



The Mermaid Blue Ocean

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What is the Mermaid Blue Ocean?

A Blue Ocean is a new ocean, when a product tries to create its own market. Mermaid is such a product line. It is one of the first product line on the market which has put the power of worldwide realtime broadcast into the hands of the customer. It is one of the first products on the market which does this at no cost to the customer. It is also the first Collaborative product on the market which uses absolutely no server and hence can operate on a LAN and the Internet without any modifications. Which makes it perfect for deployment in organizations, corporate, universities and campuses.

Mermaid will have slow adoption in the coming 5-6 months and we should be able to see around a million users around the globe within that time. Unlike the more prevalent web applications which are not trusted by corporate's to hold their confidential data or communications. Who wants to use a free email service to run their corporate email services? No one. Who wants to upload their corporate training video's or CEO addresses to the employees on a video sharing site, how much ever privacy options it may have? No one.

But Mermaid has its own stigma's to overcome. It is a P2P software which companies don't trust either. Because P2P is always associated with illegal file sharing. Or is it? In the last few years the benefits of P2P have overshadowed its demerits so much so that every ISP, Television and News company is funding P2P software solutions.

Mermaid uses IPV6 which is also not in widespread adoption but Mermaid has shown a smooth transition path to IPV6 adoption, which is an option available to Mermaid Users. Again without any end user costs.

Think of it this way. When you want to conduct a meeting with your engineering/marketing team of 50 or 100 members. What do you do? You ask everyone to call a bridge number and then start a Web Conferencing session. Enter Mermaid Meeting an all in one Peer To Peer, Server less Audio/Video/Text Meeting

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Software that has broadcast features. Which means if you want to conduct a meeting with your team you can share your desktop, voice, webcam with everyone. There is no limit to the number of meeting attendees. Think a bit wilder how about a 1000 member meeting. Or how about a 2,00,000 employee company wide meeting? The beauty of Mermaid products lies in the scale of operations and the virtually zero costs of keeping the system up. (You do have to pay for a computer, the OS etc.)

Think of this, if you were to broadcast a training session across your company or campus what would you do? Record a video and upload it to an FTP server and send out emails to people to logon and see it. Or you would setup a Streaming Server and provide people with links. How about using Mermaid Webcam if you just want to broadcast webcam and voice? Or how about using Mermaid Multisource if you want to broadcast almost any audio video source connected to your computer including but not limited to your Desktop, Programs, Webcam, Mic, Radio Card, Tv Tuner Card etc.

If you want to start a Movie Broadcast station how about using Mermaid Movie which will broadcast pre recorded WMV files?

Mermaid Application Uses span Training, Education, Communication, IPTV, Radio etc. All of this is the Mermaid Blue Ocean.

Further Reading

- 1) Mermaid ROI Report 04-14-2008
(<http://mermaid.metaaso.com/collateral/MermaidROIReport-04-14-2008.xls>)

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