Robert Strobl
Co-Founder
Digital Samba, SL
LTI certified video conferencing software
Founded in 2003 in Barcelona, Spain

Over 10,041,197 people have used our software

Over 19,713 Customers served
White label strategy

50 school districts in US
Live video in educational institutions

Virtual Classrooms
Live video in educational institutions

- Virtual Classrooms
- Every-day video conferencing
- Webinars
Introducing SAMBA LIVE

Samba Live for Education

Videoconferencing that delivers institution wide success
Why "Good, Unique Content" Needs to Die
(and what should replace it)

The content quality scale

- [ ] What Changed?
  - Fast experience became a much bigger part of ranking elements
  - Earning links works but building backlinks is near-impossible for many "good, unique" content
  - The age of content marketing created more competition
- [ ] User expectations have risen as content marketers now must go beyond basic to delight and impress

How do we create "ICEx" Content?

- [ ] Go for Virality
- [ ] Go for Context
- [ ] Go for Authority

Why Costa Rica Eco Lodges?

- [ ] Go for Visuals
- [ ] Go for Quality
- [ ] Go for Relevance
- [ ] Go for Information/Analysis
Verbs with **ing**

Rewrite each verb to tell what is happening now.

1. Are you ___________________________ to open the door?
   
2. He is ___________________________ basketball with his friends.
   
3. She is ___________________________ a cake for the party.
   
4. We are ___________________________ to music.
   
5. Tim is ___________________________ his bike to school.
   
6. Sara is ___________________________ for a book to read.
   
7. Our school is ___________________________ paper and plastic.
   
8. I am ___________________________ the cat.
\[
\int \frac{dt}{1+t^2} = \sum
\]
ready-to-go white-label solution on our own servers very quickly, working in synergy with our team.

Did you encounter any challenges when implementing OnSync, and how did you surmount them?

Moving from one solution to another is a very delicate step, for the technical team and also for users. We selected a test users group to measure the impact related to the change, and I can say that the white-label solution provided by Digital Samba was accepted with great enthusiasm thanks to the full range of communication and real-time collaboration features. The OnSync support team is very responsive; every time we submitted a question or an issue, we got exhaustive answers very quickly.

What did you find most attractive about Digital Samba and OnSync? What are your favourite features?

The new 5.0 release introduces a beautiful look & feel with a cool, intuitive, and flat user interface. I’m absolutely confident that it will be very appreciated by our users. When I host a live meeting, I like to change my workspace very often, in order to quickly move from one scenario to another. Furthermore, I think that the media library is a very useful tool for achieving and sharing my rich media files with all participants. I love to record live meetings: it’s an excellent reminder for me and for all participants.

What benefits have you experienced from working with OnSync?

As you know, as SkyMeeting we have a deep industry experience and we know all the needs of users very well. Periodically we discussed with the GS team about new
What did you think of this webinar?

- Excellent: 50%
- Good: 40%
- Bad: 5%

Submit
Questions

Do I have to be at my computer to join a session?

How to run webinar?

Being answered live
Questions

Question by Bryan P.

Do I have to be at my computer to join a session?

Answer by John S.

To start a scheduled session, log in to SambaLive. Your scheduled sessions will be listed under My Webinars – just click the Start icon.

Question by Cortney B.

How to start webinar?
White label
Browser-based, download-free, HD video conferencing with HTML5 and WebRTC

Super intuitive interface with multimedia file support

MP4 recordings with repository integration

YouTube and FB Live streaming

Private cloud hosting and turn-key

Unlimited accounts

Flat-rate pricing model
RESTful API and LTI v1.0
Connect your educational technology to Samba Live for seamless collaboration

Enterprise Security
No compromise — your data is always protected with the highest level of SHA-256 with RSA Encryption

Ongoing Support
Our always up-to-date knowledge base, content guides, and support desk are at the ready for any issues
Robert Strobl
Co-Founder
Digital Samba, SL

BETA ACCESS
www.samba.live
rs@digitalsamba.com
+43 664 32 68085
+34 677 085 759
www.digitalsamba.com