

# The Digital Age Is Here



Marvin Bzura  
May 2008

Small and medium-sized businesses are now able to leverage the full

impact of streaming video in all their communications through easy to use and cost effective means. Your customers and rivals are figuring out how to use video both for better communications and to stay ahead of the competition. Video offers an affordable way to maintain your competitive edge and maximize your Return On Investment. You can either start using video now or try catching up to your competitors later.

There are many web based solutions available to meet your internal and external needs:

[Webcasting](#) - unlike television or radio, [Webcasting](#) leverages the anywhere/anytime convenience of the Internet. It creates a memorable and convenient user experience and can achieve a tremendous return on investment. Use it for training or to reduce meeting-related expenses, as well as for entertainment.

[Video Email](#) is another tool that businesses are starting to use. Emails are commonplace, often ignored and in many cases dreaded.

[Video Email](#) is one way to almost assure your message will be seen and heard.

[Video Blogs](#) and [Video Podcasts](#) are other useful tools for interoffice communications and to help your customers keep up to date. Think of the power of having interoffice [Video Blogs](#) regarding sales and production tips. Or how about being able to review training [Video Podcasts](#) on your Ipod or Video Cell phone.

Newsletters are another tool that businesses now regularly use to keep their clients informed and keep in their mindset. Think of the impact that a [Video Newsletter](#) would have.

Video also helps bring relationships back to business and gives that personal touch. Your existing and perspective clients can see and hear from you whether they are around the corner or on the other side of the world. Larger businesses can also leverage the power of their own [Branded Social Network](#) for employee and customer use. Think of the invaluable knowledge and interest that such a network could generate.

Soon video cell phones and PDAs will be used for all these services and will be commonplace.

Don't be left behind... Join the Digital Revolution before it's too late!

<http://www.RichStreamingMedia.com>