



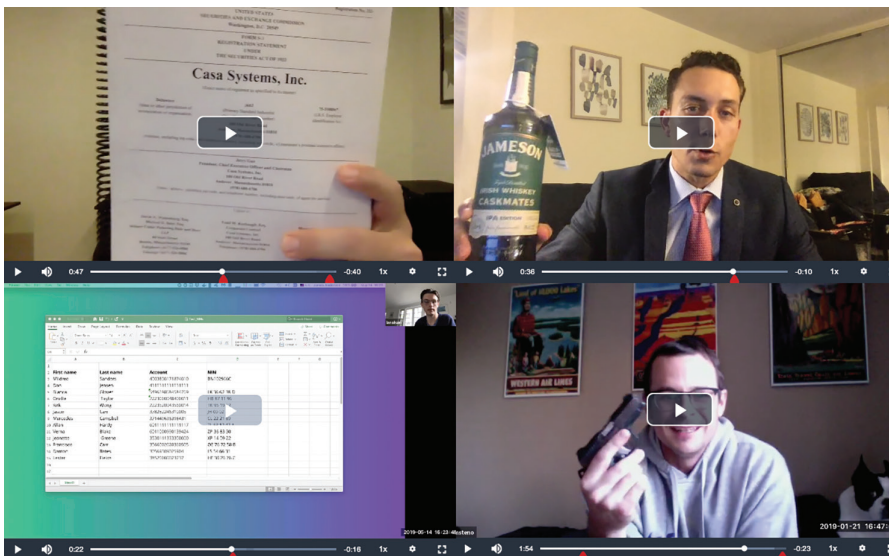
Theta Lake Integration with Vidyard

Modern video communications and compliance made easy

Video has become a critical component of any marketing strategy. In fact, 87% of companies use video as a marketing tool. Vidyard helps businesses succeed with their video adoption through transforming communications and driving revenue growth with the strategic use of online video.

For regulated industries, adopting video for sales and marketing also means navigating requirements to retain, review, and supervise those videos. Ultimately, tapping into the benefits gained from Vidyard means organizations must have video compliance oversight in place.

Theta Lake provides that oversight with an AI-based compliance, review, governance, and archiving suite for Vidyard videos and GoVideo. Our solution eliminates the complexity of video compliance review for your sales and marketing videos.



Compliance risks can appear in visual and written format

Use Cases

#1 Scaling compliance and supervision with existing resources

Video production volumes often exceed the compliance review team's capacity. Theta Lake provides the first line of review, surfacing high-risk content that requires manual review and automatically approving low-risk videos. In addition, Theta Lake provides tools that streamline your review process, such as an AI-assisted workflow, scene thumbnails, accelerated playback, and more.

#2 Compliant video archiving with retention

Organizations can create rule-based policies for long-term video content retention in a secure, WORM-compliant archive. With comprehensive search and classification tools, customers can perform rich eDiscovery for all aspects of video communication, including images, content shared on screen, audio, and participants.

Experience the Advantages

As a Vidyard and Theta Lake customer, your organization is empowered to adopt and expand authentic and effective video marketing programs by streamlining video compliance review and eliminating the resource burden from manual review.

Save Time and Money

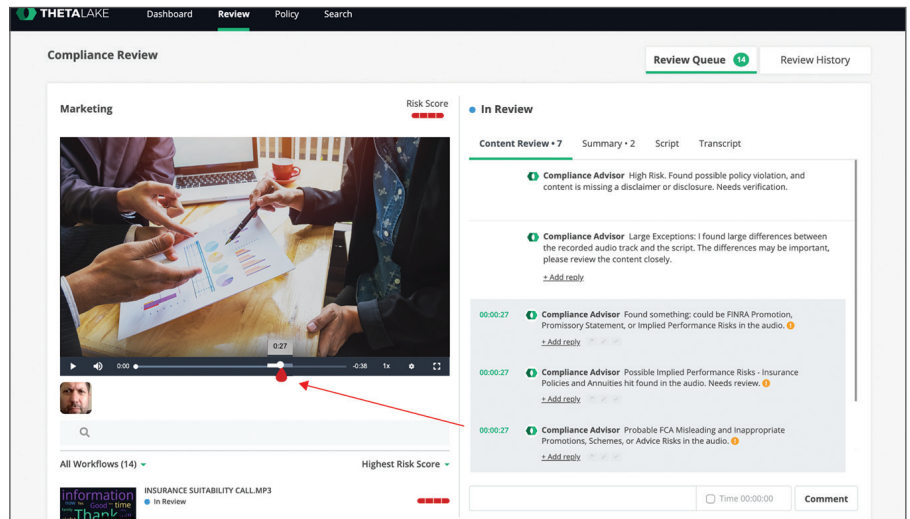
- Our AI-powered workflow drives review activity for non-technical reviewers and makes recording supervision easy, efficient, and consistent
- Theta Lake improves your compliance coverage without additional headcount by automating approvals of low-risk content and surfacing high-risk content for secondary review

Improve Compliance, Reduce Risk

- Enables review of 100% of your Vidyard videos by automating detection of regulatory, conduct, and corporate compliance risks
- Over 40 pre-built policies, powered by natural language processing and deep learning, along with custom detection rules to identify risks in audio and visual content

#3 Automating risk detection and review

Legacy compliance review has typically relied on manual efforts, which makes compliance expensive, time-intensive, and difficult to scale. And, in some cases, video content is stale or outdated by the time it is approved and ready to distribute. Applying natural language processing and deep learning to analyze videos and surface risk detections, Theta Lake automates risk detection and enables compliance teams to accelerate approval times.

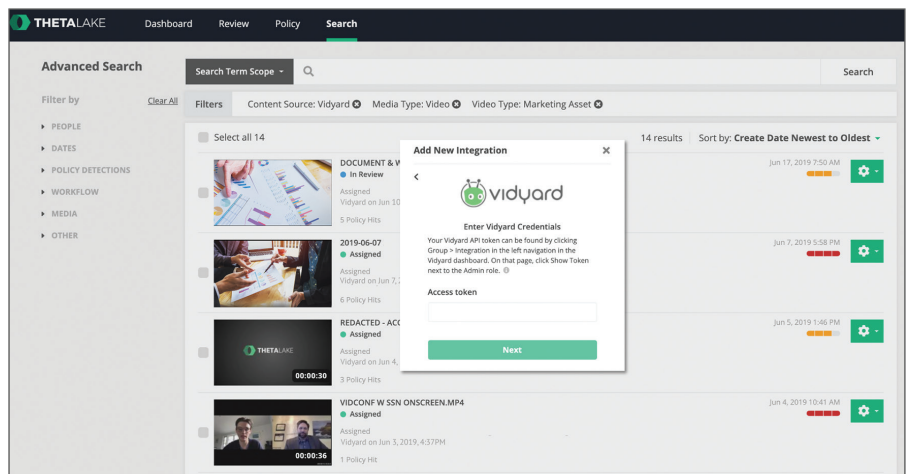


Theta Lake automates risk detection in videos and uses AI to assist reviewers

How it Works

Joint Vidyard and Theta Lake customers benefit from policy-based retention, automated risk detection, and workflow insights that streamline review and supervision of personalized sales and marketing videos.

1. Once the integration is active, Theta Lake automatically retrieves new video files as they are produced in Vidyard
2. Theta Lake analyzes audio and visual content, assigns a risk score, and routes the content through customizable workflows to assigned reviewers
3. The compliance reviewers' workspace shows the risk detections and enables reviewers to approve or reject videos for distribution
4. Videos are archived, along with the actions performed by the compliance reviewer, providing audit-friendly details and reporting



Native integrations to consume and compliantly archive GoVideo or Vidyard marketing videos



ABOUT THETA LAKE. Theta Lake provides cloud-based compliance for video, audio, and other modern digital communications. Its patent-pending technology uses AI, deep learning, and seamlessly integrates with the leading audio recording, video marketing, and video conferencing platforms to detect compliance risks in what was said or shown in modern digital communications. Using AI to also power insights and automation, Theta Lake provides directed workflow to add consistency, efficiency and scale to the compliance review and supervision process, driving down the cost of compliance.