Introduction to Annoto

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This article is designated for all users.

About

Annoto, a B2B enterprise, delivers an integrated solution that encompasses collaboration, assessment, engagement, and analytics, all designed to meet the diverse needs of organizations. From Learning & Development to Live Events, Annoto transforms passive video consumption into an engaging, community-centric experience.

The platform's advanced analytics illuminate user behaviors and interactions, revealing the dynamics of how and when content is engaged with, both individually and collectively. This leads to enhanced user engagement and retention, underpinned by in-depth analytics that drive significant improvements in content delivery, communication strategies, and tangible results.

Annoto's innovative approach redefines the interaction between organizations, their audiences, and digital video content. By situating itself at the pivotal junction of users and video content, Annoto maximizes its influence on learning outcomes and content effectiveness.

Through a strategic partnership with Kaltura, Annoto empowers organizations to activate in-video collaboration and gain insights effortlessly, enhancing the video learning and communication landscape in one click.

If this module is not in your application, please get in touch with your Kaltura representative to enquire about adding it.

Annoto - Kaltura Product Support

Annoto is supported by the following Kaltura products:

- legacy Video Portal (aka MediaSpace) - Elevates KMS beyond a mere video content management system to a dynamic e-community hub, fostering a vibrant interactive space for users.

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- KAF applications (LMS integrations) - Annoto seamlessly integrates the tangible benefits of a traditional classroom into the digital realm, transforming Kaltura into a comprehensive video assessment platform that caters to a wide array of educational scenarios.
  The KAF Module integration ensures compatibility and consistency with KMS settings.

- Townhalls - Annoto enhances audience engagement by making viewers active contributors, creating an immersive experience that mirrors the interactivity of in-person events. With support from Kaltura Webcasting, Annoto extends the conversation from live events to on-demand video (VOD), maintaining the context of each interaction. This feature not only enriches live streaming with collaborative notes and discussions but also preserves these interactions for the VOD content, with comprehensive analytics accessible via the Annoto dashboard.

- Lecture Capture - Annoto's suite of features fully supports Kaltura Lecture Capture for live streaming, inviting all participants to engage through comments, notes, and more during the live event. This interactive layer adds depth to the learning experience, offering valuable insights into user engagement during live sessions.

- Kaltura V2 Player - Annoto can be added as a player plugin in Rich Media CMS. This enables customers to embed Annoto in external sites (SharePoint, intranet, etc.).
- Kaltura v7 Player - Annoto can be easily added to the player via the Annoto module configuration.



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