



Country-wide spread of a Rural relation campaign

SeeltFirst - An efficient video streaming technology takes care of Bandwidth efficiency, scalability and flexibility between a video server and a client machine - in the quickest time.

Introduction

The client represent a social diary website where their objective is designed round the concept of reaching the rural parts of India. They reach the rural India by taking product surveys which includes Bikes, Paints etc and also through some useful Researches. By this activity, they wanted to pod cast the voice of Rural India and benefit them in association with some NGOs.

Client's Business Need

The Customer (Rural Relations) wanted their research results to reach deep in the country at the same time through an effective media (Website) using Images and Videos.

Challenges

The key challenges were

Images would have not projected the results in a seamless fashion. So it feels better to analyze the results in a Video sync format. But uploading the Videos directly onto the website would have not only made the site slower, but also makes the website videos unsecured.

At the same time, when the video is playing there are instances where the customer would like to give more information to their viewers, which can help them to understand better (Sync video with audio and other info). This is not possible with any current technology.

In a country like India, where the bandwidth is not equally distributed, it could affect the video play in the website and can end up diverting the people thoughts. This can also make people not visit the website again.

UBICS solution and role

To win over these challenges to advantages, UBICS introduced a solution called SeeltFirst, — a patented video streaming solution. SeeltFirst gave the customer a door to open their thoughts through the video streaming concepts. The solution is flexible and can be tailored to any website integration blended with scalability parameters. Through this the client can upload videos

- Without making the website heavier
- Within Secured Layer
- Which can be synchronized with text —the customer can project clarify more information
- VBP (Variable bandwidth processor) to play the video minimum at even 30 kbps which are optimized and can save the storage space etc



Our technology comes with customizable display screens where the customer can decide the way and the size of information to be projected. This also helps the Viewers in prioritizing the info and their reach making our client feel the marketing efforts are simpler.

Through its Easy to Use interface, the administrators can adapt the solution easily within very less time. The created videos are optimized, clarified and uploaded to the website in a fast fashion. The solution thus camouflages to the website without taking much time.

Business Benefits:

- Value add for the Website
- Increased People response and interactions
- Driven towards inviting more viewers
- Less marketing effort and maximized reach
- Better projection of the researched results