



A Real® Success Story

Using cutting-edge digital broadcasting to inform and educate employees and customers



“Encoding is a no-brainer. We can produce videos quickly, inexpensively, and painlessly.”

Andy Lutz
Systems Engineer
National Semiconductor

Founded in 1959 to build transistors, National Semiconductor Corp. (NSC) now makes devices that power appliances like set-top boxes, web-enabled DVD players, and PDAs with wireless Internet access. NSC surpassed revenues of \$2 billion last year.

In early 2001, NSC’s Worldwide Quality Network (WQN) team decided to put an old PC to work. After adding a \$75 video capture board and installing Helix™ Server and RealProducer®, the team quickly encoded an existing corporate video and posted it on the intranet.

Today, NSC uses streaming media for news, training, corporate communications, executive speeches, and audio of company meetings. Of the over 200 video files available, the WQN team created 51. They’ve even begun translating content and making multilingual versions available to a worldwide workforce 10,500. Saving money while extending their reach.

After setting up a video camera and computer in a small studio, the team began producing original video and audio presentations for other departments. They sometimes work from scripts, but the ease of use of Real products allow them to create original content extemporaneously. Using Real built-in SMIL technology, they can embed video in a window on a Web page and surround it with links to related material, such as a slide presentation by the speaker.

The corporate intranet makes it possible to stream content at a super-fast 350 Kbps. However, RealProducer also encodes high-quality audio for low connections. That means NSC can reach audiences who might otherwise be excluded. For example, the company broadcasts audio to China at a mere 5 Kbps. Users report that the streams are quite listenable.

In the beginning, the group outsourced the encoding, paying from \$500 to \$8,000 per item for a minimum 48-hour turnaround. Today, they use RealProducer to encode the content in-house. A large project costs a mere \$100 and can be turned around in less than 4 hours.

Despite the ease and speed of production using RealProducer, the WQN’s small staff can develop only so much content in a week. They want to make video cameras and RealProducer available to the company’s overseas offices, so employees can create content themselves.

eLearning at “Semiconductor University”

For a recent one-day systems training, dozens of NSC employees from around the world flew to Santa Clara, California. To make the session available to those who could not attend, the WQN team videotaped the class. Back in the studio, they edited the footage into a 45-minute streaming video that covered all key topics, and they made it available 24 hours a day, seven days a week on the intranet. Currently, the team is using Lotus

Notes to weave a quiz into the stream, which they will re-purpose to survey eLearners. The application will automatically give credit to employees who complete the quiz. NSC is just beginning to realize the potential savings in travel and facility costs that streaming media provides. Eventually, the company intends to offer much of its training online.

Real Tunes In To Their Needs

For the WQN team, success is measured by how many employees request and use streaming media. In the six months since it was first available, streaming content has been incorporated into communication and training plans at all levels of the company. NSC believes that streaming media will soon be ubiquitous throughout their enterprise. Contact Real Today

(1) Easy to use. For NSC, the ease of encoding using RealProducer is key. They can encode hours of streaming content in a few minutes, ensuring that the intranet is continually fed new material and delivering an extraordinary return on a minimal initial investment.

(2) Cost-effective. The small team can prepare even the most complex content for streaming in a matter of hours. Encoding content internally costs as little as one-eighth what they would pay for outsourcing and it's twelve times as fast.

(3) Industry-leading quality. Internet audiences expect streams with the same dependability and high quality viewing experience as their old friend, television. Because NSC regularly upgrades to the latest codecs, they've witnessed the quality of video increase as the bandwidth needed to stream it declined. After trying a competing technology, they decided the quality provided by Real products is superior.

NSC's Real Solution

- RealSystem Server 8 running on Sun PC/UNIX
- RealSystem Producer
- RealPlayer® Enterprise Manager
- Video Capture Board
- RealSystem Presenter
- SMIL technology

Contact Real Today

For more information about Real, and to review other first-hand accounts from customers who rely on Real products and services to build their businesses around streaming media, visit our Web site at www.realnetworks.com/industries/resources/casestudies/

To speak to a Real sales representative, call **1-800-444-8011**.

“Our business is cyclical. Things constantly change and streaming video is a powerful tool for staying informed. Even just a dynamic slide presentation is much more compelling and memorable than reading through pages of the same material.”

Blaise Gomes

Director of Quality Systems

National Semiconductor

