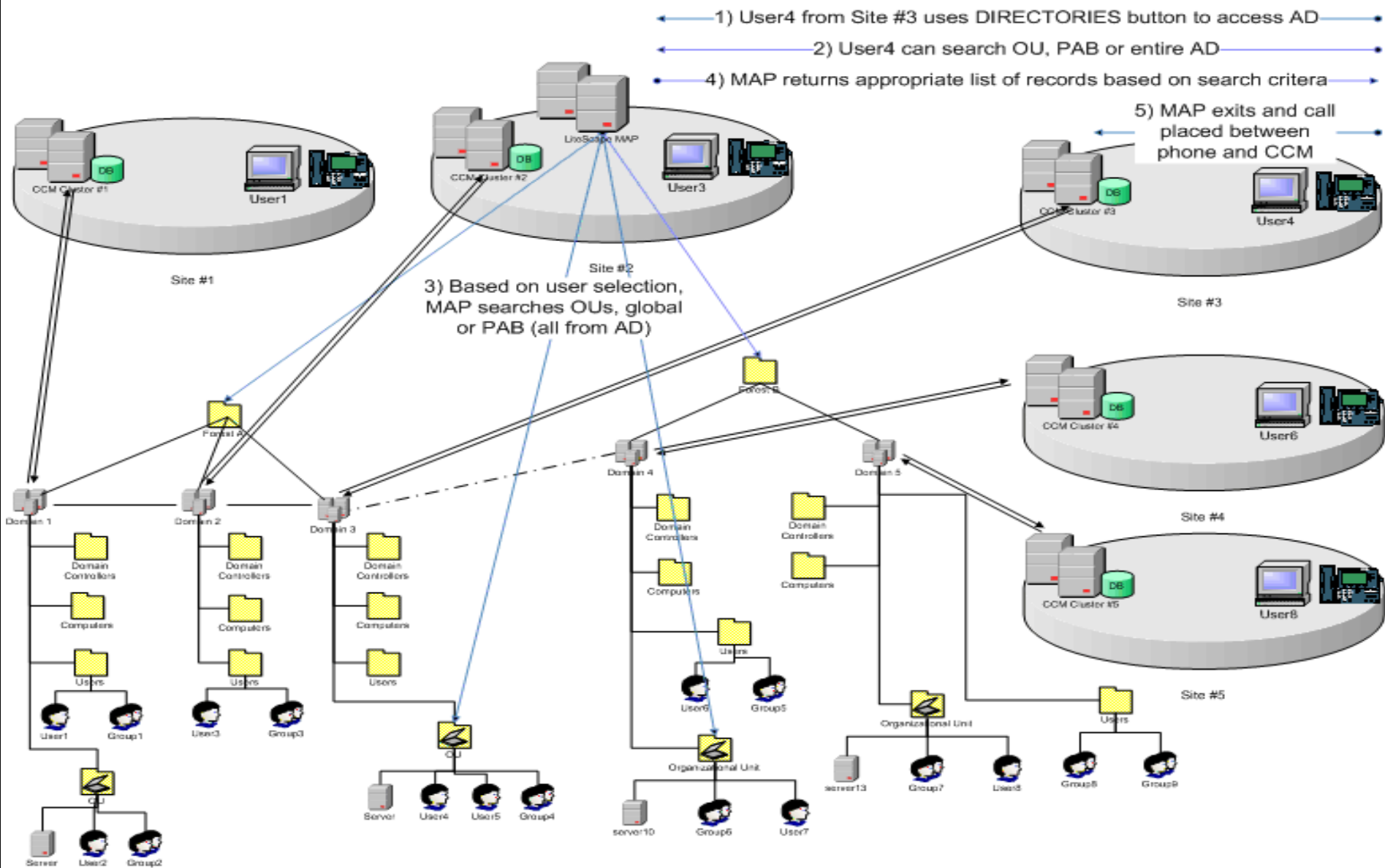
- **Cisco infrastructure support:**
 - Cisco Unified Communication Manager - 3.x, 4.x,5.(X), 6.x, 7.x, 8.x
 - Cisco IP phones
 - IVR based support for non-IP phones
- **Browser support:**
 - Internet Explorer 6.x and above, Mozilla Firefox 3.x and above
- **Desktop client support:**
 - Windows XP, 2000 & 2003, MS-Outlook 2003 and above
- **Speaker support:**
 - IP Speakers
 - Analog (zone paging) speaker support thru paging CyberData adaptor
- **SDK available for customization and personalization of product**

OnCast Architecture

- Scalable, redundant Design
- Servers can be farmed
- Support for multi-location deployment
- Centralized administration



OnCast : Dynamic Multi-organization support



OnCast product family features

ONCAST PRODUCT FAMILY FEATURE MATRIX

	OnCast Desktop	OnCast Enterprise
Phone to phone		X
Phone to PC		X
Web to phone		X
Outlook/Lotus to phone	X	X
Text broadcast	X	X
Live voice broadcast	X	X
Full-duplex broadcast	X	X
Text-to-speech broadcast	X	X
Survey broadcasts	X	X
Recorded voice / audio file broadcast	X	X
Image and MS Powerpoint presentation broadcasts	X	X
Logging, journaling and searching of broadcasts	X	X
Scheduled broadcasts	X	X
Schedule recurring broadcasts	X	X
Priority- and presence-based broadcasts	X	X
Device Presence Management (call state, broadcast state, user state)		X
Configurable soft-keys for extended work-flow automation	X	X
Content server integration with RSS and stock info support	X	X
Centralized access/delivery, policy management, administration and reporting		X
Multi-vendor support	X	X
Off-Net broadcast (to non-IP devices)		X
Analog speaker support		X
Bulk-provisioning interface	NA	X
Central traffic, subscription and presence management		X
Global Directory access from phone		X
Global Address Book access from PC	X	X
Outlook PAB access from phone		X
Predictive search from phone		X
User / Group Details	X	X
Save last broadcast		X
Server side broadcast log		X
Shortcuts for broadcasts	X	X
Extension Mobility		X
SDK to extend functionality	X	X

OnCast Broadcast Summary

**Broadcast
From**

**Using One Or More
Media**

**Leveraging
Your
Enterprise Services**

**To One or More
End Points**



**IP
Phones**



Desktop



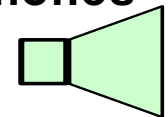
Web or Portal

**Text
Voice
Graphics**

**Directory
Calendar
Presence**



**IP
Phones**



Speakers



Email

LiteScope



LiteScape

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