

# Display.

## CUBE TV

### About CUBE TV.

Reach your members in a compelling new way using online video—and become a progressive source for your members' information needs—with CUBE TV from Technology Solutions. CUBE TV features turnkey industry-specific content. And it's simple to use, so you can easily distribute and integrate video in all of your online efforts.

### Benefits of CUBE TV.

Part technology and part turnkey video content, CUBE TV is a complete multimedia management system aimed at helping you deliver video content to your members via your website.

CUBE TV gives you the ability to:

- Upload initial video file** – You can now upload your videos in three different formats: flv, mp4 and mov. Let our player handle the rest! The system will encode uploaded videos in multiple formats for viewing across all desktop and mobile platforms in two different bandwidths. The system will also “date stamp” each video so you can see how current each video is.
- Edit and delete videos** – Enhanced built-in backend function to upload, edit and monitor posted videos as well as the ability to remove them at the drop of a hat.
- Choose out of three thumbnails** – The system automatically generates three thumbnails from which to select the representing graphic.
- Add, edit, and delete tags** – Apply your own keyword tags to videos (and viewers can click on tags to view other videos with the same tags). The tags page displays the tags that you've made for your videos; you can apply existing tags to other videos or create new tags.
- Add YouTube video files** – Copy and paste the YouTube video link and the video will be pulled into CUBE TV.
- Add, edit, and delete categories** – Organization is key; you can add, edit and delete categories to make it easier for viewers to find the videos they want to see.



Michigan Credit Union League CUBE TV



- **Add, edit, and delete playlists** – Have your own idea of what users should be watching? Editable playlists are the answer. With a manual playlist you can modify the existing playlists (Most Recent, Most Popular, and Most Shared) to suit your audience. The playlists page displays the videos that you created—and you can share your list by emailing the link or embedding the list.
- **Add/edit a video's advertisements** – Intersperse ads between videos or add text to the video; advertisements can be applied to a single video or multiple videos within a category.
- **Add audio files** – Ability to merge podcasts or radio commercials with your video player, rather than having separate media delivery systems.
- **Brand CUBE TV with your logo and name** – Your logo and name help members see that you are the source for timely, relevant information.

## Features.

In addition to the capabilities described above, CUBE TV offers these features:

### Organization and File Management

- **Featured video** – Select which video you want to feature on the landing page (rather than the latest upload). This feature gives you more control over which video is featured and when.
- **Manage banners backend** – Ability to add your own ad banners.
- **Content import** – Features the same editor as our Content Management System.
- **Embed functionality / share / social media** – Easy one-click button to share on Twitter, Facebook and email, or by embedding or downloading.

### Statistics/Tracking

- **Detailed tracking of views** – See how many times, and when, your video has been watched.
- **Reporting area with CSV download** – Import your stats into a spreadsheet to analyze the data as you see fit.
- **Number of times shared and when** – Was your video shared immediately after a press release or an ad campaign? These statistics let you know how often your video was shared—and the date and time.



BizKids CUBE TV

## Viewing

- **Fresh layout** – With the easy-to-navigate methods of browsing our hosted videos, viewers can quickly choose the videos they want to see.
- **Dynamic playlists (Rule-based)** – You can create dynamic channels based on your own rules—most recent, most shared, categories, tags, or any combination—the choice is up to you.
- **Play video page** – Our design features a larger HD widescreen video player with added capability in scaling for both large and small screens.
- **Related videos** – Offers recommendations based on what you are watching as selected by channel/categories and tags.
- **Variety of page views** – From the home page viewers are presented with the overview of each category and can choose to view a single video or an entire category.
- **Search function** – Viewers can search video descriptions, channel categories, tags and more.
- **iPhone / iPad Integration** – Any video, once uploaded and processed, will play on any Apple mobile device.
- **Banners** – You can see related ad banners on all pages of CUBE TV.

## Content

As an online video broadcast network for the credit union industry, CUBE TV features the *Credit Union National Update*, the first webcast dedicated solely to the issues that matter most to credit unions. This weekly online news program is truly national in focus and comes automatically with CUBE TV. So, from day one you can deliver online video news programming without having to produce anything yourself.

You will have the ability to add your own state news; or you can commission Technology Solutions to work with you to develop news content for your state.

## Custom Features

Technology Solutions can design a custom look for your CUBE TV, or we can implement the custom design that you provide. Limitations are based on any system technical specifications that may apply.

## Video Production Services

Technology Solutions offers the following video production services on an as-needed, project or retainer basis:

- Mentoring and training on equipment, production fundamentals, tips and tricks
- Pre-production including conceptualizing, story-boarding and script writing
- Production including filming talent, shooting b-roll and recording audio
- Post-production, including animations, editing and producing/posting to DVD or Web
- Consultation and creation of a multimedia plan, including technology recommendations and training

## Start Broadcasting Today

Leverage our technology, content, expertise and negotiating power. Contact your Technology Solutions business consultant to learn how to get your videos online with CUBE TV.

## About Us.

### CU Solutions Group

CU Solutions Group helps its customers serve, grow and build financial strength by offering solutions that manage strategies pertaining to technology, marketing, membership enhancements and performance management.

### Technology Solutions

Technology Solutions is a full-service technology company with solid expertise in Web, mass media, digital, data, programming and more. We help our clients leverage these tools to provide them with unparalleled access to all the resources they need to grow their organization from one source—Technology Solutions.

We are an SAS 70 certified and credit union-owned company that has been serving hundreds of credit unions and credit union organizations nationwide, and their technology needs, since 1996. We worked with an auditing firm to achieve SAS 70 Certification as a result of our commitment to the needs of our clients and efforts to manage our systems securely and effectively.

### Technology Solutions offers:

- Web Design & Development
- Financial Education Content
- Automated Applications
- Member Communication Tools

### For more information:

To learn more about Technology Solutions and our quality products and services, please:

- Visit [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com)
- Call your Business Consultant at 800.262.6285
- E-mail [info@cusolutionsgroup.com](mailto:info@cusolutionsgroup.com)