

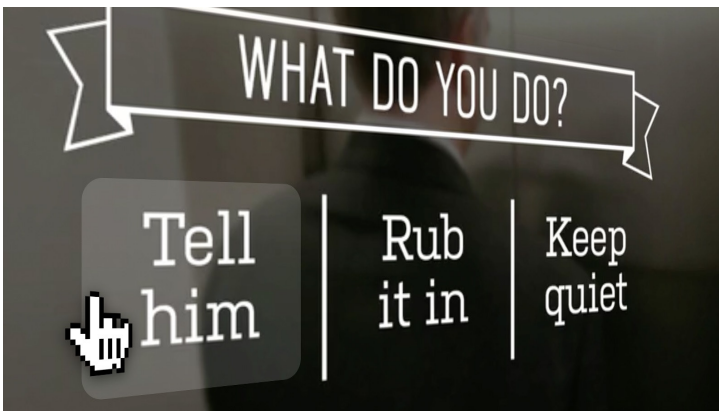
RAPT MEDIA INTERACTIVE VIDEOS

Build and Publish Interactive Video Experiences



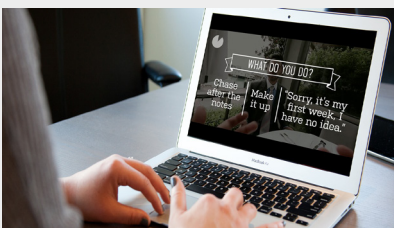
KALTURA

Join the growing list of organizations using interactive video to engage and educate. Kaltura's suite of Rapt Media interactive video tools enables you to add choice-based learning paths to your video, inviting your audience to lean in and participate. Interactivity is proven to deepen engagement, enhance learning, and accelerate behavior change. With tools like Rapt Media's branching videos, you can customize your content to create a more personalized, relevant learning experience for your users.



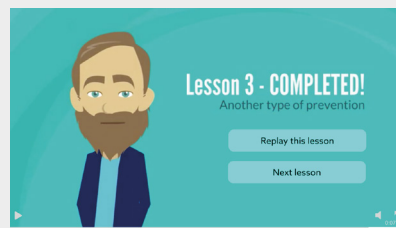
USE CASES

Why you should consider interactive video as part of your Kaltura deployment



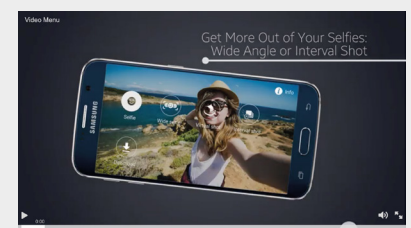
RECRUITMENT AND ONBOARDING

Top companies know that video is a great way to attract the right talent, but only interactive video allows you to create personalized, relevant experiences that bring your company to life. Unleash the potential to engage digital-savvy candidates, reduce time-to-hire, and accelerate onboarding and productivity.



LEARNING AND DEVELOPMENT

Video-based learning typically takes cues from traditional classroom lectures. Interactive video allows for an experience more akin to a discussion, where the learner chooses the lesson's pace, repetition, and direction. Present your information in more compelling, learner-friendly ways to boost desired behaviors.



MARKETING AND CUSTOMER EDUCATION

Digital product experiences that surprise and delight help to shorten your sales cycle, drive operational efficiencies, and increase customer loyalty. Interactive video forges emotional connections by enabling your customer to control their learning. Increase upsell and cross-sell efforts while building customer satisfaction and loyalty.

HOW IT WORKS

Become the builders of the next-gen digital ecosystem

STEP 1. BUILD

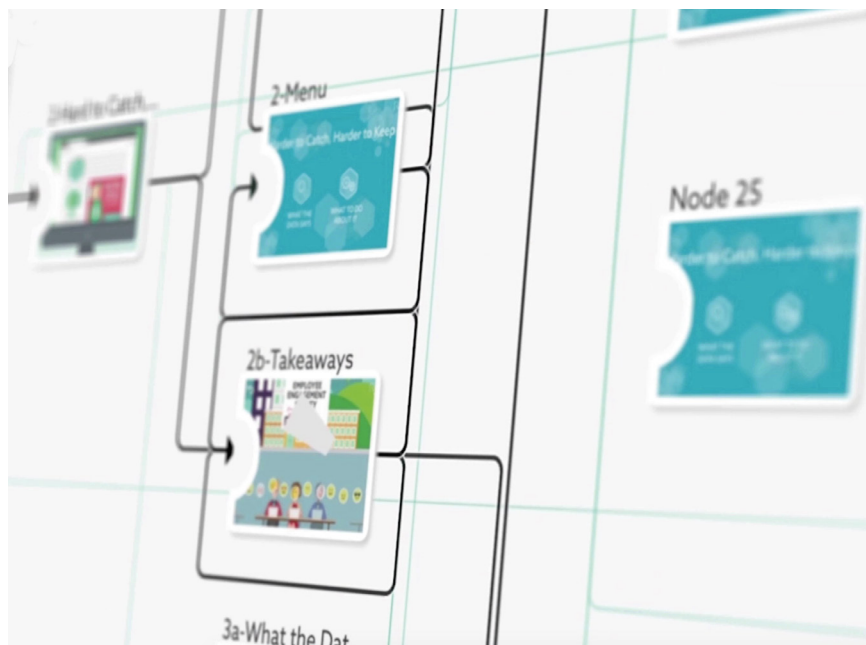
Build choice-based, interactive experiences in minutes directly within Kaltura MediaSpace.

- **Simple media management:** Connect videos, link out to additional content, create calls to action, and more—all without writing any code.
- **Drag-and-drop editing:** Drag-and-drop content to easily arrange and form ‘branching’ interactive narratives.

STEP 2. SHARE

Your interactive videos served up in your trusted Kaltura player.

- **Flexible distribution:** Publish interactive videos to your MediaSpace and share experiences with your organization anywhere, anytime.
- **Embeddable player:** Build once, distribute everywhere. Embed the Kaltura player in any webpage to maximize the impact of your interactive experiences.



STEP 3. ANALYZE

Gain valuable insights with every click of a button.

- **Measurable actions:** Craft experiences around your analytics goals and measure custom metrics that align directly with your business intelligence strategy.
- **Behavioral insights:** Track audience engagement, better understand viewer behavior, and gain insights through choices made.

ABOUT KALTURA

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, at work, and at school. For more information visit : www.kaltura.com