

## Proclaim It Live!

Netbriefings may be best known for providing Webcasting technology for live broadcasts of surgical procedures, but its latest tool could be a lifesaver for today's on-the-go sales representatives. The Minnesota-based company recently released Proclaim, a Web-based multimedia creation tool for live and on-demand communications.

With nothing more than a Webcam, a microphone, a PowerPoint presentation, a video of a product demo, and an audio sound bite testimonial from a customer, a salesperson can deliver a presentation with video on one portion of the screen while narrating the associated visual information. Forget about using complex editing software to synchronize slides and video clips. With Proclaim, presenters are able to quickly and easily create a direct and live video-enabled pre-



sentation with the push of a button for audiences ranging from one to 300.

But that's not all. According to Gary Anderson, CEO of Netbriefings, Proclaim serves as more than a presentation tool. "Many times sales reps want to follow up after a presentation and reinforce the conversation with a customer testimonial and/or a video of their product. This has to be an easy and simple process, as sales representatives just want to get it done and deliver it. Fortunately, this is something Proclaim does very well," says Anderson.

Proclaim also lets users hold a live Webcast with multiple video presenters at any location. And thanks to Proclaim's versatility, two presenters can participate simultaneously, and the presentation can be handed over to any participant with a camera or microphone at any given time for a truly collaborative experience.

For more information, go to [www.ProclaimYourself.com](http://www.ProclaimYourself.com).

— CINDY WAXER

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