



Voisse Capturing voices online

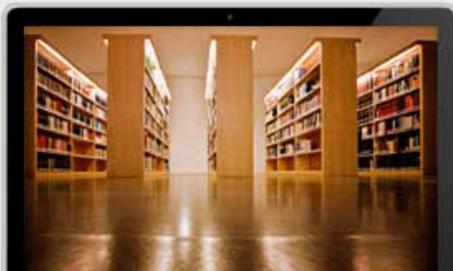
1. Record

Record whenever & however it suits you... **record online** in any browser, use your phone or **upload** recordings you already have.



2. Keep

Store all of your recordings, online in My Voisses (your very own online library). **Sign up now** to access My Voisses – It is safe, secure and free.



3. Share

Create amazing audio slideshows & podcasts from your recordings, then share them on your favourite social network. You can even sell them in the **Marketplace**.



Start-up Voisse works with digital agency Lightmaker to record, store, and share valuable audio recordings using Adobe® Flash® Media Server, ColdFusion® 9, and the Adobe Flash Platform

VOISSE®

Voisse
Surrey, United Kingdom
www.voisse.com

LIGHTMAKER ●●●

Lightmaker
Kent, United Kingdom
www.lightmaker.co.uk

The spoken word is without question a powerful and very personal form of communication. It can connect people across geographies, cultures, and even time. Voisse was founded on the belief that people love to tell stories, it's how they communicate, and there's nothing more powerful than the spoken word. Unfortunately too many stories are not preserved and end up lost or forgotten. Voisse is all about capturing and preserving whatever it is people want to say, wherever they are.

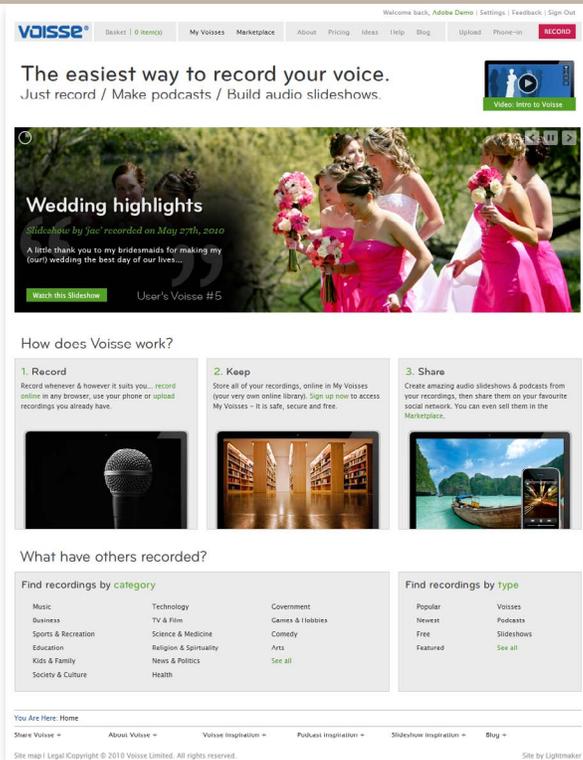
Voisse.com is a web-based audio application for consumers and businesses that enables users to leverage this compelling communication medium in ways that integrate with today's desktop and mobile technologies.

Storytelling with technology

Using Voisse.com, users can record, keep, and share anything that is important to them; from messages to diaries, albums to journals, and children's words to corporate presentations. Digital agency Lightmaker worked with Voisse to create the online application, built on the Adobe Flash Platform, which takes advantage of Adobe Flash Media Server and ColdFusion 9 technology to deliver an intuitive, high-quality, and memorable experience.

Using images as trigger points for memories, Voisse lets people create audio slideshows and podcasts that they can share publicly or privately. The founders of Voisse hired Lightmaker to create the entire application. As part of the discovery phase, the team determined that the concept would lend itself well to audio book platforms, such as the iPod.

Digital agency Lightmaker worked with Voisse to create an online application built on the Adobe Flash Platform, including Adobe Flash Media Interactive Server, enabling users to create audio slideshows and podcasts that can be shared or even sold.



“We chose to use Adobe Flash Media Server, because it offered a cost-effective solution for encoding the audio and making the audio available online.”

Sam Gibbs
Solutions architect, Lightmaker

Challenge

- Appeal to a broad population of users
- Enable users to enjoy audio slideshows online and on mobile devices
- Give users private and public audio playback options

Solution

- Record audio streams directly from Adobe Flash Player 10 using Adobe Flash Media Interactive Server
- Build out the middle-tier framework using Adobe ColdFusion 9
- Create audio slideshows based on the Adobe Flash Platform

Benefits

- Offer users three different ways to record audio
- Create enhanced podcasts online for download to mobile devices
- Enable users to share their creations through podcasts, online slideshows, social media sites, e-mail, and more
- Offer a white-label audio solution for online social communities

“The format was crucial to delivering the core message, however, we realized there was no way to create enhanced podcasts online without downloading an application,” says Sam Gibbs, solutions architect at Lightmaker. “We set out to create an intuitive way to create and deliver audio slideshows and podcasts using the Adobe Flash Platform.”

Recording options

Offering different ways to record audio was important to making Voisse appealing to a variety of users. Lightmaker built the application to include three options for adding audio: users can upload existing recordings, call in on a standard phone line and record using a dedicated IVR system, or use a computer with a microphone and an Internet connection to record audio through the Adobe Flash Player. Adobe Flash Media Interactive Server is used to record the audio stream directly from Flash Player 10 using the Speex codec, which helps capture audio clearly without creating storage issues.

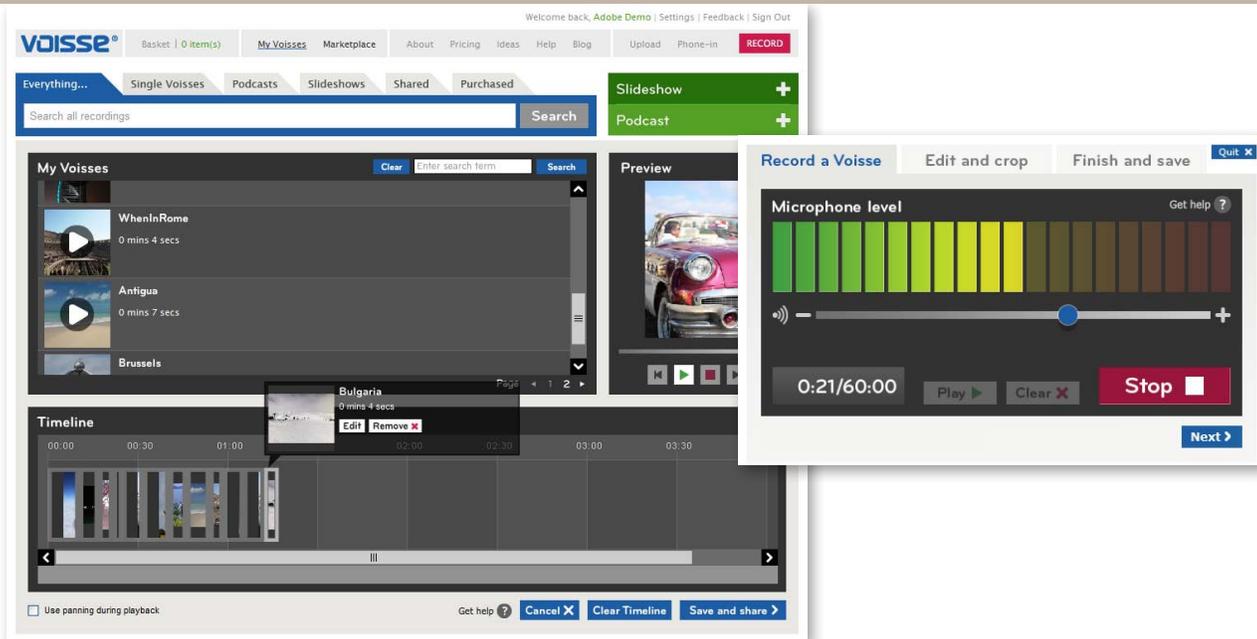
With these three audio channels, Voisse needed a consistent way of packaging and transcoding the audio in and out. “We chose to use Adobe Flash Media Server because it offered a cost-effective solution for encoding the audio and making the audio available online,” explains Gibbs. “We looked at open source solutions but decided to work with best-of-breed Adobe products and create a solution around FLV instead of cobbling together third-party products.”

Voisse stores audio streams recorded using Flash Player 10 in the default FLV file format. Uploaded recordings or those captured via telephone are also converted to FLV. After uploading or recording the audio, users can add images and edit audio using an interface created using Adobe Flash Professional software. Once complete, users can create enhanced podcasts or slideshows.

The middle tier

There were a number of choices for the middle tier framework, including Java™, PHP, Ruby, and .NET. Lightmaker chose Adobe ColdFusion because it offered a good solution for building out complex applications, in addition to being economical. “The ColdFusion framework let us prototype and build out elements quickly and at a cost that was 20% to 30% less than other solutions,” says Gibbs.

Audio can be recorded through Adobe Flash Player 10 using Adobe Flash Media Interactive Server, which automatically converts the audio to an FLV file for playback. The Adobe ColdFusion middle tier enables better application performance and functionality.



"The ColdFusion framework let us cost-effectively prototype and build out elements quickly, which helped us manage project costs while creating a robust application."

Sam Gibbs
Solutions architect,
Lightmaker

The integration between ColdFusion and the Adobe Flash Platform also helped Lightmaker take advantage of faster Flash Remoting to increase application performance. "The workflow between ColdFusion and Flash Professional is quite strong, enabling the team to tap into Flash Professional objects and simplifying the creation of the tier between the consumer-facing website and the back-end database," says Gibbs.

ColdFusion 9 also improves the functionality around image manipulation, streamlining image capture, scaling, and cropping for a faster and better user experience. Integration with .NET is strong as well, making it easier for the application to communicate with third-party Java and .NET frameworks.

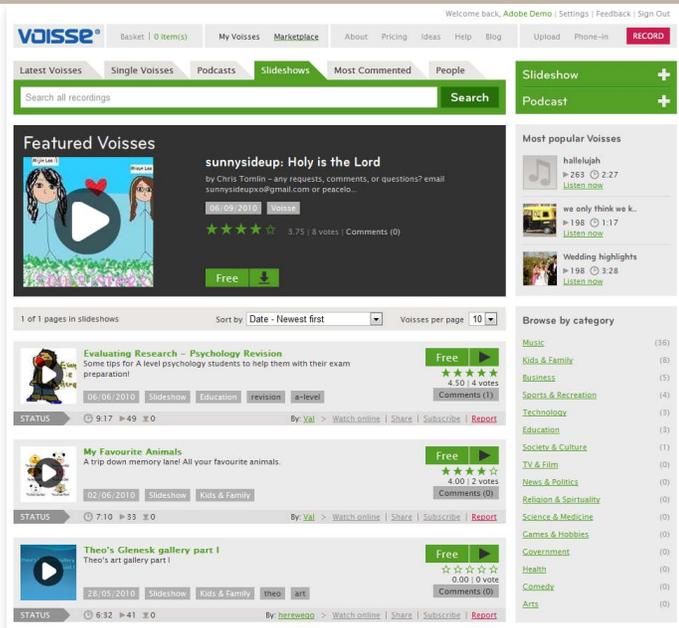
Enjoying recorded content

The heart of Voisse is a personal store called My Voisses. This area is private by default and provides users with a simple method of cataloging and tagging their Voisses. These Voisses, made up of multiple FLV files, can then easily be grouped together in real time to create fantastic slideshows that listeners can experience as one audio stream. Each slideshow can include its own personal narrations, giving relevance and context and a rich user experience.

Lightmaker created the front-end user interface using Adobe Creative Suite® Design Premium and Web Premium software, including Adobe Photoshop® Extended for site design and Adobe Dreamweaver® and Flash Professional for development. Slideshows can be viewed online through a custom-built viewer or downloaded to an iPod device. For slideshows viewed online, Voisse uses Flash Media Interactive Server to stream the content. Offline podcasts are converted to MP4 files available for download from the Voisse server.

In its first few months, Voisse has experienced 20% user growth month over month. Users have created more than 50,000 recordings, 5,000 podcasts, and 1,000 audio slideshows. "Voisse is currently the only solution that allows people to record and create an audio book format online using the Adobe Flash Player," says Gibbs.

Voisse uses Adobe Flash Media Interactive Server to stream online audio slideshow content. Users can also make slideshow content available offline through podcasts, social media sites, e-mail, and more.



"To a start-up like Voisse, the ability to find a technology provider like Adobe that can seamlessly integrate all over our core functionality is priceless."

Tim Peacock
COO, Voisse

Toolkit

Adobe Creative Suite Design Premium and Web Premium.

Components used include:

- Adobe Dreamweaver
- Adobe Flash Professional
- Adobe Photoshop Extended

Adobe Flash Media Interactive Server

Adobe ColdFusion 9

Creating a marketplace

Everything that is recorded on Voisse is private, by default. Users can create content for free and then buy credits that enable them to share their creations through different formats, including podcasts, social media sites, e-mail, and more. The Voisse Marketplace offers an area where users can create and sell their audio content as well. Voisse is also looking into white labeling the solution so communities with text-based community platforms can enhance the experience for users.

"In building Voisse we looked for a technology partner that would enable us to simply and seamlessly deliver complex functionality to the end user," says Tim Peacock, COO of Voisse. "We are all about audio and the ability to record wherever you are, on whatever device you have available. In choosing Adobe Flash Media Server and ColdFusion 9 technology we are able to allow our users to record live online, upload pre-recorded material, or phone in via a regular or mobile phone.

"But this is just the start of the Voisse experience—we wanted our users to be able to do things with their recordings, so we built unique podcast and audio slideshow creation tools, based on the Adobe Flash Platform. To a start-up like Voisse, the ability to find a technology provider like Adobe that can seamlessly integrate all over our core functionality is priceless."

For more information

www.adobe.com/flashplatform



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA

www.adobe.com

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