



# Virtual collaboration, revolutionized

Touchcast partners with Vidyo to develop a whole new way to work



Work has changed. Rarely do we sit alone in a cubicle now, grinding away on assignments in isolation. Today, workers are expected to contribute as a team, whether we're on staff, a contractor or a vendor; whether we're in the same office, on the road, working from home or in different time zones.

In a world that rewards efficient innovation above all else, collaboration is the fastest way to capture all the best ideas from the right people, no matter where they are. Of course, the rise of various forms of video conferencing and screen sharing have enabled this new way to work.

Now Vidyo partner Touchcast is harnessing powerful artificial intelligence (AI) to take virtual collaboration to exciting new heights.

**“We needed a strong technology partner that would manage the backend of video for a large number of participants. The Vidyo SDK is a superb technology that scales well and solves our quality of service challenges.”**

*-Edo Segal  
Touchcast CEO and co-founder*



## ABOUT TOUCHCAST

Touchcast's vision is to amplify human potential by helping organizations build their collective intelligence and giving their people the knowledge they need, when they need it. We do this by combining the ease of use of consumer applications, the power of machine learning and the flexibility of an entirely new data architecture.

[www.Touchcast.com](http://www.Touchcast.com)

## AI-enabled meetings

Touchcast, based in New York City, was founded in 2012 to first develop Studio, an iOS app for producing broadcast-quality interactive videos straight from an iPad. They built on that success with Pitch, which allows users to present or record an interactive video presentation. Along the way, they have earned top-tier clients like Pfizer, Unilever, and Accenture.

Its latest product, Teamtime, is a natural extension, designed as a way to include more participants in on-screen collaboration, across any device. Video—using the highly scalable Vidyo SDK—plays a critical role, but Teamtime features more than just an MP4 file.

“Teamtime captures anything that might be on screen,” says Edo Segal, Touchcast CEO and co-founder, “and makes all that content searchable and available to use as a signal for AI capabilities.”

In addition to facilitating recording and playback, Teamtime can place individuals in a virtual set or augmented reality, stripping away distracting or unprofessional backgrounds. A persistent whiteboard allows all attendees to draw on it at the same time. Through screen sharing, teammates can work on the same computer in real time, sharing the mouse and control any application.

But AI is Teamtime's true secret weapon, enabling the solution to automatically transcribe, index and summarize meetings; detect action items and assign them; detect related people and content in real-time; and provide live translations, allowing teams to overcome language barriers.

## A partnership “made in heaven”

To turn this bold approach into reality, Touchcast required a highly scalable video layer. “We needed a strong technology partner that would manage the backend of moving video around for a large number of participants,” says Segal. As a serial tech entrepreneur dating back to 2007, Segal knew Vidyo from its legacy of innovation, including its work with Google Chat and Hangouts.

“We felt Vidyo was the right partner,” says Segal. “We had a working version of Teamtime with an MCU [multipoint control unit] architecture, but the physics of this approach limited the quality of service.” Video latency, consistency and continuity (breakage in call experience) all suffered as Touchcast tested use cases involving dozens of video streams.

“Vidyo’s SFU [Selective Forwarding Unit] architecture was what we needed,” Segal explains. “With the Vidyo codec, the server is not compositing the Brady Bunch view of people on the call,” Segal explains. “Rather, it’s routing individual streams. The Vidyo SDK is the only offering in the market that supports a scalable video format in a router configuration. It’s a superb technology that scales well and solves our quality of service challenges.”

## What’s next

Touchcast is continuing to work on deeper integration of Vidyo SDK into Teamtime in preparation for its full launch later in March. It’s also exploring opportunities to add Touchcast AI capabilities into Vidyo product suites.

It’s an exciting partnership that continues to put Vidyo on the leading edge of video collaboration.

“Vidyo’s scalable video codec with an SFU [Selective Forwarding Unit] architecture was what we needed to get the job done.”

-Edo Segal  
Touchcast CEO and co-founder

For Touchcast, Vidyo was a perfect fit, “a marriage made in heaven”, says Segal. “We are building on top of their stack, adding all these differentiating capabilities that together allows us to shine with a very competitive solution. It feels like a strong partnership that will help us build a big business together.”

“We were tremendously impressed by what Touchcast has developed, and eager to contribute our technology,” says Reuben Tozman, General Manager of Vidyo. “Integrating AI into highly scalable video solutions has the potential to transform how we collaborate.”