



What's New with Adobe Connect 9

Meeting at ITU on July 3rd, 2012



Release Themes

WEBINARS

An end-to-end solution for digital marketing events and citizen outreach

TRAINING

The complete digital learning solution for virtually any device

MOBILE

Advanced mobile support for device to device collaboration

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All in One Solution for Webinar



Shorten time to
prepare and
promote events

Maximize in-meeting
engagement

Identify hottest lead
with demographics
and behavioral data

Optimize event
promotion and
organization budget

Adobe Connect for Webinars



Adobe CQ 5



Adobe SiteCatalyst

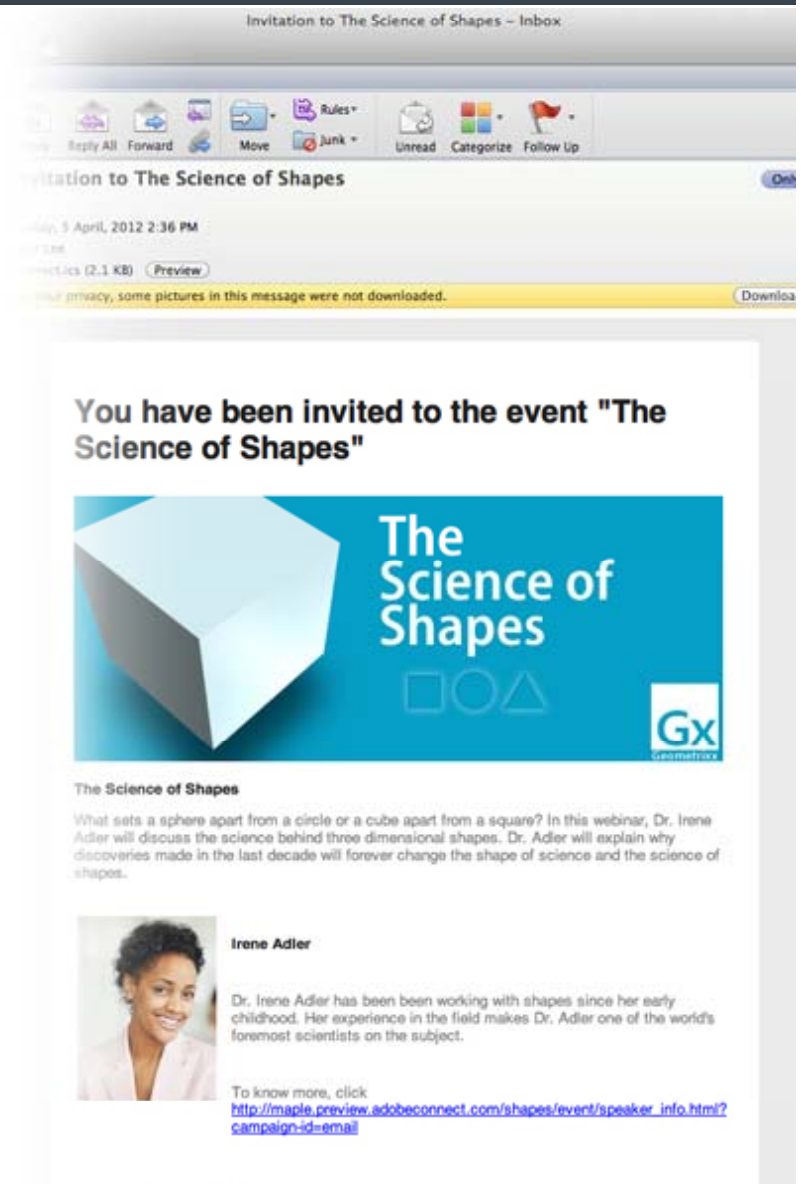
Promote: Web Portal



- Rich, customizable Event portals
 - Event Info
 - Speaker Info
 - Event Registration
- Event Templates
 - Gorgeous out-of-the-box templates that can be used immediately
 - Full customization capabilities using class-leading software: Adobe CQ5

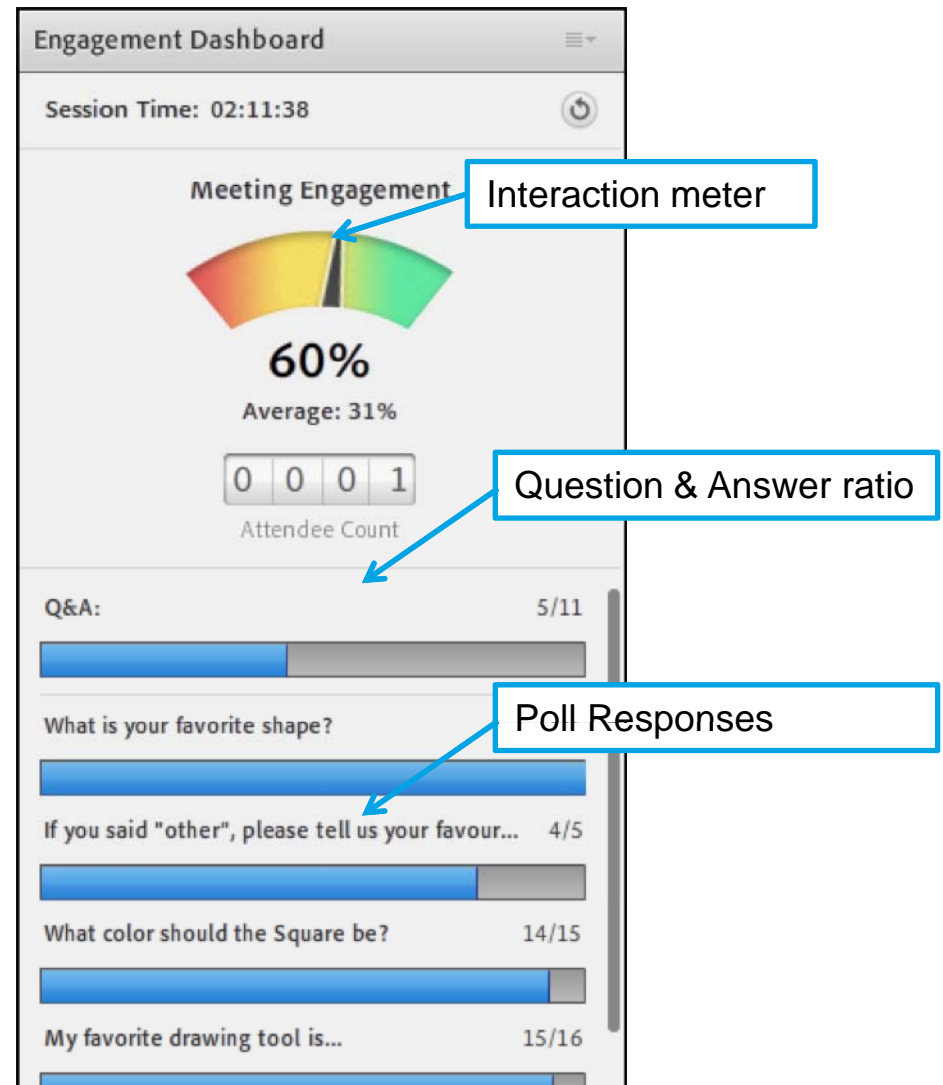
Promote: Email

- Rich, HTML-formatted emails for:
 - Invitations
 - Approvals
 - Reminders
 - Follow-ups
 - Custom Triggers
- Email Templates
 - Fully customizable using Adobe CQ5 technology



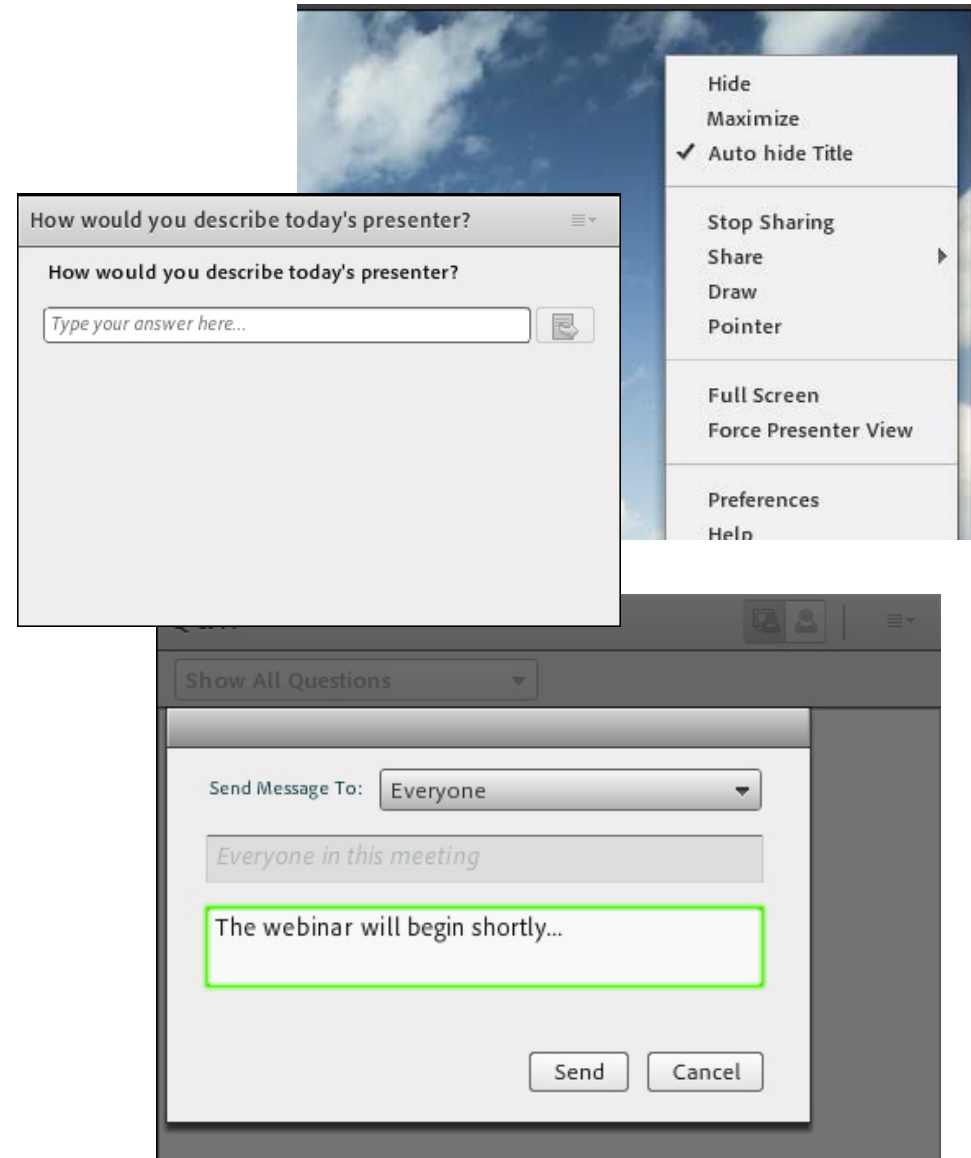
Engage: Adobe Connect Meeting

- Engagement Dashboard
 - Measure participant engagement and participation in real-time
 - Based on several factors in the webinar
 - Detailed engagement report available post-event
 - Available for seminar rooms, events, and virtual classrooms



Engage: Adobe Connect Meeting

- Sharing
 - Hide title bar
 - Screen sharing enhancements
 - Improved full-screen experience
 - Don't mask cursor
- Engaging
 - Short Answer Polls
 - Q&A Pod Improvements
- Visual Refinements
 - Highlight active speaker on video
 - Dock custom wallpaper

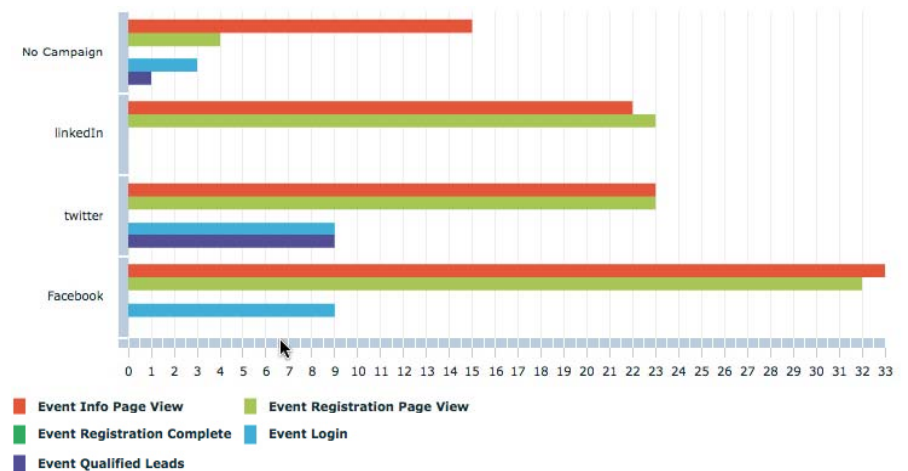


Optimize: Reports

- More than reporting – in depth analytics
 - Everything from aggregate data to in-depth user reports
 - Campaign reports to track marketing campaigns
 - Downloadable data

Conversion Funnel

Count of user activity from visiting the event page to becoming qualified leads. Conversion funnel does



Optimize: Lead Qualification

- Automate lead qualification based on your own criteria
 - Attendance
 - Registration questions
 - Polls

Set Lead Qualification Criteria

Lead qualification criteria can be set based on rules. Multiple reports like campaign report, conversion funnel and aggregate user information use lead qualification criteria.


Attendance Criteria

Check for Attendance

Minimum Duration minutes

Registration Criteria

Product you use for shapes?

Add new rule 

Match all rules.

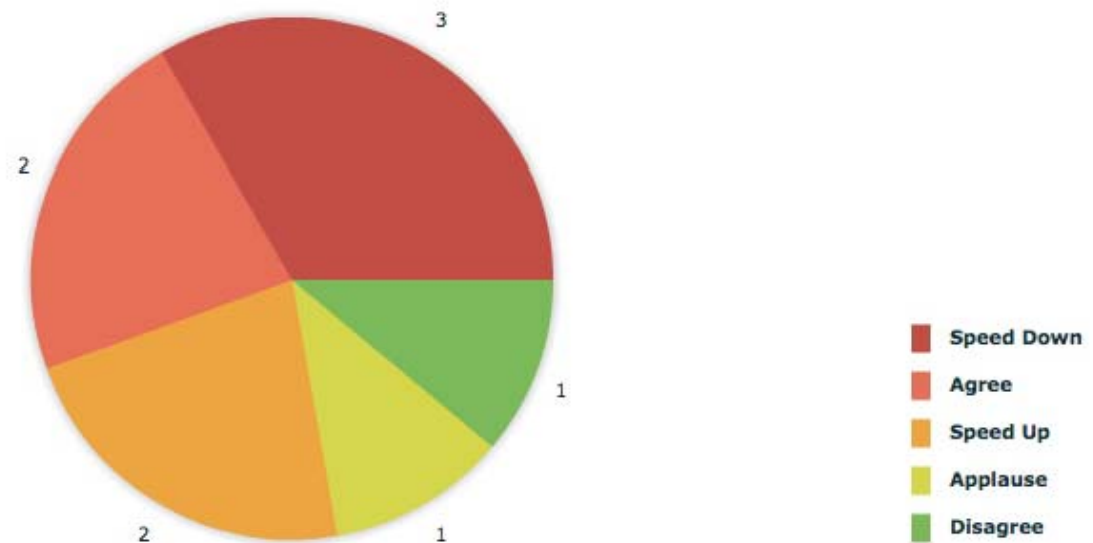
Match any rule.

Poll Criteria

No poll question applicable for setting qualified lead criteria.

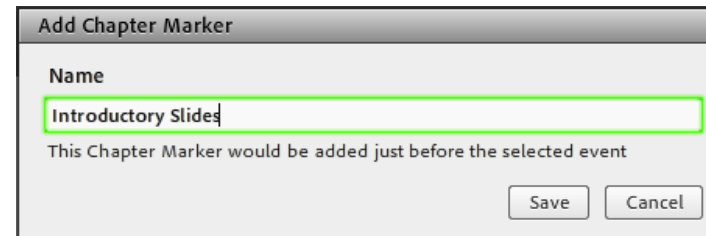
Optimize: Full Analytics

- Engagement Reports
 - Track the effectiveness of your meeting minute by minute
- Measure usage of chat pods, Q&A pods, and polls
- Track the number of files downloaded by participants
- Analyze the status settings of participants
- Report attendance



New Recording Edit Features

- Editable Recordings
 - Hide segments
 - Hide Names
 - Hide Pods
 - Edit Index Entries
 - Add Index Chapters
 - Add Index Bookmarks
- Fullscreen Playback



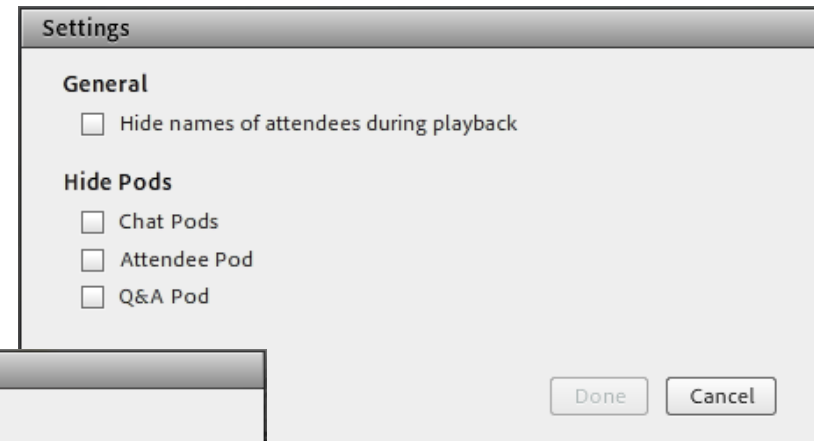
Add Chapter Marker

Name

Introductory Slides

This Chapter Marker would be added just before the selected event

Save Cancel



Settings

General

Hide names of attendees during playback

Hide Pods

Chat Pods

Attendee Pod

Q&A Pod

Done Cancel



Add Bookmark

00 : 02 : 49

Demo Starts

Peter shows the new UI for Adobe Connect 9.0 recordings

Done Cancel

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All in One Solution for Rapid Training



Author once,
deploy everywhere

Create exceptional
learning experiences

Deploy training
programs faster and
cost effectively

Reduce cost by
enabling and tracking
social learning

Author: Adobe Captivate 6

- Native publish to HTML 5
 - Full iPad support
 - Single URL for Flash/HTML5 content
 - Stop & resume across devices



Promote: Course Catalog

The screenshot displays a course catalog interface. At the top, there is a large banner for the course "COFFEE: THE ULTIMATE ADDICTION" with a background of coffee beans. Below the banner, the text reads: "Coffee: The Ultimate Addiction. This on-demand video will help you understand the power of the drug we call coffee." Below this is a section titled "Upcoming Events" with a dropdown menu for "Events per page" set to 5. Two course listings are visible:

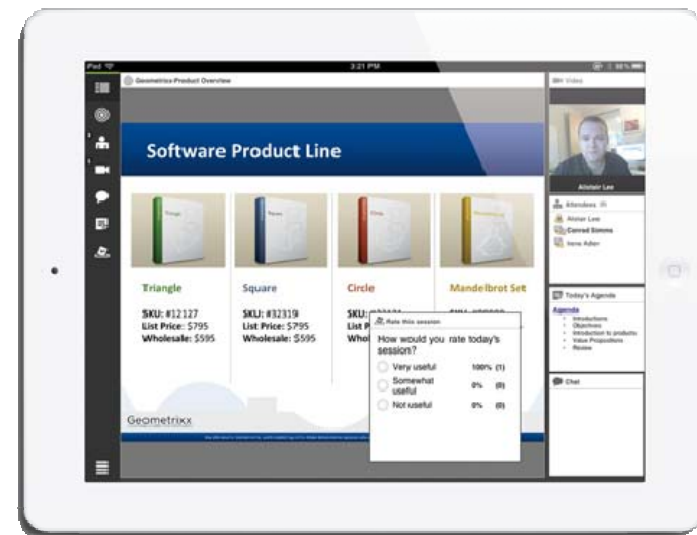
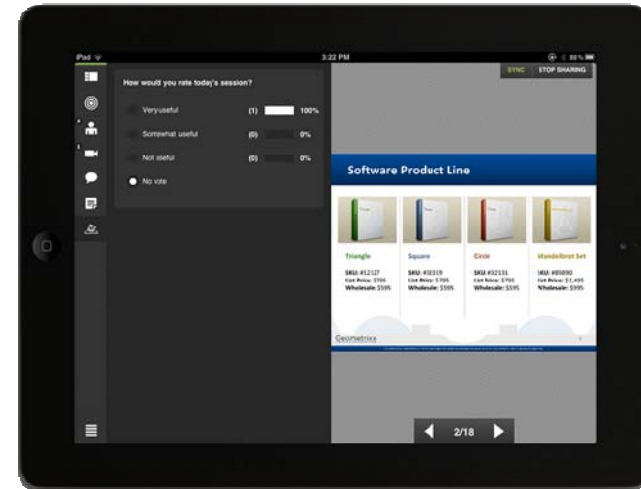
- Coffee: The Ultimate Addiction**
Friday, May 4, 2012 9:45:00 AM CDT - Monday, May 4, 2015 10:45:00 AM CDT
This on-demand video will help you understand the power of the drug we call coffee.
Tags: [Featured Events](#)
Buttons: [Register](#), [Event Details](#)
- The Science of Shapes**
Thursday, July 5, 2012 1:00:00 PM CDT - 2:00:00 PM CDT
This 60 minute webinar will examine some of the research into three dimensional shapes that has occurred over the last decade.
Tags: [Webinar](#), [Featured Events](#)
Buttons: [Register](#), [Event Details](#)

On the right side of the interface, there is a sidebar with the heading "Popular On Demand Webinars Recorded Features".

- Catalog of courses
 - Mix live virtual classrooms with on-demand content
 - Enable student registration
- Incorporate SCORM and AICC content in your catalog and learning curriculums

Deliver: Anytime, anywhere learning

- Virtual classrooms
 - Breakout room support
 - Raise hand and status indicators
 - Adobe Presenter content support



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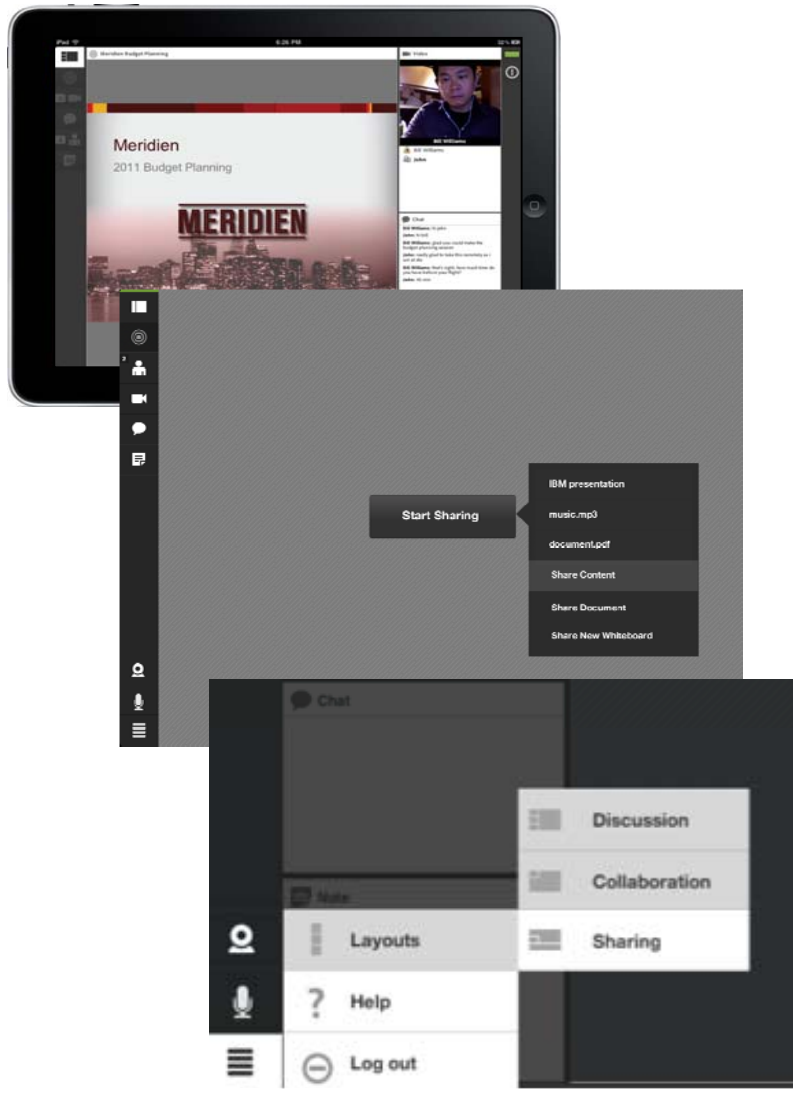
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Adobe Connect Mobile 2.0: Host Meeting Anywhere



Share content

- From content library
- From device image library
- From device file storage*
- Whiteboards and whiteboard drawing

Manage Meeting

- Change Layout
- Control Recording
- Manage audio
- Instant dialing

Differentiated Experience for Tablet & Smartphone



Adobe