



# Macromedia Breeze™ 5 for Web Conferencing: Competitive Comparison

Easy Access. Richer Experience. Broad extensibility.

Unlike WebEx™ or Microsoft® Office Live Meeting, Breeze is deployed using Macromedia Flash® Player, which is already installed on 98% of web browsers. The ubiquity of Flash Player enables users within your organization as well as your customers to access instantly online meetings, presentations, and training. By being based on Macromedia Flash, Breeze provides a richer and smoother meeting experience than our competitors' products, which are based on clunky ActiveX® or proprietary-based clients. And only Breeze is based on an open, extensible architecture that supports cost-effective integration with your existing and evolving infrastructures.

Feature (Rating: ● Strong ● Weak ○ Not available)	Breeze 5	Microsoft Live Meeting	WebEx
<b>Ease of Access</b>			
<b>Universally installed client:</b> The Flash client is already installed on over 98% of all systems; no waiting for attendees to get set up.	●	○	○
<b>Consistent experience across all operating systems:</b> Delivers an identical, highly rich experience across Windows, Macintosh, Linux, and Solaris platforms.	●	○	○
<b>Easy to remember, custom URLs:</b> Provide personalized URLs for meetings, content, curricula, courses, events, and seminars.	●	○	○
<b>Rich-Media Capabilities</b>			
<b>Integrated high-impact content:</b> Deliver rich media content, including video, simulations, and animations without the need of a third-party player.	●	○	○
<b>Integration with live and on-demand content:</b> Bring in pre-recorded presentations or media into any online meeting.	●	○	○
<b>Multiple video feeds:</b> Use a range of video streams instead of just one.	●	○	○

Feature (Rating: ● Strong ● Weak ○ Not available)	Breeze 5	Microsoft Live Meeting	WebEx
<b>Meeting Experience</b>			
<b>Always-available meeting rooms:</b> All configurations and content are automatically saved for the next session, dramatically reducing preparation time for recurring events.	●	○	○
<b>Meeting room templates:</b> Pre-built layouts and content can be saved and reused across your organization, eliminating meeting setup time.	●	○	○
<b>Complete branding and personalization:</b> Change the colors, layout, and arrangement to meet your specific needs, including unique backgrounds to personalize a meeting room.	●	○	○
<b>Dynamic sizable content windows:</b> Place and arrange content anywhere you want during a meeting.	●	●	●
<b>Platform and Integration</b>			
<b>Hosted or licensed implementation:</b> Choose between rapid implementation with our hosted service or take full control behind your firewall for complete security and flexibility.	●	○	●
<b>Extensible meeting rooms:</b> Organizations can extend “in-meeting” functionality by creating custom Meeting extensions leveraging Flash and its extensive developer community.	●	○	○
<b>Content Authoring Capabilities</b>			
<b>Easy-to-create, high-impact, narrated content:</b> Allow anyone in your organization to add audio, retain all animations, and communicate more effectively with Microsoft PowerPoint.	●	●	●
<b>Broad interaction, quiz, and survey capabilities:</b> Easily integrate six question types, add custom feedback depending on how a question is answered, and create branching presentations.	●	○	○
<b>Rich-media capabilities:</b> Allow users organization-wide to add impact with an intuitive audio editor, add audio or video, and publish to Flash for easy access.	●	●	●
<b>Training Delivery</b>			
<b>Course management:</b> Easily define course prerequisites, specify optional and required modules, and establish learning paths for live or self-paced training.	●	○	●
<b>Blend previously recorded sessions with live training:</b> Instructors can bring pre-recorded sessions or other on-demand content into a live virtual classroom.	●	○	○
<b>Individual, performance, and satisfaction analysis:</b> Generate detailed reports by learner or groups, and monitor success rates of all live and on-demand content.	●	○	●

