

Six Ways Streaming and Recording Will Change the Way You Work

Stream. Record. Share.

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Meeting face to face far exceeds the effect of an audio conference or email thread. We multitask during audio conferences and we delete emails, but we listen more actively and retain more information when we connect face to face. And while video conferencing has always been a great meeting collaboration tool, its ability to scale to ultra-large audiences has been a challenge historically — both in terms of network requirements and, well, scheduling.

When the message needs to be heard by the entire company or captured for later use, you need to look for a video solution with the ability to stream, record and share your video calls with large audiences. The technologies and terminology essentially break down as:

Streaming

Broadcasting a live meeting or event to many viewers

Recording

Saving the video and presentation feeds of all participants

Sharing

Sending recorded content to viewers after the event has ended

In this guide, we'll take a look at some of the ways that video streaming and recording will forever change the way you work.



Recruit and train the best of the best



Enhance video knowledge sharing



Extend the message to everyone



Overcome time zone constraints



Keep a full record for safekeeping



Video streaming and recording: Beyond the meeting



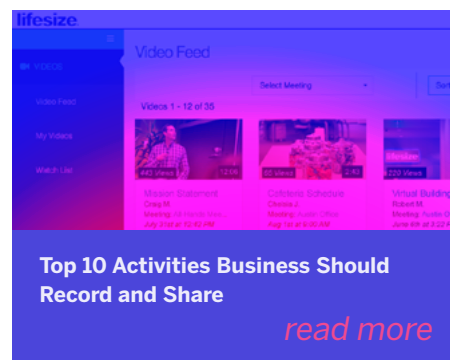
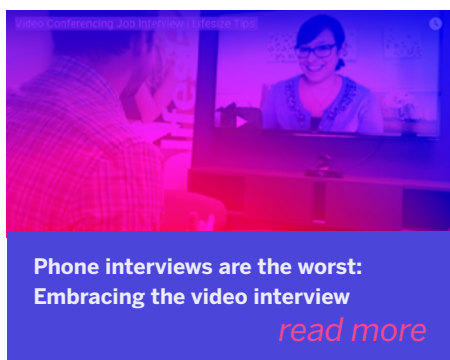
Recruit and train the best of the best

From the first interview to onboarding and career development, managers and recruiters can utilize video streaming and recording in their talent acquisition strategies.

Video interviews can replace those initial phone interviews and actually create the feel of an in-person meeting right down to the nonverbal communication exchanges that are just as important as what's being said. Hiring managers have even used video recording technology to rewatch interviews to ensure they select the right candidate.

Flash forward to the new hire's start date, and there is typically a ton of information to cover. Sounds simple enough on the small scale, but what happens if yours is an international organization that hires 20 sales engineers at once? What if they are located all over the world?

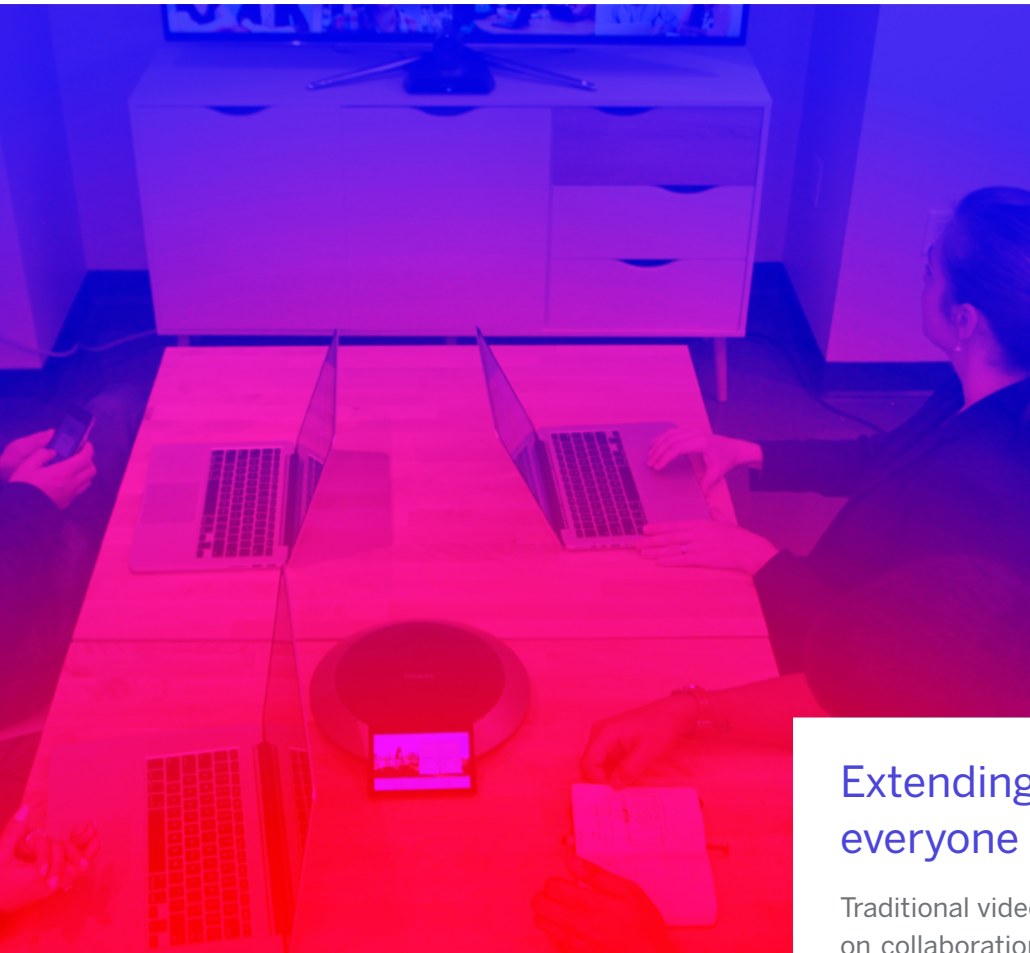
Instead of flying all those new employees to one location for training or hiring a team of trainers to meet them individually, new hire orientations can be conducted over video and recorded for later reference. To help them learn the inner workings of the company, you can even record and share a series of video onboarding tips, which they can watch and refer to at their own pace as they settle in.



Enhance video knowledge sharing

There's a reason search providers prioritize video content first when they serve results to a "how to" query. When it comes to knowledge sharing, video content is often faster to understand and more memorable than paragraphs of text. Hundreds of hours of knowledge-based videos are uploaded to websites every minute, which is why sites like YouTube™ have taken the world by storm. Wouldn't it be great if you could capture the knowledge disseminated across your organization every day?

Lifesize video conferencing technology lets you record how-to presentations and training videos with the simple click of a button. When you stop the recording, your video is instantly published to your own private video feed to be replayed or shared throughout your internal and external teams.



Extending the message to everyone



Traditional video conferencing calls have always focused on collaboration and typically cap out with a maximum number of video participants. You wouldn't really get the benefits of a video call if everyone had only 10 pixels of on-screen real estate. Just like in-person meetings, when you get into the hundreds or thousands of attendees, the purpose of the meeting naturally transitions from a collaborative environment to a dissemination of information from one or a few speakers to a large audience.

Video streaming lets you extend the nonverbal benefits of video conferencing to a larger audience without wasting bandwidth on two-way video streams. Lifesize® Live Stream can extend live meetings to up to 10,000 attendees and be viewed from a variety of browsers and mobile devices without having to download any applications. And, once the meeting is finished, you can always share the recording with anyone else who couldn't make the live event.

Video streaming can play an important role in workplace culture by enhancing engagement during all-hands and town hall meetings. Broadcasting a video stream is as simple as sending out a link that viewers can connect to right from their browser. Attendees can participate in the conversation by submitting questions in a live Q&A chat, and administrators can monitor streaming utilization and access event and attendee reporting.



Overcome time zone constraints

When your company is spread across the globe, or even just across the country, time zone constraints can be a real challenge, especially when trying to find a good time to meet. Significant time zone differences can severely impact corporate culture and employee collaboration.

There is never a good time for teams in San Francisco, New York, Frankfurt, Hong Kong and Sydney to meet. Recording global meetings and sharing them with the organization lets everyone watch the on-demand session at a time that fits their schedule. It can even help nonnative speakers better understand the message by letting them pause and rewatch segments as needed.

Video recording allows teams to work with more flexibility without missing important information. "At 7:00 a.m. Pacific Time, we'll fire up video conferencing and have a meeting with teams in Hong Kong, California and France. If time zone constraints interfere with schedules, meetings can easily be recorded and played back at a later time." — Jason Cohenour, Sierra Wireless



Keep a full record for safekeeping

Far too often the organic flow of a brainstorm session is chopped to bits when the note taker stops the exchange for a repeated phrase or, even worse, paraphrases the concept into something forgettable in the recap.

Hit Record at the beginning of a brainstorm and make sure you never miss a moment of brilliance. Recording and sharing features let you fully commit to team collaboration without having to focus all of your attention to note taking. Every word documented, every subtext captured, every facial expression seen — it will all be there waiting for you to recap or share after the meeting is over.

Whether you're part of the creative team coming up with the next marketing tagline or you're brainstorming to generate new features for the product roadmap, every second of video collaboration can benefit from the flexibility of one-click recording.





Video Streaming and Recording: Beyond the Meeting

Recording meetings for future playback is a great use of any video recording technology. But with the tool at your disposal, imagine what else you could do:

Practice your presentation

If you've got a big sales pitch or presentation coming up, why not record yourself while you practice? Now you'll be able to see every gesture, hear every word and practice until it's perfect. And you won't torture your roommate or spouse by making them listen to you over and over and over ...

Create a video update program

Instead of investing time in that email newsletter with open rates that keep getting worse and worse, try mixing things up with a video update. Channel your inner news reporter and send out monthly company updates over video.

Capture ideas before they disappear

Great ideas don't always follow the same 9-to-5 schedule that your colleagues do, nor do they come when you're in a meeting. So when the moment strikes, go ahead and capture it on video and share the recording with everybody that you think should know about it. Think of it as your own personal video voicemail system.

Send a holiday greeting

We've all been there — the holiday sneaks up on us and we've failed to send those cards that are over in the corner collecting dust. Take your greeting to video! Record a simple greeting and send it out to your entire list.

Stream. Record. Share.

Lifsize Streaming and Recording

With Lifsize, IT pros have more ways to empower their organizations to connect and collaborate effectively — all through one provider and one easy-to-use, secure solution. From extending the message to everyone who needs to hear it with Lifsize® Live Stream to capturing and archiving the ideas and information being discussed every day with Lifsize® Record and Share, Lifsize will change the way your business operates and open you up to new ways of collaboration.

The web-based admin console provides easy access to set up sharing permissions, monitor utilization and view dashboard reports. Lifsize streaming and recording solutions support simultaneous live stream events for up to 10,000 concurrent viewers. Attendees can watch a live stream from any device right from their internet browser and can even engage in real-time Q&A sessions during the live stream. After the stream has ended, the event moderator can easily share the recording with anyone who missed the live event.

- Stream or record your meeting from any device
- Immediate access to recordings in your personal video library
- Secure encryption during recording, playback and at rest

Lifsize is audio, video and web conferencing, chat and the ability to stream and record your meetings from a single application. We have more than a decade of experience designing and developing conference room cameras and touchscreen conference phones, and we stand behind our service with a 99.9% service-level agreement covering the connectivity and availability of our cloud-based service. Download a free trial of the Lifsize app and book a demo with one of our video conferencing experts. You can even record your live demo and play it back to test out the recording features.



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