



# Meetings2View™

**Aggregate Content. Be the Resource.**



Over the years, we've heard repeatedly that many of our clients want to aggregate meeting content and view it from one central location.

We have developed a solution to this challenge.

**Meetings2View™** — A unique, powerful multimedia solution that enables you to:

**Aggregate Educational Resources** - Provide multiple types and years of content in one convenient player. Offer a simple yet comprehensive learning environment to your end-users.

**Expand and Promote Learning** - Use our flexible player with content management tools to create an exceptional learning environment for your audience. Utilize our unique testing solution to follow adult learning principles.

**Retain and Grow Your Audience** - Be the resource for your audience by attracting and retaining end-users on your website. Help fulfill your mission, provide a member benefit, and draw new users by providing a valuable resource for learning content.

**Benefits include:**

### *Aggregate Educational Resources:*

- Offers one central location for all your educational resources
- Provides an easy-to-use, simple, single user-interface —eliminate having to toggle between different viewers and applications
- Handles multiple types and years of content – webcasts, abstracts, posters, handouts, podcasts, monographs, journals, etc.



## *Expand and Promote Learning:*

- Provides flexible learning management tools – create and implement interactive CME tests, survey and tabulate outcome measurements, helps gather needs assessments
- Adheres to adult learning principles - combine visual, auditory, and kinesthetic approaches in one repository. Provides opportunities for self-evaluation, and helps gauge progress. Give the adult user control over their learning
- Offers intuitive searchability with multiple indices and word search functionality. Easily find what you are looking for across multiple content types
- Provides an archive of content over multiple years and meetings ensuring comprehensive data gathering and perspectives
- Uses a single database to easily gather data and reports to improve your processes, content, and learning
- Maximizes audience time to learn with multiple types of content in a single user interface



*“Learning is an active process. We learn by doing. Only knowledge that is used sticks in your mind.”*

~ Dale Carnegie

## Retain and Grow Your Audience:

- Creates an educational resource with multiple years and types of content that will attract your target audience
- Displays content in a single user interface, adhering to adult learning principles, attracting more end-users who will stay longer
- Links easily to other relevant sources to further enhance learning
- Keeps your organization relevant and keeps them coming back to your site as the educational resource
- Promotes your meetings and content and encourages future attendance

## The Value of Meetings2View™

- Accelerates the "time to market" of your content
- Increases the domestic and global impact of your meetings
- Captures valuable multimedia presentations and delivers the experience to an online audience
- Allows your audience to experience a media-rich multimedia environment while keeping costs under control
- Capitalizes on the most valuable content from your meetings
- Meetings2View™ helps users retain content and creates robust, rich-media solutions for your content

## How People Retain Content



Reading = 10%



Hearing = 20%



Seeing = 30%



Hearing and Seeing = 50%  
Meetings2View™ helps users retain content and creates robust, rich-media learning solutions

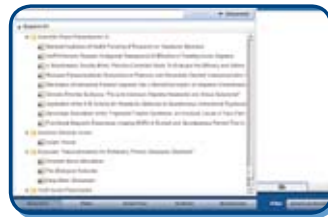
## Meetings2View™ and Adobe® Flex — Creating Engaging, Cross-platform Rich Internet Applications

Adobe Flex is a highly productive, open source framework for building and maintaining web applications that deploy consistently on all major browsers, desktops, and operating systems.

Our newest application Meetings2View™ is built with Adobe Flex and works with all major operating systems (Windows, Mac, Linux) and web browsers (Internet Explorer, Safari, Firefox) bringing you consistent quality and ease-of-use in one effective media player.

### Multiple Meeting Assets Across Multiple Years

- Meetings2View™ can contain multiple meetings all within the same player
- It can host multiple types of content including abstracts, posters, handouts and webcasts all in the same location
- The player can include an e-commerce element with 'for sale' content and free 'supported' content
- Content may have CME tests or evaluations associated with it



### Custom Webcast/Content Player

- Customized browser window maintains the brand and identity of the organization



### Slide Gallery

- Synchronized slides simulate the experience of an in-person PowerPoint® Presentation
- Audio and transcripts (where available) are synchronized with the slides
- Slide thumbnails enable users to quickly navigate and jump to any slide in the presentation
- Ability to enlarge and zoom in on a particular slide

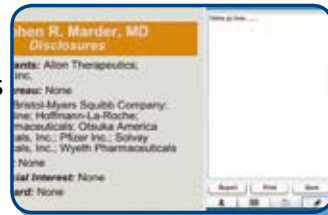


### Talking Head

- Watch as the presenter's screen comes to life while also capturing the speaker's performance

### Notetaking

- A user can write notes to themselves without even leaving the player



### Synchronized Transcripts

- Provides an easy to read text transcript of the audio synchronized with the presentation
- This feature is popular where English is a second language of the viewer or presenter, which can make following the audio presentation more difficult
- Also enables a keyword search function to be available

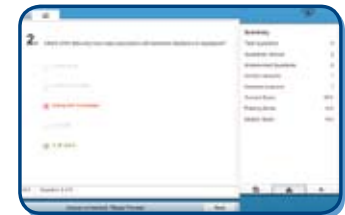
### Speaker/Bio Info

- This feature displays additional information about the speakers in the session and may include a photo of the speaker



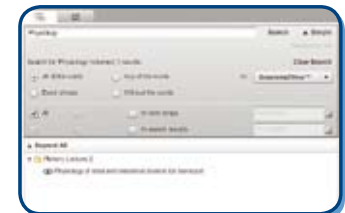
### Testing

- Tests can be embedded within a presentation or can follow at the end of the presentation or session.



### Search Functionality & Bookmarking

- Keyword search - Seeks to points in the content where specific keywords are mentioned
- Bookmark items of interest for quick retrieval



## *Why Marathon?*

Marathon Multimedia and its European affiliate Marathon International have been leading providers of content management and distribution for over sixteen years. We provide customized web-based information services and systems to diverse audiences within the professional, scientific and healthcare communities.

Marathon Multimedia provides products and services used to gather and distribute education via electronic and print media. We have the knowledge, expertise and experience to offer responsive, effective single-source solutions to our clients.

### **Reasons to choose Marathon:**

- **Experience** – Over 16 years of content management and distribution experience
- **Innovation** – We pioneered the Meetings2View™ media player
- **Service** – Market leader in providing high quality service
- **Value** – Powerful, flexible, and reliable solutions at a value for money price

*Meetings2View™ - The choice is yours!*  
**Aggregate Content. Be the Resource.**

*To learn more, contact us for a demonstration and pricing*

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