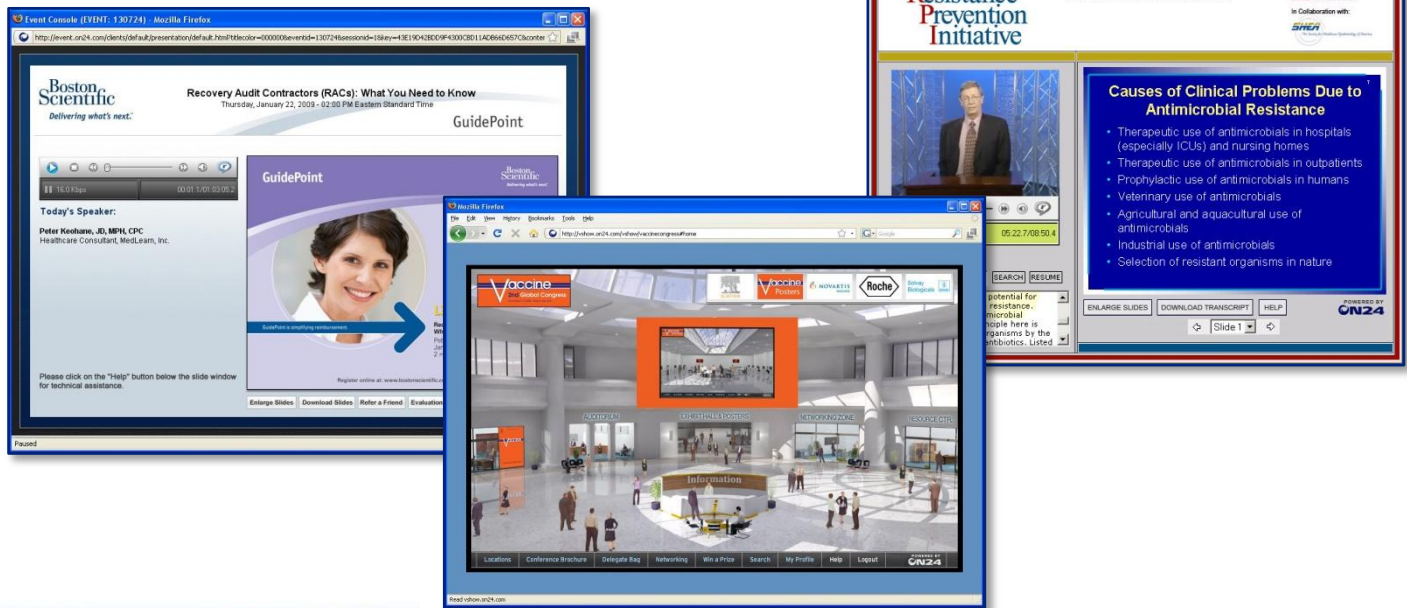


# ON24 Live Sciences Solutions

## Reliable, Engaging Communication



*"We have been very impressed with ON24's webcasting solutions. There is a growing demand across Europe for webcasting and it's very exciting to see the launch of the industry leader in this incredibly important market."*

*-Chief Executive Officer,  
VNU Global Media*

Organizations in the life sciences face unique webcasting challenges whether they are pharmaceutical, medical, education, biotechnology or medical devices companies or healthcare agencies or associations. It is important that their webcasting service provider understands issues such as; regulatory compliance, certification, testing, and user assessment.

ON24 works with a wide range of life sciences companies and helps them deliver their critical communications in a highly secure and timely manner. ON24 makes it possible for the broadest audience of physicians, institutions, patients, and customers to see presentations on healthcare and medical products at a fraction of the cost of traditional communications.

### Easily Engage Global Audiences

ON24 delivers high-impact virtual events to meet the needs of today's communications professionals. With no conference calls, downloads or plug-ins, enterprises can easily reach internal and external audiences with engaging communication.

### Application Areas

#### Pharmaceutical and Devices:

- Sales Training
- Executive Addresses
- Product Demonstrations
- Hybrid Meetings
- Electronic Detailing (eDetailing)
- Investigator Meetings
- Virtual Sales Meetings

#### Life Sciences Resellers:

- Opinion Leader Presentations
- Satellite Symposia
- CME Modules
- Faculty Training
- CD and DVD ROMs
- Promotional Activities

## Applications

### Continuing Medical Education

ON24 enables companies to easily produce dynamic, engaging accredited educational presentations. ON24 CE capabilities allow you to track student progress using built-in testing and assessment features. Certification can be easily customized for the Continuing Medical Education (CME) provider.

### Sales Training

Interactive webcasting enables companies to train employees anytime and anywhere – maximizing productivity while increasing the knowledge and skills of the team. Training programs can be modular, interactive and self-paced, giving employees, customers, partners, and students specialized access to current product training and specialized sales training.

### Product Marketing

Webcasting offers a powerful and cost effective way to introduce new products. Such product launches – as well as webinars and sales presentations – are just a few of the popular marketing uses of ON24 webcasting solutions.

### Research and Development

Time-to-Market is critical, especially for clinical trials. ON24’s webcasting solutions can instantly deliver key information about new innovations and research to large, global audiences.



## Key Benefits

### Fully Customizable

ON24’s Corporate Communications Solutions enable businesses to strengthen their brands and deliver engaging end-user experiences to audiences worldwide. Use high-quality video or audio together with slides, Q&A, polling, professional networking tools and custom 2-D and 3-D virtual environments.

### Global Reach

ON24 virtual events are delivered using Internet streaming. Attendees are not required to dial into conferences or be bothered with pop-ups and software downloads. Simply click on a link, turn up the volume and attend an ON24 virtual event.

### Proven Scalability and Reliability

ON24 manages the delivery of over 25,000 events per year. ON24 has made significant investments in its webcasting platform, including the deployment of completely redundant data centers to ensure the highest level of scalability and reliability in the industry. ON24 partners with leading content delivery networks to provide the best possible performance for all users regardless of location or type of connection.

### 24/7 Support and Service

The ON24 team can assist with every aspect of event production from media capture to event setup and live monitoring. ON24 has experienced production professionals available worldwide to help you execute your events.



## About ON24

ON24, Inc. (<http://www.ON24.com>) is the global leader in webcasting and virtual events. More than 700 organizations in technology, publishing, life sciences, government and financial services rely on ON24, including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare and the National Science Foundation. ON24 is headquartered in San Francisco, with offices in New York, London and Singapore.