

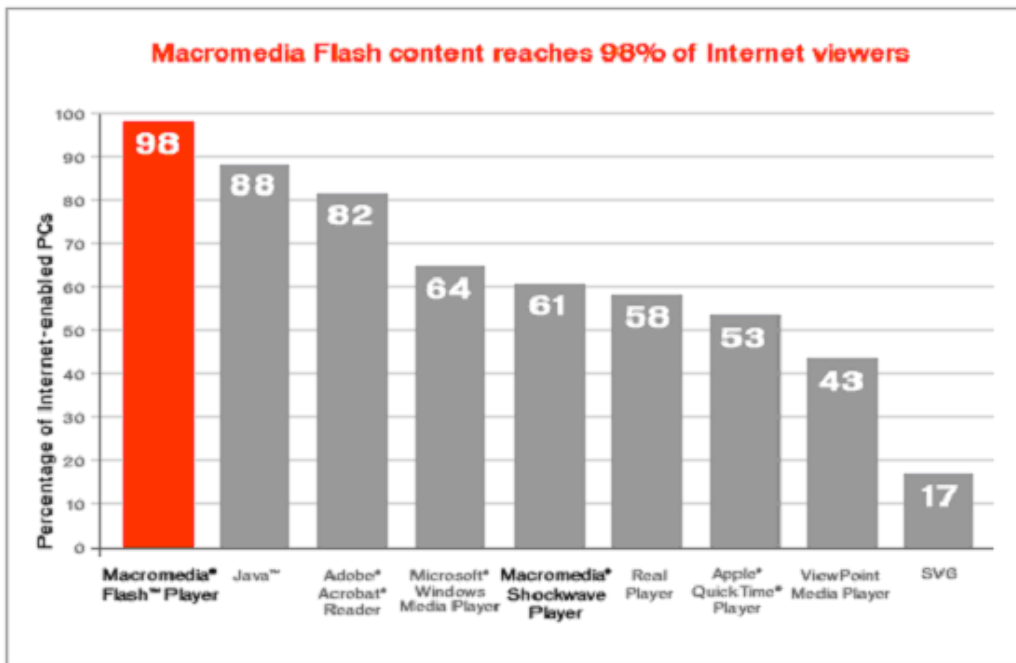
BENEFITS OF FLASH VIDEO

Frameworkd is committed to the delivery of video to ALL online users, irrespective of their platform, browser, connection speed, and disabilities. We believe in adopting best-of-breed technologies and standards, to create robust and scalable solutions for clients. While Frameworkd's synchronized multimedia format can be viewed in Flash and Real Player, there are certain attributes of the Flash player that stand out, making it a clear front-runner among players, especially for synchronized multimedia presentations.

Benefits of the Flash Player

1. First and foremost, it is the **most widely distributed player**, reaching over 481 million users, or 98%* of Internet-enabled desktops worldwide as well as a wide range of devices. Contrast this to 64% for Windows Media Player.

Exhibit. Player Distribution (As percentage of Internet-enabled PCs)



NPD Online survey—Conducted March 2004

- In March 2004, NPD Research, the parent company of MediaMetrix, conducted a study to determine what percentage of Web browsers have Macromedia Flash preinstalled. The results show that 98.0% of Web users can experience Macromedia Flash content without having to download and install a player.

ph. 718.408.9190 fx. 718.408.9191

Frameworkd – powering cutting edge software and rich media applications

2. The Flash player is supported by major Operating Systems including Windows, Macintosh and Linux
3. The Flash player is supported by all popular browsers (IE, Netscape, Mozilla, Opera, Konqueror)
4. Ease of detection and installation: If it is detected that a user requires the most recent version of the Flash player, by default a menu appears prompting him to install the player. A Flash detection kit can also be used for this. It takes under 30 seconds to install the Flash player on a broadband connection, and approximately a minute on a dial-up connection. This is the fraction the time it takes to install Windows Media Player. Further, unlike other media players it does not require re-booting the computer.
5. Excellent support for Accessibility and Section 508: With added support for scripting accessibility information, support for accessible components, enhanced integration with assistive technologies, and increased keyboard access, Macromedia Flash Player 7 delivers a powerful new array of features. With integrated support for Microsoft Active Accessibility (MSAA), Macromedia Flash Player 7 makes content available via screen access technologies such as Window-Eyes from GW Micro and JAWS from Freedom Scientific. Macromedia Flash Player 7 includes support for complex, dynamic sites that update their content via ActionScript. Macromedia Flash Player 7 also addresses a problem common among ActiveX controls that prevents users with mobility impairments from moving easily between Macromedia Flash and HTML content. For more information, visit
<http://www.macromedia.com/macromedia/accessibility/features/flash/player.html>
Further, to help designers and developers ensure that Rich Internet Applications are accessible, Macromedia Flash Player 7 and Macromedia Flash MX 2004 include support for updating and generating the accessibility properties via ActionScript. This enables applications to update accessibility information as the content changes.
6. Support for Unicode: The Flash player supports Unicode text encoding, thus greatly enhancing the ability to use multilingual text.

7. Excellent navigation and playback features: A long buffering time is detrimental to the user's experience of video-synchronized presentations. Compared to other video players, presentations using Flash video start playing significantly faster compared to other players. The playback is fast and robust even at lower connection speeds, allowing users to seek into the time-line significantly faster.

8. Powerful development environment, and rich set of functionality: Flash MX 2004 is a leading industry standard tool for creating rich media content and applications. Several new and rich features can be added using the inherent features in the tool far more cost-effectively than using a proprietary platform using Java or Unix.