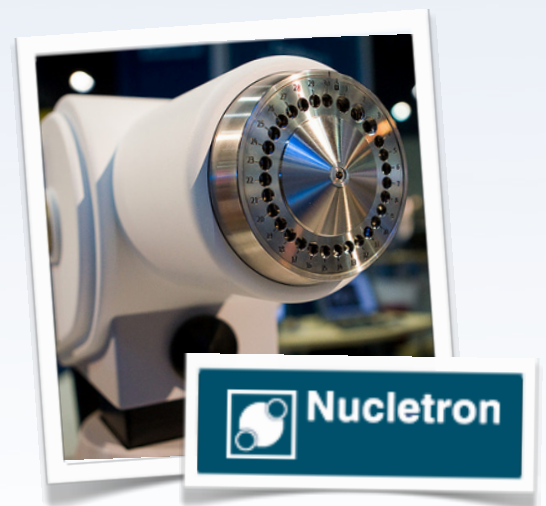


Nucletron informs worldwide staff in a single webcast

Nucletron is a radiotherapy company that specializes in the development, manufacture, sales, service and support of the world's most innovative products for cancer treatment. As a company, their guiding principle is the customer's demand for quality, safety and reliability. The Nucletron head office is located in the Netherlands.

To meet the demands of its customers and the radiation community, Nucletron announced a successful management buy-out from Delft Instruments at September 13, 2007. The management buy-out created an independent company fully dedicated to radiation oncology.

Nucletron used Quadia's Web TV technology, services and expertise to inform its worldwide staff and to celebrate this important milestone in the company's history. The decision to use Web TV to inform and share the enthusiasm of the employees all over the world, was made from a business perspective and from an innovative image perspective as well.



Goals

Nucletron wanted to inform its employees in their 15 international branch offices at once and in a cost efficient way. Besides this business goal, it was also necessary to include all offices in the celebration of this milestone. To use the capabilities of video streaming over the internet and to create a unity of all the different offices, Nucletron submitted the request of creating a company insight movie of every single office. Within these movies each subsidiary introduced it selves and informed their international colleagues about their local expertise. During the international webcast these videos were used to alternate the speeches of the board and to create a worldwide company unity.

Results

The results of the broadcast were overwhelming. From Australia to Norway and from China to the USA, all employees were able to enjoy this momentum. Approximately 60 percent of all the employees were able to watch the broadcast live. An additional 29 percent watched the on-demand version afterwards. The broadcast is received with great enthusiasm as shown in the quotes below.

From a business perspective Nucletron saved around € 300.000. Besides this financial advantage it took only one day for the board, local management teams and major shareholders to inform all employees worldwide with a single message.

The Future

The success of the broadcast encourages the use of Web TV as an internal communication medium for Nucletron. With reference to the reactions from the employees, Nucletron acknowledges the great possibilities that Web TV gives them to inform their employees, stakeholders and business partners.



"Great Job! Thank you for a very well executed broadcast. I have received many appreciative comments from colleagues all over the world"

Mats Houghberg (Marketing Director)



"I thought the show was very entertaining and the streaming itself went very smooth. Good job guys! We should do this more often"

Darren Reed (USA)

Q & A

What are Nucletron's achievements with the help of Quadia Web TV?

Nucletron was looking for a solution to inform all its employees at once on the management buy-out. They chose the services of Quadia Web TV, resulting in the following:

- An informal and well organized broadcast according to plan and budget
- Fluent integration of fifteen videos to introduce all the subsidiaries during the broadcast
- 89 % of the employees have watched the broadcast
- Active participation of the employees
- The broadcast displayed in a secured environment with use of a login function
- Cost saving of approximately € 300.000

How was the broadcast communicated?

The briefing for the creation of the local videos was send out to all departments 3 weeks prior to the broadcast. This briefing described the technical requirements and gave guidelines for the various offices on how to make their videos. These local reports were received by the audience with great enthusiasm.

The employees were informed about the live broadcast with an email clearly stating all required information such as the link to the webcast, the login and password and the date and time of the broadcast. Via this simple e-mail Nucletron achieved a total of 89% of its employees watching the broadcast.

How does Nucletron measure the success?

The Quadia Web TV Manager software helps Nucletron to measure and analyze statistical information such as number of participants, time of participation, average viewing time, used web services, responses, and many more.

How does Nucletron manage the process from content creation to production to publication and management?

To produce this successful live webcast, Quadia worked closely together with the communication and ICT department of Nucletron. All attending presenters and departments were instructed by Quadia. And Quadia performed a network analyses to test the performance of the worldwide network for video streaming. When the subsidiaries supplied their video, Quadia edited and encoded them so they could be used during the webcast. After the live webcast, Quadia immediately published an interactive on-demand version of the webcast.

How does Nucletron manage the Web TV environment?

Nucletron outsourced the management of the Web TV platform and the production of the webcast to Quadia:

- Web design and development
- Management and maintenance of the web and streaming services
- Production and direction of the live webcast
- Reporting and advise