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MEDIA KIT

WebPod Studio

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About Lionhardt Technologies

LIONHARDT TECHNOLOGIES specializes in both established and emerging technologies. Our success comes from our ability to customize our applications enabling us to create solutions that meet individual and specific IT requirements.

RICHARD ERADUS, founder of Lionhardt Technologies started out in the Netherlands in 1995 at the dawn of the Internet. Since then Richard has been a leader in new technology and always one step ahead designing problem-solving software solutions. An innovative thinker, Richard launched TC-Director a first of its kind HTML editor which offered multiple documents, wizards, and produced W3C standard generated HTML. The interface, also a first of its kind, consisted of a tabulated interface which provided a fast overview of all open documents. The size of real documents were no longer limited on Windows 3.x, thus breaking the 32KB memo size barrier and making TC-Director a huge success.

It is the persistent advancement in technology, the unlimited abilities and possibilities, and the drive to create the best available solutions that makes Lionhardt Technologies top of its class. All applications are designed using the K.I.S. (Keep It Simple) principle resulting in solutions that are clear, complete, and most importantly, user-friendly.

If you need a customized solution to your IT dilemma, contact our representative. We'll set up a meeting to assess your situation and together work towards a solution based on your company's unique requirements.

Visit Lionhardt Technologies at <http://www.lionhardt.ca> and use the contact form on our website, or contact us directly via one of the following email addresses:

Sales	sales@lionhardt.ca
Marketing	marketing@lionhardt.ca
Support department	support@lionhardt.ca
Finance department	finance@lionhardt.ca
Investor relations	investors@lionhardt.ca

What is PodCasting?

"Podcasting" is a web-based broadcast medium in which media files are made available online thus allowing software to automatically detect and download new files (generally via RSS).

A PodCast is comparable to an audio magazine subscription in that the subscriber receives regular programs that he/she can listen to or view at his/her own leisure. It can also be considered as the internet equivalent of timeshift-capable digital video recorders (DVRs) such as TiVo, which allows users to automatically record and store television programs for later viewing.

Podcasting most often involves audio files in MP3 format but different formats and other types of files, such as video, can also be PodCasted.

WebPod Studio is capable of handling both audio and video recording, eliminating the need to use separate programs to create PodCasts. It also has the ability to publish PodCasts to designated servers, and create and maintain RSS feeds.

The word "PodCasting" is a merger of the words iPod and broadcasting. The name "PodCast" is no longer specifically related to the iPod but to any software and hardware combination that permits the downloading and playing of files on any device that is capable of playing modern audio and/or video formats.

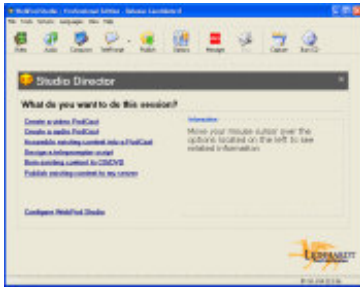
This technology enables anyone to start-up their own (internet based) radio or television show, without requiring expensive hardware. It is now easy to create a show without the exorbitant costs paid to broadcast companies to air the program and where, more often than not, you end up paying for airtime slots which have very few listeners. PodCasts are subscription based, which means that listeners/viewers can select what they want to hear or view. This system has already proven successful as there are countless popular internet programs that draw in listeners by the tens of thousands plus.

Established standard radio shows are also reaching out with PodCasts of their own. For example; Coast to Coast AM, a hugely popular late-night talk-show program runs PodCasts as a pre-paid subscription service. Another popular talk-show, Russ Limbaugh, also has a pre-paid subscription service. The BBC and CBC PodCast some of their popular radio programs as well.

PodCasting is not 'just' a format for producing radio and television. It's uses and possibilities are virtually unlimited. Anything and everything ranging from a sales presentation to a corporate announcement. With this technology there is no need for expensive satellite uplinks anymore, and no need to have the entire worldwide corporation take time out of their busy work day to watch the latest announcement. Time saved is money earned!

What is WebPod Studio?

WebPod Studio is software designed to produce audio and video PodCasts or WebCasts. WebPod Studio is designed to enable both new and experienced computer users to create, gather content, and produce polished audio and video broadcasting over the Internet.



In addition, user-designed broadcasts can be published to existing servers, or burned onto CD or DVD discs. Various output options are available for transcripts and other materials to be produced for the broadcasts and to establish connectivity to the world of Rich Site Summary (RSS) and Blogging.

Designed with a familiar graphical easy-to-use interface, WebPod Studio™ is a tabbed-window based, intuitive-flow software product, providing for an efficient, easy-to-comprehend process, one that also offers optional user ideas and information along the way.

The integrated Studio director assists the novice user in selecting the correct feature for what the user wishes to accomplish in that session while ensuring that the user will see the appropriate wizard on start-up. It is this technology that makes WebPod Studio so easy to work with. All actions are done in small gradual steps, asking simple and direct questions through either ticking options or pull-down menus. Virtually all options are pre-selected based on available hardware and anticipated needs.



Designed around the “less is more” philosophy, WebPod Studio will extract all the needed information in very few steps, yet will still harness the full power of available audio and video capabilities.

WebPod Studio takes the tedious side of publishing out of the equation by making the publishing process as simple and transparent as possible. Overall, the publishing of generated data will take no more than three steps. Same applies to the generating of the RSS file which will carry the data linking to the actual PodCast located on the same server.

With WebPod Studio, recording is really as simple as plugging in the microphone, hooking up the camera, and your set to go..

And with prices starting at just \$89.95 it won't break the bank account either.

Feature Matrix

Feature	Personal	Professional
Localizable interface	✓	✓
Studio Director wizard,	✓	✓
Recording of "traditional" audio PodCast	✓	✓
Recording of audio/video	✓	✓
Teleprompter	✓	✓
Auto injection into RSS feeds	✓	✓
Auto detection of video and audio devices	✓	✓
Composer wizard to blend audio & video	✓	✓
Drag and drop support in the composer wizard	✓	✓
Hardware auto detection	✓	✓
Optimized output	✓	✓
Preview before compilation	✓	✓
Interoperability with Skype	✓	✓
Feed & Podcast Publisher	✓	✓
Screen Capture wizard	✓	✓
RSS Management wizard		✓
Live audio broadcast module		✓
Live video broadcast module		✓
ASX file generation		✓
Burning media to CD-ROM/DVD		✓
Auto creation of PodCast Index Format file (*)		✓

() PodCast Index Format, or PCIF, is a format currently being developed by Lionhardt Technologies to increase indexing speed of Audio and Video PodCasts on directory based sites. More information about this concept is available at <http://www.mycastdirectory.com>*

System Requirements

- Windows XP, NT, or 2003 installed.
- Mouse or other pointer device.
- DirectX 8.x or higher installed.
- Video device (webcam, or other capture device)
- Audio device.
- 10MB installation space.
- Internet access for publishing purposes.
- 500+ mb production space, it is recommended that you have at least 500MB free for video/audio capture purposes, 1GB or more is preferred. Most of this space is used for the creation of temporary files and will be freed up once recording and other processes are finished.



WebPod Studio is designed for Microsoft Windows™. A UNIX and Mac version are planned and will be announced on the Lionhardt Technologies website in the near future.

OEM, Branded Versions, and Resale Options

WebPod Studio is designed in such a way that it can be branded to reflect your company's image and style. Your organization can resell and/or bundle WebPod Studio as a part of a package that your company is selling.

For example; Company "X" manufactures state-of-the-art web cameras, but does not want to invest money into software to accompany it. Company "X" has approved WebPod Studio and would like to include it with their camera package to provide customers with a ready to start solution.

For this type of scenario there are several plans available:

Complete OEM - WebPod Studio will be redesigned in the company's house style, this means a redesigned interface, redesigned help file, redesigned installer. company X indicates which features they would like to be included in the OEM version of WebPod Studio. This enables company X to generate revenue by asking for a small fee from the end user to upgrade to a full version.

Partial OEM - Only certain sections of WebPod Studio will be redesigned to reflect the company's logo, parts of the application are disabled, and will be enabled when the customer purchases the full edition from Lionhardt Technologies.

These are just two examples of how an OEM or re-branded version can be developed. For more detailed information we invite you to contact us with your specific requirements and we will respond as soon as possible.

Reselling WebPod Studio

Lionhardt Technologies has an affiliate and channel partners plan available, with commissions ranging from 10% to 50% (pending on affiliate's sales). For more information about becoming an affiliate or channel partner, please visit our "becoming an affiliate" link located at <http://www.lionhardt.ca/affiliates.asp>