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## VOPED Talks with TMCnet about Where Business Video is Heading

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Voped, a Virginia-based company that specializes in dynamic video platform solutions and services for online publishers and websites, was one of the many companies in attendance at Streaming Media East 2011 last week.

One of the most important things that Voped learned during the show was that while business video has proven to be an increasingly dynamic industry, it is also showing no signs of slowing down.

"We had a lot of really interesting folks come through that we met at our booth and spoke with –everyone from video producers in the region to people with large companies," Ellen Serrano, vice president of operations for Voped, told TMCnet. "What we take away from it is that as far as the industry has come there is still vast potential and people are looking for increasingly sophisticated technology."

"People representing large companies are looking for leading edge solutions and that is incredibly exciting since Voped is at that leading edge," she added. "To meet those people and to have a mind meld on what they need and what they have and what our road map is, that's just very exciting for us."

Voped has been staying ahead of the business video wave since the company was first founded in 2007 by distinguishing itself in a variety of ways, according to Serrano.

Right from the beginning there were a few core elements that were important to Voped and delivering value was one of the, Serrano said.

"We knew delivering value was going to be important; affordability is key," she said. "For example, we have clients that are small and we have clients that are big but for all of our clients we deliver at our entry price point. We deliver all of our features; we don't have a stripped down model because we want people to be able to use what they need."

The other thing that sets Voped apart is its commitment to customer service. Voped works closely with its clients to develop technology catered to address all their needs and ensure profitability.

The technology boasts an integrated payment gateway technology. For example, for those clients that have valuable content, whether it's an enterprise with a large media catalogue that they want to drive more value from, or people with live events, they don't have to go to a third party for that piece as it's built into the Voped platform.

"For them that just makes things a lot easier," Serrano said. "That's a key piece for us that we have that turnkey solution for them, and there are not a lot of competitors that have that."

Voped was eager to attend Streaming Media East to enlighten participants on how Voped sets itself apart and how it is making its dent in the business video market.

"New York is the capital of media," Serrano said of why Voped attends each year. "Streaming Media East is where we go to meet clients, to meet prospects, to meet our friends in the industry. It's an important venue; that's where the industry gathers."

Voped is particularly excited about the trends unfolding in the business video field, such as the demand for multi platforms and the international surge. With regards to multi platforms in particular, Voped is excited to spread the word to the industry that Voped offers those capabilities as it offers both video on demand and live across mobile.

In the next few weeks, Voped will be releasing live streaming on mobile, which will be for free and premium content and geared towards mostly business and corporate clients.

"We are really excited about it and it's been on our roadmap and now we are on the verge of it," Serrano said of the new release. "It's all hugely exciting, I don't know if there's a more dynamic industry now. It's absolutely incredible and every day there are amazing things happening."