Scope of Services – Exhibit A

EASE Solution

Built upon years of industry experience, Extensible Automated Streaming Engine (EASE) is a software framework comprised of foundation and extension modules that work together to automate many otherwise manually intensive tasks. This completely hands-off solution meets the current and future needs of your entity without creating any additional work for the School District's clerks or webmasters.

- **Video Capture and Encoding**

  EASE Encoder records content according to your broadcast schedule and transfer the recorded audio/video to the Swagit Content Network via a secure Virtual Private Network (VPN) connection, making it available for live and/or on-demand streaming.

- **Indexing and Cross Linking**

  Using your published meeting agendas as a guide, Swagit's Managed Service Division (SMSD) index's the meetings without any work from the School District. SMSD will annotate your content by adding jump-to points with specific item headings, giving users the greatest flexibility to find the specific content they need. With these jump-to points, users can step through video by searching for or clicking specific items.

- **Agenda Management Integration**

  If meeting packets or other related information is available online, SMSD will link them directly to the video player for easy access.
  Swagit's EASE solution integrates with all Document/Agenda Management solutions.

- **Archiving**
  Client audio/video can be stored securely on the Swagit Content Network indefinitely. Fault tolerance and high availability is assured through replication of audio/video content to multiple, geographically redundant, Storage Area Networks (SAN). Our standard packages include enough storage for three full years of School District Board meetings.

- **Presentation**

  By navigating through the video library, users can view a list of meetings chronologically and once in a selected meeting you can unleash the power of the jump-to markers to search for specific points within individual audio/video clips.

- **Delivery**

  In order to deliver on-demand content to end users in a format that is native to their computer's operating system, Swagit can deliver content in all major streaming video formats: HTML5, Flash, Windows Media, QuickTime and Real. Swagit is proud to support HTML5 with fallback to Flash using H.264 as its default format, which has proven itself as the format of choice from such vendors as YouTube, Google Video, Facebook, ABC and NBC/Universal.

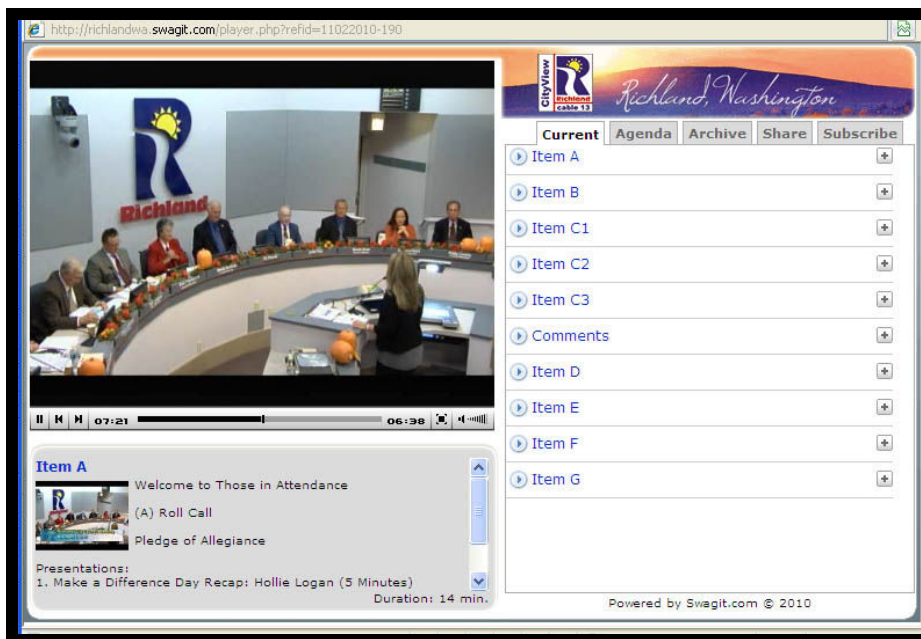# EASE Solution

- **Monitoring**

  Swagit is monitoring all aspects of the Swagit Content Network to ensure its health and availability. This monitoring extends to cover remote Swagit EASE Encoders deployed on client premises. In the rare event of trouble our engineers are promptly notified so that they may dispatch a swift response in accordance with our support procedures.

- **Statistics**

  Swagit collates log files from our streaming servers monthly and processes them with the industry recognized Google Analytics. Google Analytics generates reports ranging from high-level, executive overviews to in depth quality of service statistics. These reports help to highlight growth trends and identify popular content.

- **Support**

  Beyond our proactive monitoring and response, Swagit offers ongoing, 24/7 technical support for any issues our clients may encounter. While our choice of quality hardware vendors and a thorough pre-installation testing phase go a long way toward ensuring trouble free operation of our EASE Encoders, we do recognize that occasionally unforeseen issues arise. In the event that our engineers detect a fault, they will work to diagnose the issue. If necessary, next business day replacement of parts will be completed. Swagit offers continual software updates and feature enhancements to our services and products for the life of your managed services contract.

Investment-Webcasting

Streaming Video Hardware

Item Description	Type	Up-front Cost
Hardware/Software/Provisioning	Tower	$4,619.00
PowerEdge T110 II, Viewcast Osprey-260e Video Capture Card with Simulstream Software, Microsoft Windows Server 2008, OS Installation, Swagit EASE, Encoder Software Installation, System Burn-in, Branded Video Library Design, Branded Player Design, Remote Installation.		

Streaming Video Monthly Managed Services

Item Description	Monthly Cost
Package 1– **Up To 15 Indexed Meetings per year (EASE) - Includes Media On-Demand, 24/7 LIVE Stream, Video Podcasting of Specialty content, and up to 10 hours of additional specialty content per month (No staff involvement—Hands Free)**	$595.00

Optional Services/Overages/Individual Pricing

Item Description	Cost
Each Additional Edited and Indexed On-Demand Meeting	$150.00
Each Year of Storage Beyond 36 Month Window	$180.00/year
Programming, Development or Design Implementation	$120.00/hour