

Product Overview

SnapVideo™

**Low-Cost, High-Quality
Video Communications**

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SnapVideo is produced by



**VideoBureau LLC
New City, NY**

SnapVideo

The easiest way to see and share live images over the Internet

SnapVideo includes three remarkable applications:

- **Snapshot Recorder** – lets you save moment-by-moment live snapshots on your PC
- **Live Snapshot Transmitter** – sends live snapshots to the Internet for immediate viewing.
- **On-Demand Web Page Content Publisher** – posts any recorded images or text on the Internet and controls who can view them.

Each application has a target audience and various competitive advantages over existing competitors products. These advantages include superior functionality, ease-of-use, and lower price. The target audiences include consumers and business users.

The “sexiest” of these applications is the ability to transmit live video images over the internet using ordinary PCs and networks so that you and other viewers can literally “see whatever you want whenever you need to see it”. Click here to see [my desk](#) or my [parking lot](#) right now. Click here to view a [technical overview](#) of how SnapVideo works. Even better, go to this address to view various SnapVideo demos: <http://www.snapvideo.net/snapsuite/pitch/svpromo-selector.asp>

It's not video conferencing or video streaming -- it doesn't try to be -- it's rapid snapshots. But it lets me see my home, my office, people and objects easily with one multi-use application. It places almost no burden on the PC – it doesn't try to be too much, and it delights its users. It is the lowest common denominator, most useful application of it's kind. It works on almost all computers and networks, with minimal requirements – no other video solution can claim that.

Who Uses It?

Business Owners use it to monitor the business (office or shop) while away.

Radio stations use it (WCBS-FM has used it recently at two live events) -- it inserts advertisements, so radio stations can sell spots to sponsors to display coupons, provide phone numbers, and show the live DJ and guests.

Security companies want to use it verify alarms (when an alarm goes off, they can confirm if it's a false alarm by looking at live and recent-past pictures. It is thousands of dollars less expensive than most alternatives, so it's a great "starter system" for the alarm company's customers who want to "dip their toe in the water" with live monitoring. Homeowners also use the product in the same way.

Kids want to use it while instant messaging to see each other. It is more secure and better quality than the built-in video of instant messenger applications.

Parents want to use it to monitor the kids at home. (Did the kids get home from school yet? Are their friends in the house? Did I leave the lights on?)

Families want to use it to let loved ones see them while talking on the telephone. They also can use it to create and publish "family albums" of favorite snapshots.

Service centers want to use it to update customers on the status of orders or to show a customer how to work with a particular widget.

Catering halls want to use it to let weddings, Bar Mitzvah's, etc. be seen by friends and family who can't make it to the event

Business travelers use it from hotels to say goodnight to the kids, or to show and see images of "widgets" while on the road.

Schools want to use it to broadcast morning announcements with live video instead of just audio, or to provide students/parents who are at home with a live view of special events.

Offices use it to monitor back rooms and parking lots.

Dating services want to use it to let people see each other live when trying to make a connection.

Merchants want to use it to display catalogs and to give live demos or show live views of items for sale. Jewelers can use it to show new items to regular customers.

"Do it yourself" vendors want to use it to publish "how to" documentation (automated PowerPoint presentations) with photos from live demonstrations. (The Home Depot could provide an on-line presentation of how to caulk a bathtub.)

It's Not Like Other Systems

Other systems try to provide full-motion video and end up with "herky-jerky" motion that confounds more than it pleases. SnapVideo gives clear consistent snapshots every couple of seconds with no guessing as to the quality or reliability.

It's not designed for big corporations or "top-dollar" implementations (we have designed and deployed those systems for many years for customers like: JP Morgan/Chase, Walt Disney, The US Federal Courts and others) -- rather this is a low-cost, simple application that provides visual communications in a secure, reliable, easy-to-deploy manner for ordinary users.

You've probably heard, or even experienced, all the hype about video over the Internet. The good news is that it is becoming easier every day to send and receive video over the Internet; the bad news is that the problems relating to security, quality and technical requirements for making this happen have not been sorted out, especially for consumers and small businesses. The fact of the matter is that those "video over the internet" solutions are unreliable, complicated and introduce a security risk. What's worse, they require that users have special "proprietary" software just to view the video, even if they are not sending video. That's why SnapVideo was invented -- to simplify and make reliable the process of sharing live video with anyone who needs it.

A Simple Idea: Make Video Communications Easy to Use and Reliable

The idea here is to make video communication as easy as sending email or browsing the Internet. Ordinary people (consumers and businesses) can use it without complicated setup or expert support services. They just plug it in and share video without any concern for the computers, software, networks, or security constraints involved.

For example, this application could be deployed immediately for servicemen in the armed forces all over the world, to let them see and be seen by their loved ones -- it wouldn't be motion video that they would see (that solution is too complicated, expensive and dependent on high-speed networks), it would rather be a series of live snapshots every five seconds, letting the participants see each other while talking on the phone.

It's the cheapest, most universal approach to a basic human need to see things and show things: *I'd like to see it. Let me show you. Wow, look at that. You have to see this.*

The beauty of this product is in its simplicity and ease of use. Through two simple interfaces, one on your computer to control your camera and live transmissions, and one that you run through a browser on the internet to control who can see your images, it allows you to:

- See and send live video images over the internet
- Publish snapshots and web page content easily and immediately
- Organize snapshots into albums and galleries that are stored long-term for later viewing.
- Control and monitor who sees your snapshots
- Keep a local copy of every snapshot on your PC

To see a data sheet that explains how SnapVideo works go to:

<http://www.snapvideo.net/snapsuite/pitch/sv-howitworks.htm>

New Developments / Potential

The potential for SnapVideo is huge along two dimensions: variety of applications and evolution of configurations. The number of applications for SnapVideo are endless, due to it's simplicity and the universal appeal for visual information (see the list of current applications for a sample of the potential here). But even greater potential is present in the evolution of the deployment configurations (the cameras and display devices) that can use SnapVideo. New versions of SnapVideo already support cell phones and wireless PDAs for the transmission and reception of snapshots. Along with PCs, USB cameras, camcorders and security devices, these wireless devices expand SnapVideo's ability to enable "any-to-any" image sharing capability.

Features

SnapVideo doesn't just provide the easiest way to record and transmit live images – It also has a wide variety of useful features that enhance its flexibility, versatility and security.

Flexible

The SnapVideo application **runs on Windows 98 and later PCs**. It works with a USB camera (very inexpensive) to automatically take snapshots, upload them to the Internet, and make them available for viewing. While it's designed to make use of the most inexpensive cameras, all types of cameras can be easily connected, even wireless cameras and camcorders. It even works with high-end security and web-server cameras; **many different configurations** (from single-camera systems to multi-camera, multi-premises systems) can be supported.

Ordinary PC users can use it without special expertise. Anyone can send live video, without technical support, from any ordinary computer with an ordinary network connection. No special equipment or expertise required.

Anyone can **view the snapshots with just a browser** – it requires no special software. It can even be viewed by Macs, Linux, not just PCs. It makes it easy for viewers to **see your images without installing special software or requiring a high-speed computer.**

It **does not require high-speed or private networks.** (It works best with a cable modem or DSL, but it also works over ordinary telephone lines -- network connection will not degrade the quality of the images as is the case with motion video applications.)

Versatile

It's not just live snapshots; it's also **stored albums and slideshows**. And it's not just snapshots from a USB camera. Any digital photo or even [PowerPoint slides](#) can be "published", just like snapshots. Did you get a "photo CD" when your pictures were developed? Does your digital camera allow you to transfer pictures to your PC? SnapVideo lets you share them over the Internet immediately.

It also **works as a digital video snapshot recorder**. It can be used without a connection to the internet to simply [record snapshots](#) on a PC for later viewing. The average PC can store months of snapshots .

It does not require that you know anything about publishing, formatting or uploading web pages. SnapVideo hides all of that complexity with a simple interface that **lets you immediately publish web content, including photos and text, on demand**. It has a web log (i.e., a "blog") so you can publish text along with your photos. A service manager at a car dealership can provide [updates](#) on when your car is finished being serviced, a jeweler can display snapshots of new, original pieces that "just came in", or a receptionist at a doctor's office can publish status of whether appointments are running late.

It lets viewers **print, save and e-mail a copy of any snapshot.**

Secure

It's **secure** – the PC and LAN at the camera site are never at risk. Other solutions require you to open up your firewall, thus degrading security against virus and hackers, in order to let others view your video. SnapVideo follows a different paradigm in which the images are sent in a secure fashion to our server and viewers only connect to that server, never to another user's PC.

It lets you **set individual permissions for each viewer** so you can fine tune who can access your snapshots.

It **monitors usage activity** for you; it provides detailed reports on who is looking at, or has looked at, your snapshots.

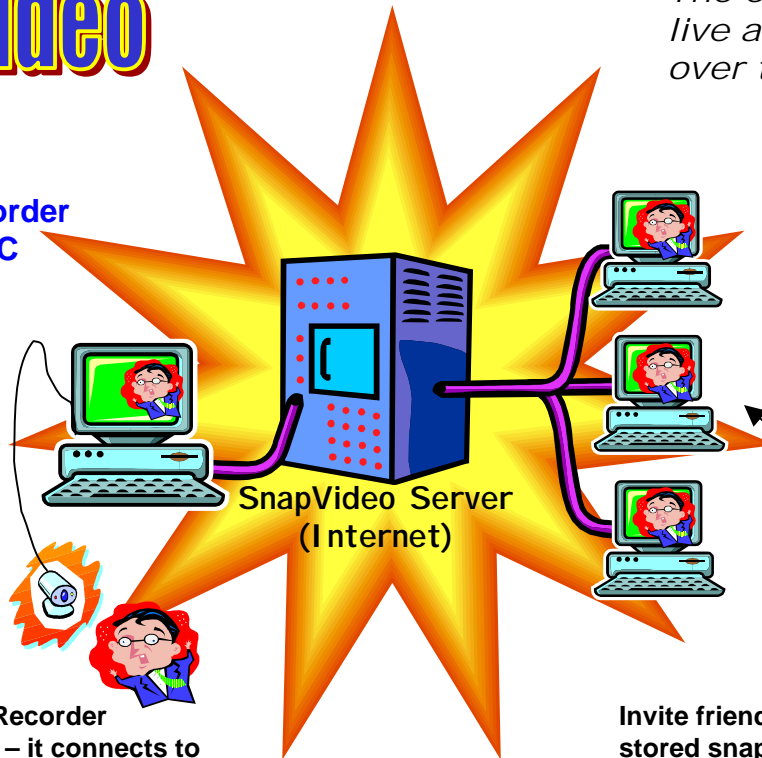
SnapVideo

The easiest way to show live and stored pictures over the internet

SnapVideo Recorder
Runs on Your PC

SnapVideo Viewer
Runs in any Browser

Your PC
with USB
Camera →



Viewing PCs can
be anywhere in
the world

Run the **SnapVideo Recorder** software on your PC – it connects to the VideoBureau SnapVideo service in the Internet – your camera now has a web page!

Invite friends to view your live and stored snapshots! Anyone with a browser and a password (controlled by you) can view the live or stored snapshots over the Internet.

How It Works

VideoBureau SnapVideo Recorder software runs on a PC with a USB camera. Plug in the camera, run the VideoBureau SnapVideo software, and the PC takes pictures and automatically stores them in your personal SnapVideo Album. You can add pictures from your digital camera, graphics or slides from PowerPoint™.

VideoBureau SnapVideo Viewer runs over the Internet to display your snapshots on a private web page. No special software is needed. All you need is your browser to view the snapshots in a VideoBureau SnapVideo album. Albums are password protected for security. Only you can give permission for someone else to view your snapshots.

Features and Benefits

- Take snapshots automatically – store weeks or months
- View live snapshots, stored albums or slideshows
- Control when and how often snapshots are taken
- Use any USB Camera - easy installation, simple to use
- View your home, office, staff, children, property or pet from any computer on the Internet
- SnapVideo Access Control protects your privacy and lets you know who's watching your camera.
- Superior design – no need to modify your firewall.
- Doesn't Require: Special software at both ends; expensive cameras, or super-fast PCs.

Specifications and Requirements

Operating System: Windows XP, ME, 2000, 98
PC Requirements: Pentium (or Compatible) with 30MB free space, 64 MB memory (W98:128MB), one USB port.
Camera Requirements: Any USB Camera or video capture device that is VFW/WDM compatible
Internet Requirements: Cable Modem, DSL or ISDN for best performance, Dial Up Acceptable
Browser Requirements (for viewing only) IE4 / NS6 or better

www.snapvideo.net

Another video application from:
www.videobureau.com

