MEDIA RELEASE

Ai-Media announces integration with Mediasite Enterprise Video Platform by Sonic Foundry

6 October 2015

EdTech innovation leader, Ai-Media, today announced the integration of its world-leading captioning and transcription services with Mediasite Enterprise Video Platform by Sonic Foundry, Inc. (NASDAQ: SOFO), the trusted global leader for video creation and management solutions in education, business and government.

The patented Mediasite Enterprise Video Platform provides the most automated, end-to-end platform for creating, publishing, searching and managing enterprise video. The integration between Ai-Media and Mediasite automates the entire process of submitting videos for captioning, and the return delivery of transcripts and caption files once the videos are processed. The solution streamlines the process, saving time and costs as well as making the video content searchable.

"Video is everywhere, and it's imperative to pinpoint information within seconds by offering innovative search solutions. We're excited to partner with Ai-Media to integrate its cutting-edge captioning and transcription services with Mediasite, ensuring users receive accurate video search results and save immeasurable time," said Rob Lipps, Executive VP, Sonic Foundry.

"We're seeing an ever increasing amount of content being made accessible by our university customers all over the world." said Tony Abrahams, CEO, Ai-Media. "We're delighted to integrate with Mediasite allowing our customers to effortlessly add closed captions to any piece of recorded content."

Further information:
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About Sonic Foundry®, Inc.
Sonic Foundry (NASDAQ: SOFO) is the trusted global leader for video capture, management and webcasting solutions in education, business and government. The patented Mediasite Enterprise Video Platform transforms communications, training, education and events for more than 3,000 customers in over 60 countries. Sonic Foundry is the leader in Aragon Research's Globe for Video Content Management, Frost & Sullivan's lecture capture leader for seven consecutive years, a leader in Forrester's Enterprise Video Platforms and Webcasting Wave and a challenger in Gartner's Magic Quadrant for enterprise video content management.

About Ai-Media:
Ai-Media is an Australian and UK-based for profit social business that provides high quality speech-to-text solutions for broadcast, government and education clients. The company's Ai-Live internet captioning service was supported by the Australian Government. Using a microphone on the original speaker, the spoken words are sent live to a trained stenocaptioner or "re-speaker", who uses software that converts speech into text that is sent back over the internet to screens read by the client. Ai-Media is Australia's Number One broadcast captioning service, based on total hours delivered in the year to June 2015.

Learn more: www.ai-media.tv | www.ai-live.com | www.visibleclassroom.com | Twitter: @accessinclusion @aimediaUK

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