

► Why WidgetCast?

Direct Marketing to the Desktop

WidgetCast innovates the way you communicate with users and affiliates by building a real-time rich-media portal that lives on the desktop and updates as quickly as you do.

No matter if it's your corporate video channel, photo gallery, twitter or RSS news feed; now you may easily aggregate your live media with your own branded design.



Real-time Push Notifications on your desktop!

► Who Uses WidgetCast?



Media Designer / AD Agency

Fast & productive Flash content creation for your clients without bothersome coding skills.



Marketer / In-House

Reach users through social media marketing. Present your products with popVideo avatars.



Flash Developer

Flash Components extend WidgetCast's features. Become a CCD and sell your Flash Components.

System Requirements

- **Hardware**
 - Pentium III 800 MHz (Pentium IV or higher recommended)
 - 256 MB RAM (512 MB or higher recommended)
 - 512 MB disk space (1GB or higher recommended)
 - Duplex Sound Card / VGA Card / Keyboard / Mouse / Microphone / Speakers
- **Software**
 - Windows 7/Vista/XP-SP2 (Audio recorder supports Windows XP only)
 - **Browsers:** Microsoft Internet Explorer 7.0 or above
 - Adobe Flash Player (for Internet Explorer) 10 or later
 - Microsoft Office is required for importing PowerPoint document



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WidgetCast

Unified Web 2.0 Media Creation



Interactive Direct Marketing with Social Media Apps

Design custom interfaces to present your Web 2.0
Share online Videos, Images, Blogs & Twitter feeds
Create Flash widgets & Adobe AIR apps with no-coding
Deploy widgets to web or desktop with analytics

► What is WidgetCast?

Widgetcast is designed to build strong customer loyalty through sharable media rich Flash apps. Create eye catching newsfeeds, podcasts, video channels, galleries and presentations that you can share with your viewers. Update live messages and collect customer feedback instantaneously. Create widgets to be hosted online or a desktop computer



🌐 Web2.0 Mashup - Real-time social marketing with Web 2.0 media

- Flexible live content selection from top Web2.0 media
- Mixable images, music, videos and Flash content
- Live updates to your viewers direct to desktop or web
- Full-throttle direct micro-marketing campaigns



🌐 Flash Component Compatible - Extend any app with native Flash logic

- Endless possibilities for custom functions and interactivity, such as: online databases, statistic charts, podcasts, and more
- Flash ActionScript 3.0 and FLEX compatible
- Use XML files to fine-tune component resources and display control



🌐 Web and Desktop Output - Flash & Adobe AIR powered publishing for PC & Mac

- Flexible Web and Desktop Playback
- Automatic 'Share' button keeps it viral
- Live performance and customer loyalty metrics
- Adobe certified AIR installer creator & distribution



🌐 Simplified Rich-media Creation - Interactive Flash design with no coding

- Speedy draw, text & button tools
- Organized Layer editing: slides & pages with auto play
- Included rich-media template library for instant galleries
- Rich-media (SWF) import plugs-in powerful Flash components



🌐 popWidget - Transform video into hovering, eye catching web & desktop communicators

- Royalty-free video avatars as talking digital hosts
- Intelligent hovering ad & media players for the web & desktop
- Sticky content with traffic generating link-back system
- Fast micro app construction with interactive live data feeds



popVideo Converter

Create transparent Flash video and deliver it to the web and desktop with WidgetCast.

Reallusion's popVideo Converter turns any green/blue screen video or image sequence into an encoded video with a transparent background.

The intelligent Auto-ChromaKey button simplifies the background removal process allowing more users to enjoy the power of green/blue screen production and bring any virtual host for video production or business presentation.