



Education Licensing Program

Scale Your Streaming Deployment and Save Money

Real has launched a revolutionary new program that allows universities and schools to think about digital media the same way you think about other enterprise applications: on a per-user basis. The Education Licensing Program (ELP) provides everything you need without any hidden costs or constraints so you can deliver the best possible digital media experience to your students and staff. Your ongoing support costs are based on your per-user license and not the number of products you have deployed, so you can scale your deployment without increasing your support costs. And you'll never have to purchase additional capacity or servers to reach your specified number of users.

The Education Licensing Program is ideal for institutions that wish to:

- Scale their streaming media deployment to reach more users
- Improve broadcast reliability by deploying redundant servers
- Dedicate separate servers for broadcasting live and on-demand content

Why Invest in Digital Media?

- **Distance Learning**
Reach your students wherever they are located by offering a contextually rich video or audio experience via your Web site. Educators around the world are easily creating live or on-demand lectures that combine video or audio with PowerPoint presentations, images or Web pages and include interactivity via email, chat or polling.
- **Exam Preparation**
Improve testing results for campus-based students by recording classroom lectures and making these available to students on-demand for revision purposes. Recorded lectures can include supplemental materials like PowerPoint presentations, PDFs and Web pages that are synchronized with the audio or video.
- **Centralize and Digitize Your Video Library**
Eliminate the need to distribute physical copies of videos to staff and students by encoding videos and storing them centrally on Helix™ Servers. Students and staff will be able to access these videos via the Internet. If the centralized video library is hosted at a remote location (for example, a school district facility on behalf of a number of individual schools), then the Helix Proxy is an essential tool for managing incoming bandwidth at each remote location requesting the content.

Products Included in the Education Licensing Program

- **Helix Server Unlimited**
As many copies as you need to reach students on your network. The number of copies will be determined and specified on the purchase order.
- **Helix Proxy**
As many copies as you need to reduce incoming requests for the same content hosted on external Web sites. The number of copies will be specified on the purchase order.
- **ShowAndTell**
One copy of this content creation tool that allows educators to record their lectures and automatically publish the synchronized audio and PowerPoint slides to a Helix Server.

- **PresenterONE SE**
One copy of this content creation tool that allows non-technical users to synchronize on-demand audio or video with PowerPoint slides and other materials.
- **RealProducer® Plus**
As many copies as you need to create content for your students and staff. The number of copies will be specified on the purchase order.
- **RealPlayer Enterprise Manager™**
Create and deploy customized versions of the RealPlayer Enterprise™, our productivity-focused RealPlayer®.
- **Silver Support**
One year of Silver Support is included in the Education Licensing Program price.

Program Qualifications

This program is available for campus-based K-12 schools and school districts, as well as campus-based, degree-granting education institutions and departments or schools. You may only deliver content to the number of users (includes staff and full and part-time registered students) you have purchased a license for.*

Licensing Options

Perpetual License

You purchase the software and are able to use it in perpetuity. You will need to purchase Essential Support annually if you want access to technical support and product upgrades.

1-Year Term License

You lease the software for the duration of the term. The term automatically renews unless you notify us to the contrary. Essential Support is included in the term license.

The number of servers included in your Education Licensing Program depends on the following:

- Number of locations users are in
- Dedicated servers for live and on-demand content
- Redundant servers for live content
- Server for development/test purposes

Contact Real Today

To find out more about the Education Licensing Program, contact a Real representative at **1-800-444-8011**. To learn more about Helix Servers, visit our Web site at www.realnetworks.com/products/media_delivery.html

*Number of licenses must be specified at the time of ordering. Institutions that qualify are campus based degree-granting educational institutions, K-12 primary, middle or high school, school district or local education authority. The license allows delivery to the number of users you have purchased the license for, which includes staff, full and part-time registered students. See EULA for full usage conditions. This is a limited-time offer. RealNetworks reserves the right to cancel this offer at any time.

