KALTURA INTERACTIVE VIDEO PATHS
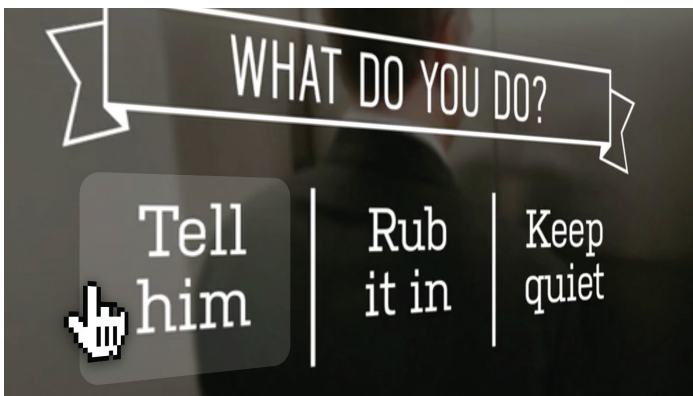
Create and Share Personalized Video Experiences
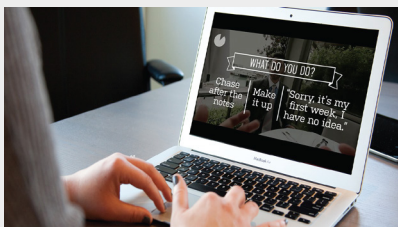
Kaltura Interactive Video Paths enables you to build choice-based paths into your videos, inviting your audience to engage and participate. With Interactive Paths, you can customize your content to create a more personalized, "choose your own adventure" experience for each of your users.

Create, share and embed video paths in your website, LMS, or MediaSpace Video Portal to increase engagement, enhance learning, and boost conversion.
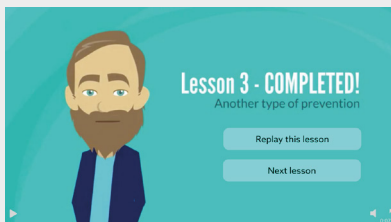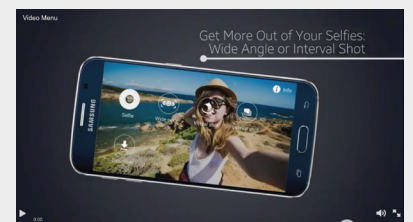
USE CASES

RECRUITMENT AND ONBOARDING

Use Video Paths in order to better engage with top talent in a personal way. You can also personalize video-based onboarding and training, track learning paths, and personal learning results.

LEARNING AND DEVELOPMENT

Personalized learning paths are a great way to engage learners and track their results. Learning paths can be determined by user choice or adapt on the fly based on each viewer's profile and interaction. This ensures that each and every viewer sees the most relevant content through an immersive experience that can be tracked.

MARKETING AND CUSTOMER EDUCATION

Create interactive "how to" guides, choice-based ads, and track user selections. Video Paths personalize your message based on each user's preference. Develop an emotional connection to your brand and products, boost sales, and increase customer satisfaction and loyalty.
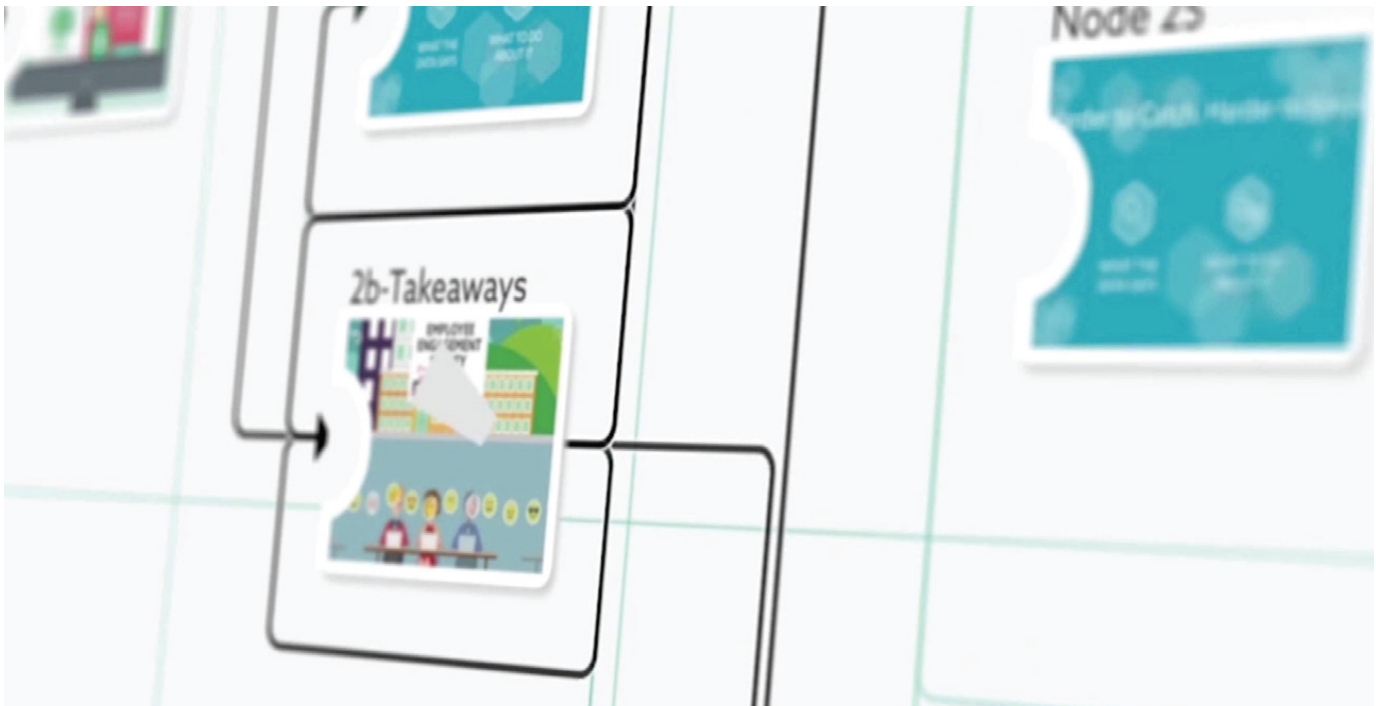
STEP 1: EASILY CREATE

Drag-and-drop content to easily create interactive video paths from within your browser, integrated into your workflows in the LMS or MediaSpace video portal.

STEP 2: SHARE ANYWHERE

Easily share and embed your interactive video paths anywhere - across the web, within your video portal and even your LMS.

STEP 3: GAIN VALUABLE INSIGHTS

Track audience engagement to better understand viewer behavior and gain valuable insights through choices made.

ABOUT KALTURA

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, at work, and at school.

For more information visit : https://corp.kaltura.com/product/kaltura-interactive-video-paths/

KALTURA