

BENEFITS OF WEB VIDEO

In this “YouTube Age” everyone is familiar with watching videos over the web. Web training videos, secured on your company’s network, provide many cutting-edge benefits for facilities managers, technicians, and vendors.

The videos are uploaded to your company’s secure intranet and become valuable training and technical resources. They can be wirelessly streamed to laptop computers while the technicians perform the procedures.



Version control is simplified because only the latest version is available on your private network. Training related travel costs are greatly reduced because the videos can be streamed 24/7 to anywhere in the world. Now you can harness the power of web video technology to reduce operation & maintenance costs, increase productivity, and standardize procedures throughout your company. Quality training videos cost very little compared to the problems they solve and prevent, and the customer good will that they generate.

Call us for more information or visit bukaymedia.com where you can view sample operation, maintenance, and training videos.

Michael Bukay & Associates is an award winning digital video production company. We are passionate about helping you train your staff and customers. Michael Bukay, MS has over 30 years of industrial water treatment operation and maintenance experience; and has provided training materials for Genentech, Biomarin, IBM, Intel, National Semiconductor, The Pipe Trades Training Center, and others. He is a steering committee member of the *Professional Videographers of the North Bay* and a board member of the Silicon Valley Chapter of the *Association for Facilities Engineering*.

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Don't Just Tell Me... SHOW Me!



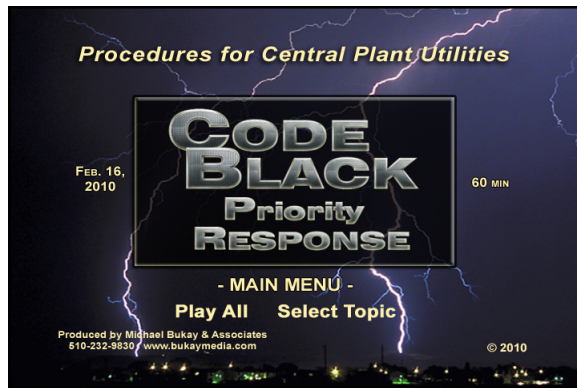
We work with top facilities industry professionals to produce custom educational and marketing videos for distribution over the web.

Services Include:

- **Site-specific custom training videos**
- **Operation, maintenance, & safety training**
- **Video documentation of in-house classes & demos**
- **Training videos for complex instrument calibrations**
- **Product demonstrations & case histories**
- **Promotional & informational videos**
- **Vendor sales & technical training**
- **Professional editing of existing footage**
- **Video production & encoding for the web**
- **DVD authoring with menus, chapters & graphics**
- **Documentation of critical phases of construction**
- **And more**

Video based training complements written instructions by *showing* each step of the procedure as it is performed by an expert. This greatly helps those who learn best by watching a procedure or from hands-on experience.

SITE-SPECIFIC TRAINING VIDEOS FOR FACILITIES



Certain procedures, such as response to a power failure, are unique to each facility. Custom videos meet your company's site-specific needs.

Benefits of Video for Facility Professionals:

- Increase efficiency of managers & trainers.
- Prevent costly operation, maintenance & calibration errors.
- Save money on travel related training costs.
- Standardize procedures company wide.
- Harness in-house expertise & experience for long-term benefits.
- Improve safety in hazardous environments controlled and monitored by instruments.
- Quickly bring new employees up to speed.
- Provide convenient 24/7 web training access.
- Leverage training budgets while enhancing in-house training programs.
- Create your own trainings when the vendor's training is inadequate.



Empower your experienced staff to share their expertise with other team members. Training videos are cost-effective and save time.

PRODUCT TRAINING VIDEOS FOR VENDORS



Training videos add value to existing products and have a quick pay-back. They ensure that your products are effective & well maintained.

Benefits of Video for Vendors:

- Improve the safety & effectiveness of your products & services.
- Help customers avoid costly errors with complex equipment.
- Increase customer satisfaction, referrals, and repeat business because your products will work better for well-trained customers.
- Increase revenue by adding training videos to your product line.
- Efficiently train your sales & service representatives with videos.
- Gain a sales advantage over competitors who do not offer video training for their products.
- Use videos for product demonstrations, case histories, & testimonials.
- Show customers your support after the sale with quality training videos.
- Save valuable time because trained customers require less free technical support.



Written SOPs are necessary and helpful. However they are subject to misinterpretation. Training videos complement written instructions.