

HighGaze

highlights

- Free to deploy
- Fully branded & customizable
- Incremental revenue generation

feature list

CONTENT

create host RSS feeds (1+ per host)

record audio podcasts

record video podcasts*

podcast live to multiple file formats

upload linked audio & video files

upload audio & video files directly

RSS audio & video feeds in

ADVERTISING

optimized ads on every show page

shared use of affiliate ad contracts

utilizes content delivery system

ad metrics segmented to end-users

direct access to 3000 ads

COMMUNICATION

poll audience in real-time or recorded

live video streaming*

private chat between live listeners

SMS texting to private audiences

audio & video podcasting

support for visitors & registered users

ratings for registered users

invite friends for registered users

post comments on shows

map people to live & recorded shows

BRANDING

watermark videos with logos

content segmentation by category

search segmentation by keywords

MANAGEMENT

create host email notifications

publish questions & answers to polls

message history for versions & testing

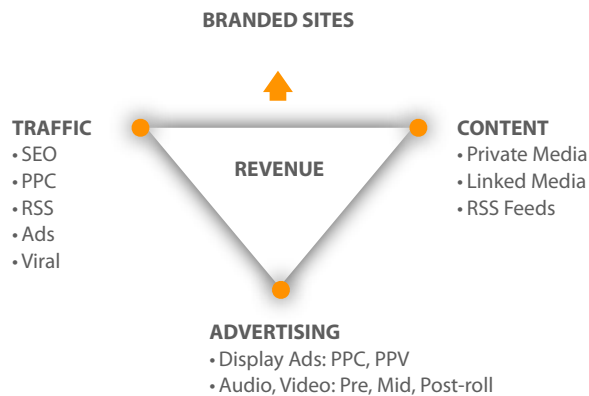
restrict shows to private audiences

auto-notify audience for promotions*

*available 3Q 2008

Multimedia Content Delivery Platform

HighGaze is a web-based product platform for publishers who want to build online communities around shared interests and existing core content. Its integrated suite gives publishers the ability to add content, advertising, and applications to new and existing websites. With **HighGaze**, web publishers can now provide end-users with the tools they need to get new information and entertainment around their interests.



platform overview

HighGaze's three distinct capabilities set it apart from alternative site optimization strategies. First, the **HighGaze** RSS engine automates the discovery, delivery, and display of multimedia content through RSS feeds. Second, **HighGaze** Ads align the visitor with the content to serve targeted ads with impressive click-through and conversion rates. Third is through **HighGaze** Apps which increase the interactivity of each site through presence-based communication and productivity applications like IM and interactive maps. With **HighGaze**, site visitors now have more ways to learn, more ways to connect, and more ways to communicate—each providing the publisher more ways to increase revenue and keep visitors coming back for more. A complete list of **HighGaze** features is in the left column.

about the company

Headquartered in Kenmore, Washington, LINQWARE was founded in 1999 to create communication portals for distributed workforces and consumers with shared interests. The company's vast line of products harness the power and presence awareness of instant messaging as a way for people to connect and communicate from remote locations. LINQWARE's telco-grade, enterprise platform enables audio, web, and video conferencing and secure chat directly from personal computers and wireless devices.

For more information, contact a LINQWARE representative at www.LINQWARE.com