

NETGEAR®

“Mio and his expert team are a pleasure to work with. They launched NETGEAR past its competitors and they will never catch up now. Everyone should let them be a part of their team.”

Ron Zimardi
CES Event Consultant
NETGEAR

Customer Need: Live from the tradeshow floor
Service: Managed Webcasting
URL: www.netgear.com
Delivery: Free, Worldwide

NETGEAR wanted to bring some of the experience of the tradeshow back to its customers, retailers, employees, community members and stockholders who could not attend the 2007 Consumer Electronics Show held in Las Vegas. NETGEAR chose iStreamPlanet to install camera, provision, integrate, deliver and manage a live video feed from the NETGEAR booth for the duration of the tradeshow. The live video feed allowed online viewers to learn about new NETGEAR products and see thousands of attendees participating in the 50 stage shows and seminars as well as sales and product demonstrations.

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Live from CES 2007



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