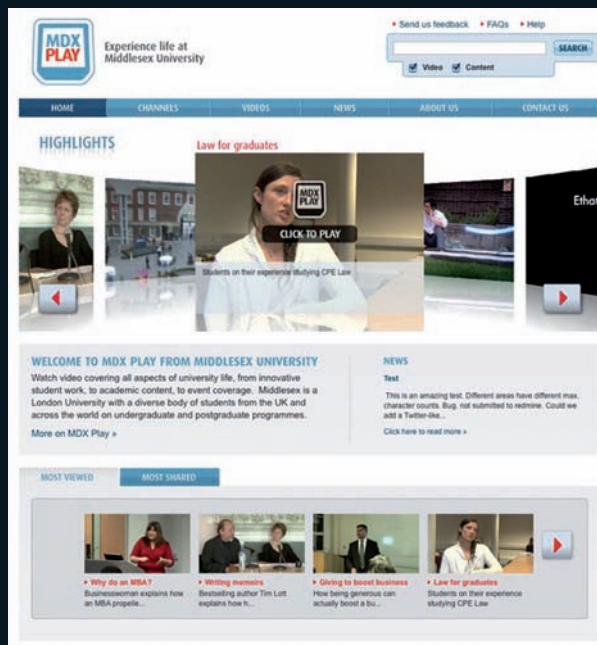


online video

In education
marketing,
online video
can deliver a
brand experience
like never before.

**Thankfully with Whitespace's online video
management capabilities it just became
a whole lot easier.**

case study



MDX Play is the video and rich media website of Middlesex University. Its purpose is to share the experience and expertise of the University with students, prospective students, business clients, investors, staff and stakeholders around the world.

Whitespace designed and built the site as well as integrated our web video content management application to ensure an easy and enjoyable experience for the user and site manager alike.

Key features include:

- // Automatic video file conversion: The system automatically converts any existing raw video into a playable format. No conversion costs and no day-to-day reliance on IT colleagues.
- // Podcast creator: Audio files can be converted into podcasts for download from the site as well as distribution via iTunes.
- // Social media integration: Visitors can receive new uploads via iTunes or user defined RSS feeds. This is extending the reach of the website and Middlesex's brand across the social networking sphere.

// Auto watermarking: A click of a button brands a video with Middlesex's logo and/or adds intro and outro sequences.

// Powerful, graphical reporting: providing useful information on viewing habits including, how many are watched, listened to, most popular and average attention spans.

Over 90% of content is being produced by Middlesex's own students who are applying their newly acquired skills to produce a wide range of video and audio content, from student work to event coverage, keynote speeches and specialist content commissioned by academic staff.

Visit MDX Play at www.play.mdx.ac.uk

For an informal discussion or to arrange a no obligation presentation contact Phil Barnes or Karen Woodhead on 01226 248000, email enquiries@white-space.co.uk

www.white-space.co.uk/onlinevideo



dba

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