



VancastVideo Event Quality Playbook

Slides delivered as native content, not video – enabling clearer communication in corporate events.

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1. The Hidden Problem in Most Online Events

Most webinar platforms distribute slides in one of two ways:

1. **Slides embedded inside the video stream**
2. **Slides converted to video by the platform**

In both cases the result is the same:

- Slides become **compressed video frames**
- Text clarity depends on **video bitrate**
- Slides cannot be **independently resized**
- Multilingual versions require **separate events**
- On-demand navigation is **limited**

This approach works for meetings, but it is **not ideal for corporate communication events**, where slides often contain the key information, and you want the user to stick to the event

2. The VancastVideo Approach: Native Slide Delivery

VancastVideo separates **video delivery** from **slide delivery**.

Instead of encoding slides into the video stream, the platform distributes slides as **native PDF content**, downloaded directly to the viewer's device rendered locally and synchronized with video.

The viewer interface displays:

- **Live video stream**
- **Slides rendered from the original presentation in PDF format**

Both elements coexist in the viewing interface, but they are **independent components**.

This architecture dramatically improves **visual clarity and viewer control**.

3. Why Native Slides Improve Visual Quality

When slides are distributed as **native PDF**, they are displayed with the same clarity as if the viewer had opened the original file.

Key advantages

No video compression

Slides are not affected by video encoding artifacts such as:

- blurring
- compression noise
- color degradation
- unreadable small text

Text and graphics remain **pixel-perfect**.

Full screen readability

Apart from viewing slides directly in better quality, viewers can maximize the slide independently from the video.

This allows:

- comfortable reading of charts and tables
 - clear viewing of diagrams
 - better accessibility on smaller screens
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Optimal screen usage

Because slides are not constrained by video encoding, the platform can distribute screen space more intelligently:

Also, the Control Room app allows the producer to switch from slide+video layouts to only video or other more complex layouts with third party apps

4. Multilingual Slide Decks Without Complexity

Global corporate events frequently require communication in multiple languages. While many platforms support **interpreted audio or subtitles**, the slides themselves typically remain in a **single language**, which limits comprehension for international audiences.

VancastVideo allows slide decks to be delivered in multiple languages while maintaining a **single synchronized presentation flow**.

How It Works

Each language version of a slide deck is uploaded separately through the platform's event administration interface.

To associate slide decks that represent **the same presentation in different languages**, the platform uses a simple convention:

- Slide deck files share **the same filename**
- Each version is uploaded under the **corresponding language selection** in the event settings

Example:

| File Name | Language |
|--------------------|------------|
| Townhall-final.pdf | English |
| Townhall-final.pdf | Spanish |
| Townhall-final.pdf | Portuguese |

Because the filename is identical, the platform recognizes these files as **equivalent versions of the same slide deck** and automatically delivers the correct version based on the viewer's selected language.

Managing Multiple Presentations in the Same Event

This mechanism also enables efficient management of **multiple presentations within a single event**.

In many corporate events—such as town halls, strategy updates, or investor briefings—different presenters often use **their own slide decks**.

Each presentation can be uploaded as an independent slide deck: If multilingual versions are required, each deck simply follows the same naming convention for its language variants.

This allows the production team to:

- switch between **different presentations**

- maintain **language synchronization**
 - keep the event flow organized even with multiple speakers
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Viewer Experience

From the viewer's perspective, the experience remains seamless:

- Slides advance in **perfect synchronization** with the presentation
- Each viewer sees the **slide deck in their selected language**
- The correct presentation appears when the event transitions to a new speaker

The video stream remains shared across all audiences while slides adapt automatically to the viewer's language.

Benefits

Improved comprehension

Viewers read slides in their **native language**, improving clarity for international audiences.

Stronger Viewer Engagement

A clear and comfortable viewing experience has a direct and proven impact on how long audiences remain engaged during an event.

Flexible event structure

Multiple presentations from different speakers can be managed cleanly within a single event.

Simplified production

Producers upload and control slide decks centrally through the platform interface.

Consistent on-demand navigation

In the replay version, viewers can navigate the event using the slide timeline, regardless of the language selected.

5. Navigable On-Demand Viewing

Because slides are managed as **structured content rather than video frames**, the on-demand version of the event becomes fully navigable.

Viewers can:

- jump directly to any slide
- move through the event using the slide timeline

- locate specific sections quickly

Slides effectively become the **navigation index for the entire event**.

This makes long corporate events far easier to review and revisit.

6. Production Advantages

Separating slides from the video stream also simplifies production workflows.

VancastVideo provides two complementary methods for managing slides.

PowerPoint Add-in

A PowerPoint plugin allows presenters to control slides directly from their presentation.

Benefits:

- familiar workflow for presenters
 - automatic slide synchronization
 - preservation of presenter notes
 - seamless integration with live presentations
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Platform Slides Presenter

Slides can also be managed directly inside the VancastVideo control interface.

Benefits:

- centralized control by the event producer
 - ability to manage **multiple language decks**
 - improved control in multi-speaker events
 - reliable synchronization across all viewers
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7. Designed for Corporate Communication

Corporate events are not just about broadcasting video.

They are about **delivering information clearly**.

Slides frequently contain:

- financial data
- strategic information
- product details
- operational updates

When slides lose clarity, the message loses impact.

By delivering slides as **native high-quality content**, VancastVideo ensures that the most important information in the event remains **clear, readable, and accessible**.

8. A Better Viewing Experience

The result is a viewing experience designed specifically for corporate communication:

- **Crisp slides with no compression artifacts**
- **Flexible screen layouts**
- **Multilingual slide delivery**
- **Slide-based navigation for on-demand events**
- **Professional production workflows**

All while maintaining a high-quality video stream for presenters, speakers and additional pre recorded video content