

Live and On Demand Video Provides More Power to the Product Launch

Product launches have evolved out of necessity.

With changes in how businesses go to market due to the pandemic, tradeshow and in-person events effectively ceased as a way to introduce new offerings. Product, marketing and sales teams had to rely more on web, mobile and social media to communicate launch activities, and forge into video as a primary means for engagement.

Video can extend the reach of events.

Virtualizing launches through video often means a much wider audience (often globally) than an in-person event or set of events. Ensuring all intended launch audiences can be reached and engaged wherever they are (and often whenever they are available) requires that video be produced and delivered reliably and practically.

Reach distributed audiences flawlessly, no matter where they are or what device they use.

Qumu provides a two-way communication between executives and globally distributed employees, investors, and board members, supporting tens of thousands of concurrent users with no loss of performance or quality. Viewers experience a high-quality broadcast that is maximized to their device file type, delivering a contextual experience that email and messaging cannot match.



Qumu delivers reliable live and on demand video at scale for product launches.

Easy video creation and delivery by anyone

Reliable massive live streams

On Demand delivery for hyper distribution internally and externally

Secure Accessibility eliminates communication risks

Advanced Analytics tracks reach and engagement

Learn more at www.qumu.com