

# NOMAD Platform – Live Streaming and Video-On-Demand Platform

## AWS Cloud-Based, AI-Powered Media Enrichment and Control

Companies of all sizes have been using video for internal and external communications for many years, but the recent movement to remote workplaces has caused entire industries to heavily pivot to live streaming as a key way to produce video content.

### INDUSTRY PROBLEMS

The sudden shift has caught organizations unprepared for the technical and logistical challenges of live and on-demand video. The vendors which organizations relied upon to provide onsite video production resources are generally not equipped to provide remote live streaming services. This has required organizations to cope with this major change in their communications platform without outside support.

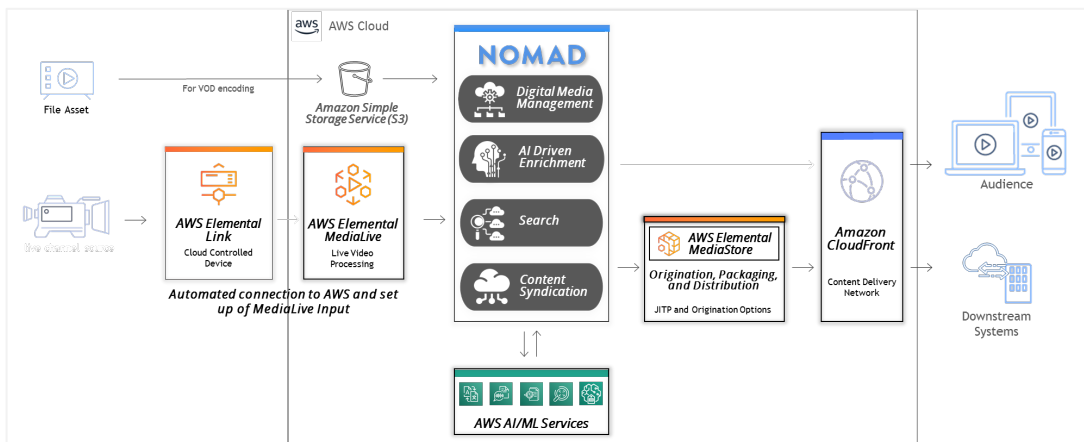
### NOMAD SOLUTIONS

The Nomad Platform provides a low-TCO, easy-to-operate system for capturing, managing and distributing live and video-on-demand streams to audiences. Backed by the power of Amazon Web Services, Nomad can handle an unlimited number of simultaneous live and video-on-demand streams. Nomad also offers stream scheduling, asset management, deep search, and many other advanced features to support video production, management and distribution.

### COMMON USE CASES

- Virtual Convention Events
- Company Announcements
- Company Internal Conferences
- Sales Product / Service Demonstrations
- Training Presentations and Webinars
- Special Events and Celebrations

### THE NOMAD PLATFORM: AWS-BASED SOLUTION FOR VIDEO STREAM MANAGEMENT



## USE CASE

### NOMAD Platform - Intelligent Media Enrichment and Distribution

#### LIVE DASHBOARD AND SCHEDULER

The Live Dashboard of Nomad automatically recognizes new inputs to your AWS account. Channels can be quickly set up for “One Click to Broadcast” control, making transcoding and packaging video for distribution a time-saving task instead of a time-consuming one. With the Live Scheduler, media can be set up to channel playlists and scheduled for distribution.

#### VIDEO PRODUCTION AND INTERNATIONALIZATION

The Adobe Creative Suite connector allows Nomad users to search for and utilize their S3 assets directly in their CS applications. The Video Clipper feature makes it easy to copy sections of videos to new files for use in new works. Automatic transcription and translation functions make your media instantly accessible to international audiences, with dozens of languages and thousands of language pairs available. Nomad also automatically captions videos and selects regional languages for viewers, with options for audiences to select the language of their choice.

#### WHITE-LABEL BACKSTAGE EXPERIENCE PORTAL

Audiences can use Nomad’s online Backstage Experience portal to view any live or video-on-demand content made available in channels. Audience engagement is supported with emoji feedback and comments, and Backstage operators can pin comments to highlight popular or important points. Backstage Experience is a white-label application which can be customized to the needs of the company and audiences or integrated into existing company sites.

#### CUSTOMIZABLE AND EXTENSIBLE

In addition to providing a full API to support integration with company systems, Nomad’s UI can be quickly customized to support desired user experiences. Nomad also offers a wide array of codeless configuration options to quickly implement access and retention policies and cut the costs of ownership for media assets.

#### INDUSTRY CHALLENGES

- On-prem equipment costs
- Scattered silos of content
- Valuable content hidden within assets
- Burdensome video production methods
- Websites unsuitable for stream and video distribution

#### NOMAD SOLUTIONS

- Cloud Online Video Platform with hosted or SaaS models
- Unified Content Management with Zoom integration
- AI-Powered Content Discovery and Deep Search
- Adobe Creative Suite Integration
- White-label Backstage Experience web portal

#### NOMAD BENEFITS

- Offload live and video-on-demand support labor and costs
- One location for all video content
- Transparent view and deep search of all usable content
- Find and use any files from within Adobe CS
- Serve audiences with a branded web portal.

#### ABOUT NOMAD

Created in 2015, Nomad is a flagship product of Vibrant Software, an Advanced Tier Consulting Partner with Amazon Partner Network (APN). Vibrant Software has over 20 years of consulting experience in the Media and Entertainment space, helping to bring video monetization solutions to content providers and distributors.

