

instant video presenter™

Create professional newsroom-style videos in minutes



Reviewer's Guide

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PLEASE READ FIRST – PRODUCT POSITIONING

ej4 is proud to announce the release of Instant Video Presenter™. Instant Video Presenter was developed to let professional and novice video users alike produce professional newsroom-style videos in minutes.

Developed by ej4, the world leader in Maxecution™ – videos that maximize results – Instant Video Presenter is the fastest, most user-friendly video capture application available. With intense automation built-in, Instant Video Presenter handles all post-production processes (rendering, compression, etc) in real-time as a user records. Video files are ready for deployment through email, web or server upload, CD, or DVD the instant you stop recording.

Instant Video Presenter is not a video editing software. It is a revolutionary real-time video production application that brings video messaging capability to users with very little or no technical knowledge. It is the perfect solution for “I need it...NOW!” videos that don’t allow for days and weeks of editing or outsourced production.

This Instant Video Presenter reviewer’s guide will help familiarize you with the application’s features and provide you with valuable information for your own evaluation of the product. The guide includes a general overview of the software and an in-depth analysis of its features. You may have already received your complimentary copy of Instant Video Presenter along with your activation code for personal use and review. If you have not yet received your copy, please email me at Luke.Gunter@instantvideopresenter.com.

Instant Video Presenter is in a class by itself – intentionally streamlined to serve the specific market of users who need instant video messaging. Please do not try to stretch this product into related video software categories as it was not created to satisfy other market segments. Enjoy.

Sincerely,

Luke Gunter
Director of Marketing
Instant Video Presenter

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“Produces great results- I use it constantly.”

-Kale Evans, Brazilian Basics

“I was able to learn the application in less than 10 minutes.”

-Ted Finch, Product Manager

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What is Instant Video Presenter?

Instant Video Presenter is optimized to produce the most persuasive and informational newsroom-style videos in minutes. It's optimized in two areas:

- 1** First, on the technical side, no video knowledge is required because we've automated every possible feature. There is no editing involved. Instant Video Presenter handles post-production processes like rendering and compressing your video in real-time as you record. That means the moment you stop recording, your video is ready for instant deployment through email, web upload, or CD.
- 2** Second, Instant Video is optimized for the average user. It is the fastest, most user-friendly professional-quality video production application on the market that can be learned in 20 minutes or less.

Why it was made:

ej4 is the world leader in "Maxexecution": videos that maximize results. ej4 has worked with Fortune 500s to produce thousands of custom promotional and training videos for hundreds of companies. Customers loved our video process, but were asking for a way to create videos with a shorter shelf-life – without coming into the studio and without sacrificing quality. Instant Video Presenter was created to meet this specific need.



5 Reasons to Buy Instant Video Presenter

1. Optimized

Instant Video Presenter is OPTIMIZED to produce the most persuasive, entertaining, and informative newsroom-style videos in minutes. Wizards guide you through the setup process and all recording and post-production processes are automated to help you create professional newsroom-style video in record time.

2. 20-minute Learning Curve

Nobody has time to learn new software. Instant Video Presenter can have novice users sending video messages in 20 minutes or less.

3. Requires NO Technical Knowledge

Instant Video Presenter was created to be simple for non-technical users. Featuring a 3-step Recording Process, it is the fastest and simplest video production available today. Even if you are a novice in the video world, an on-screen Wizards and Video Tutorials are available to guide you through video production.

4. No Editing

Instant Video Presenter uses the most common video formats in default settings. That means you don't need to know about rendering rates, video formats, or compression to create professional videos. Instant Video Presenter also handles production in real-time while you record. Your video message is ready to be deployed through email, web or server upload, CD, or DVD the instant you stop recording.

5. Don't Break Your Budget

Video does NOT have to be expensive to be effective. There is no more reason to spend thousands of dollars or days producing your professional video messages. Instant Video Presenter has turned video messaging into a cost effective tool for mass communication.

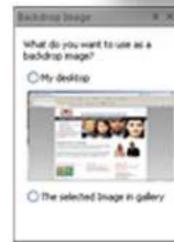


Features and Benefits



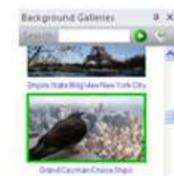
Live Desktop Capture

Records the presenter and PC simultaneously, letting you move past generic backgrounds and interact with the content on your screen. It's ideal for calling out critical information in your presentations and showcasing the features of any website or software application.



1-click Background Replacement

Select and replace your background image or use your live desktop as a background with one simple click of the mouse.



Banner Navigation

Every feature of Instant Video Presenter can be controlled through an easy-to-use navigation bar.



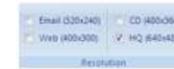
Automated Wizards

Wizards are available to guide you through common tasks. This helps both professional and novice users create newsroom-style videos in minutes with ease.



Pre-defined Recording Options

Choose from 4 pre-defined frame sizes to produce videos that are optimized for distribution through email, web upload, CD and DVD, or high-resolution videos.



Automatic Chroma Key

Instant Video Presenter automatically recognizes the green screen behind you and replaces it with your selected background or desktop application.



Real-time Recording

Videos are keyed, rendered, and compressed in real-time as you record. This gives you a professional-quality video that is ready to deploy as soon as you finish recording.



Live Preview

See your video as it will appear before you start recording and quickly adjust backgrounds and presenter appearance as needed. This makes sure your video is right the first time you record.



Instant Deployment

Your video is saved as a Windows Media Player file (.wmv) the instant you stop recording. This allows for immediate deployment electronically through PowerPoint presentations, email, website upload, and more.



20-minute Learning Curve

From install to recording and deployment, Instant Video Presenter is designed to get you started creating videos in 20 minutes or less.



Compatible with other Presentation Programs

You can import video into any presentation program that accepts Windows Media Player (.wmv) files – including PowerPoint presentations and most advanced video applications.



Free Green Screen (\$39.99 Value)

Every copy of Instant Video Presenter comes with a free 5x7 Green Screen that is perfect for travel. Green Screen upgrades and other video accessories are available in our company store.



Free Video Tutorials

Let experts take you from concept to completion – with plenty of tips along the way – to make sure your video is powerful and professional. [Click here to view.](#)



Free Presentation Templates

Presentation templates are included to help you get started and give you ideas to create your own backgrounds. [Click here.](#)



Why Instant Video Presenter?

	<i>instant video presenter</i> Create professional newsroom-style videos in minutes	Capture Utilities	Basic Editing Applications	Professional Editing Applications
Real-time Chroma Key Technology	✓	NO	NO	NO
Automated Post-Production Processes	✓	NO	NO	NO
Instant Deployment	✓	NO	NO	NO
Real-time Recording	✓	NO	NO	NO
20-minute Learning Curve	✓	NO	NO	NO
Requires NO technical knowledge	✓	NO	NO	NO
Live Desktop Capture on one PC	✓	NO	NO	NO
Real-time Presenter Overlay	✓	NO	NO	NO
Pre-defined Recording Options	✓	NO	NO	NO
1-click Background Replacement	✓	NO	NO	NO
*** Imports videos created by Instant Video Presenter	NO	✓	✓	✓

Instant Video Presenter is NOT a video editing application.

Editing applications come with robust feature sets, which can be complicated for regular users. Each additional feature hurts you in two ways: First, it increases the amount of video knowledge needed by user's to use the software proficiently; Secondly, it extends the amount of time it takes to create a video.

Instant Video Presenter is not an editing application. It was created for the average user who needs "instant" videos. They don't have time to spend weeks waiting on an outsourced project and can't afford to spend all day creating one themselves,

Instant Video Presenter is optimized to create professional-quality newsroom-style videos in minutes. But, what does that mean?

1. No previous technical knowledge is required.
2. No editing is involved.
3. Videos are ready for instant deployment as soon as you're done recording.
4. Users can learn the application in 20 minutes or less

Why Instant Video Presenter



The Solution

instant video presenter™
Create professional newsroom-style videos in minutes

Download Free 30 Day Trial*

1. Visit <http://www.InstantVideoPresenter.com/t-download.aspx>. Choose your download and, when prompted, click "Save File"

2. The Instant Video Presenter Setup Wizard will appear, click "Next"

3. Click "Install"

4. Select a default location to save your videos and click "Next"

5. Click "Finish"

6. When opening Instant Video Presenter, an activation prompt will appear, click "Run Trial"

7. Create Professional Newsroom-Style Videos in Minutes!

*Fully-functional (No hidden features)

Free Training Videos

The following videos will provide in-depth product training as well as a few “Tips & Tricks” to help you make professional-quality videos using Instant Video Presenter. These video are also available at <http://www.InstantVideoPresenter.com/t-trainingvideos.aspx>.



01. Getting Started (1:19)

A brief introduction to Instant Video Presenter to help you get comfortable with the look and feel of the software.



07. Hanging Your Green Screen (3:05)

It's not a complex process, but it is critical. Gather some key pointers from our experts to get started creating your studio.



02. The Task Bar (5:02)

Every feature of your video can be controlled in the Instant Video Presenter Task Bar. Review each tab for critical information on creating professional-quality videos.



08. Cameras: Which One and Where Do I Put It? (4:57)

See which cameras work best and understand how to use different types of cameras with Instant Video Presenter.



03. The Wizard (5:02)

Discover the Instant Video Presenter Wizard. It will take you step-by-step through the process of creating your video.



09. Lighting 101 (6:15)

Lighting is crucial to the appearance of your video. Get lighting tips from our experts to create your professional newsroom-style videos in minutes.



04. The Main Interface (1:19)

Understand the elements of the Instant Video Presenter Main Interface and get comfortable using the application.



10. How to Present in Front of the Camera (5:36)

It's a little different than presenting to a group of people, but you'll pick it up quickly. Let our experts get you started...



05. Keying (3:49)

Explore the manual and auto-key processes to optimize your video quality with Instant Video Presenter.



11. 6 Tips to Creating Excellent Videos (2:48)

Once you have Instant Video Presenter, these 6 tips will show you how to optimize your video's message and appearance.



06. Putting It All Together (2:52)

Now that you understand the features of Instant Video Presenter, lets make some videos. (2 videos in 2:52 - it really is that easy!)



12. Developing PowerPoint Slides for Instant Video Presenter (3:58)

Organizing your content is crucial to the message of your video. We'll show you how to craft your PowerPoint slides to present a powerful message.

Business Press Release

Instant Video Presenter™ Creates Professional Newsroom-style Video in Minutes

New Technology Produces Quick, Simple, Affordable Business Videos

www.InstantVideoPresenter.com

(Overland Park, Kansas) – ej4, a company that has worked with Fortune 500s to produce thousands of promotional and training videos for hundreds of companies, has released Instant Video Presenter™ – a software application that allows users to create professional newsroom-style videos in minutes. It is optimized to affordably produce persuasive and informative newsroom-style videos in record time.

Instant Video Presenter was designed to allow sales, marketing, training, and HR professionals to produce an “I need it today” video – today, not in weeks. It is not an editing application, it is an unprecedented video capture application, so there is no post production process, compression, or editing needed. When the video is done being recorded, the file is immediately ready to be deployed through email, internet upload or burned to CD.

“Our customers needed a way to get short, consistent messages out across the enterprise quickly, but nothing on the market satisfied that need,” says Dan Cooper, ej4 Chief Operating Officer, “Local video houses require a couple weeks. Internal video departments are swamped already. And basic editing software was so complex that a person had to have a video background to use it. That’s why we created Instant Video Presenter.”

Instant Video Presenter is specialized video recording software that captures any presenter and PC application simultaneously using “chroma-key” and “green-screen” technology. It lets users with no previous video experience do something that no other desktop software can - capture a presenter interacting with software applications, PowerPoint presentations, websites, or pictures in professional quality video on one PC.

Developed to be user-friendly, Instant Video Presenter provides extensive automation and on-screen wizards to let novice and experienced users produce professional quality videos in record time. It can be learned in less than 20 minutes for immediate application.

Instant Video Presenter records and compresses videos in real time so videos can be produced and distributed immediately. There is no editing required. This lets novice and experienced users alike create professional newsroom-style videos – just like the weatherperson on TV – in minutes.

“I had four hours to turn out a product video and none of my resources could meet that time frame. I can’t afford to spend my time learning technical terms and editing applications,” says Ted Finch, Product Marketing Manager, “Instant Video Presenter was perfect and very affordable. I learned the application in less than 10 minutes and had a professional-quality video in no time.”

Instant Video Presenter includes a green screen and sells for \$259.99.

For more information or to download a free trial version, go to: www.InstantVideoPresenter.com

About ej4:

ej4, LLC is focused on transforming corporate communication and training through rich (video) media. Specializing in “Maxecution™”- videos that maximize results, ej4 has worked with Fortune 500s to produce thousands of videos for hundreds of companies.

Consumer Press Release

“Instant Video Presenter” Creates Professional Newsroom-style Videos in Minutes

New Technology Produces Quick, Simple, Social Network Videos

www.InstantVideoPresenter.com

(Overland Park, Kansas) – ej4, a company that has worked with Fortune 500s to produce thousands of promotional and training videos for hundreds of companies, has released Instant Video Presenter™ – a software application that allows users to create professional newsroom-style videos in minutes. It is optimized to affordably produce persuasive and informative newsroom-style videos in record time.

Instant Video Presenter was designed to give novice video users an affordable application to create and share professional quality video electronically. It is not an editing application, it is an unprecedented video capture application, so there is no post production process, compression, or editing needed. When the video is done being recorded, the file is immediately ready to be deployed through email, internet upload or burned to CD.

“Thousands of talented people worldwide are trying to create a unique space for themselves on YouTube™ and other social networking sites. They have great messages, but lack technical production knowledge and the means for expensive editing equipment,” says Dan Cooper, ej4 Chief Operating Officer “Instant Video Presenter lets them produce a message that takes the focus off of their video quality and direct viewers back to the message at hand.”

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“Instant Video Presenter took my videos from the basement to the penthouse,” says Pete Nelson, YouTube user, “and it was incredibly affordable. I learned it in about 15 minutes and it looks like they were edited by a professional.”

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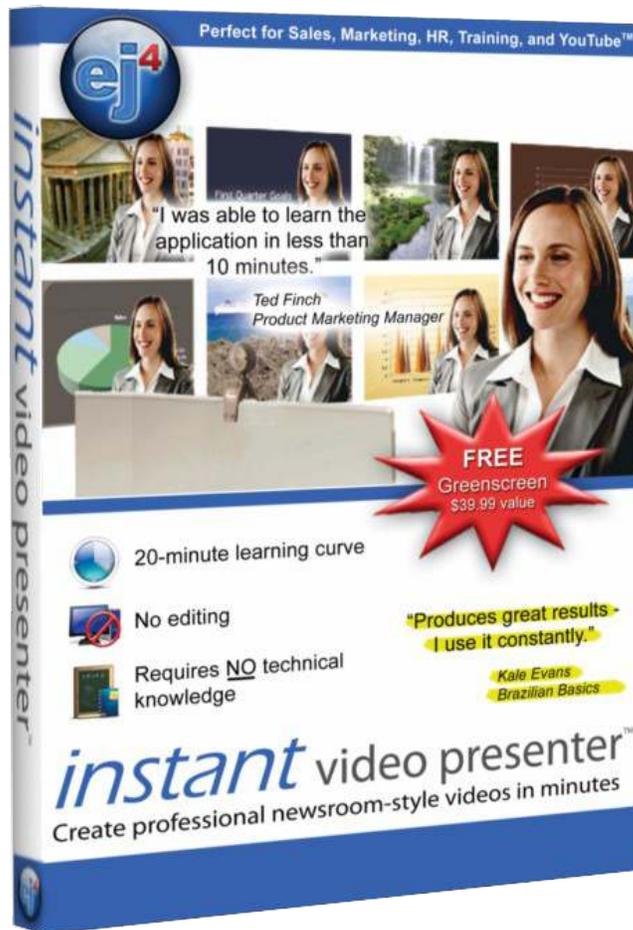
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