



your new media partner

BPWorldCast Overview

BP Studios

Content solutions for today's business



BPWorldCast™ is the content maintenance, management, and delivery solution for today's businesses. **BPWorldCast** puts you in control of your content—allowing you to store, manage, and update your content and deliver it to multiple locations, over multiple devices, within a matter of seconds. With **BPWorldCast**, you can eliminate informational redundancies and manage content through a single repository on a central server, publish content based on your preferences—to the Web, CD-ROM/DVD, plasma screen, kiosk, ATM, and cell phone—and control your content to ensure information accuracy and establish publish dates and deliveries.

Content control

BPWorldCast is targeted towards companies that manage and distribute large amounts of content—either over the Internet, across multiple Intranets, or via CD-ROM/DVD. With four delivery package solutions, **BPWorldCast** offers today's companies greater marketing reach while maximizing current advertising investment.

High-definition displays

BPWorldCast gives you maximum marketing reach through its display delivery package called **BPDisplay™**. Airports, hotels, convention centers, museums, and sports arenas are just a few organizations that can benefit from the timeliness and cost savings offered by **BPDisplay**.

BPDisplay allows you to repurpose current print or video content for viewing on plasma displays, touch screens, kiosks or ATMs. And, **BPDisplay** delivers immediate results by digitally broadcasting your message in real time, thus eliminating the expense of film processing, color proofs, or costly outputs. Finally, **BPDisplay** gives you content flexibility. You determine when and where your content will be shown.

Online management and delivery

For companies that update and publish large amounts of data, **BPWorldCast** offers **BPWeb™**—the online content management and delivery solution for today's e-businesses.

BPWeb enables you to manage and deliver content over the Web. Updates are made easily and within seconds of a publish date. **BPWeb** saves your company time and money instantly by becoming your virtual web management team. And, **BPWeb** allows you to design your own interface that follows either strict corporate guidelines or meets unique user needs and specifications.

Connect your mobile and satellite staff

Today's workers are constantly on the go or working from satellite office locations. Connect them with **BPWireless™**. Communication companies, technology firms, banking and financial institutions, and health care providers are just a few industries that can benefit from the mobility and flexibility of **BPWireless**.

With **BPWireless**, you can connect your regional employees through dynamic content delivery and provide your sales staff with up-to-date product information. **BPWireless** also enables you to increase product awareness through localized and targeted marketing, giving your customers the ability to download new product features or alert them to weekly specials or savings discounts. **BPWireless** allows you to be "virtually" anywhere your customers are.

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Create the immortal CD

If your company updates and distributes large amounts of data frequently, then BPCD™ is the solution for you. Technology firms, training institutions, commercial and residential real estate companies, and manufacturing organizations all benefit from the extensibility and expandability of BPCD.

BPCD revolutionizes the way you deliver content through CDs or DVDs. Your clients or sales reps have access to a repository of information that's always current because you control your content. Your user puts a CD into any computer and with a button click, pulls up-to-date information from a central server. Also, BPCD lets you decide what content to deliver on a CD and makes CD creation easy. BPCD is also language independent and enables you to expand your sales and market reach to the international market.

Universal appeal

The world is getting smaller and BPWorldCast offers you the flexibility and expandability to ensure that your marketing message is heard all over the world. BPCD and BPWeb offer built-in language independence capability to expand your sales reach to the international market. BPCD and BPWeb are expandable to over 20 different languages including French, Spanish, Italian, Japanese and Simplified Chinese.

BPWorldCast is the solution

Whether your company is large or small, product- or service-based, national or international, BPWorldCast is your company's information exchange solution. Through the power of managing, updating, and distributing your own content, BPWorldCast saves your company time and money. BPWorldCast puts the power of information exchange where it belongs...in your hands.

Contact one of our team members today and experience the power of managing and delivering your own content.

PRODUCT BENEFITS

- **BPDisplay:**
 - Ensure accuracy and timeliness of advertisements through real time delivery
 - Reduce costly printing and output expenses
 - Maximize marketing investment through content repurposing
 - Increase ad attention and retention by integrating movement
 - Reach your market through targeted ad delivery
- **BPCD:**
 - Ensure accuracy and timeliness of content
 - Create CDs with unlimited life spans
 - Maximize marketing investment
 - Customize CDs through content control and generation
- **BPWeb:**
 - Reach international markets with language independence
 - Regain content and management control
 - Make content updates instantly
 - Schedule content delivery dates for viewing flexibility
 - Get started with little to no training
 - Maximize current in-house resources
- **BPWireless:**
 - Update and publish content instantly
 - Provide mobile and satellite staff with up-to-date information
 - Target your advertising with localized marketing
 - Control and manage your content