

bmi has been highly acclaimed for the use of Kinura's super high quality streaming video on its website.



Leading airline *British Midland International (bmi)* is committed to using technology at all levels, from e-ticketing to self check-in via the internet. Kinura worked with *bmi*'s design agency, *Prospect*, to manage and deliver high resolution video via their global streaming service: able to handle a massive volume of users as the site went live.

The website was voted best airline website 2009 by webzine *Travelmole*, and has been highly acclaimed for its use of video and social media.

The Challenge

Prospect commissioned Kinura to provide a global streaming service that would reliably deliver the *bmi* videos at high resolution. End users were to be provided with an engaging insight into the business class and lounge experiences on offer, and the videos had to stream perfectly every time.

- » 100% reliable global video streaming
- » Viewing statistics per view and via region

- » Consultancy on encoding profiles and techniques
- » Consultancy on development of full-screen, high resolution Flash player
- » Video management via FTP and Kinura's Media Control Centre
- » Fast turn-around from edit to online streaming

Added Benefits

Kinura provided hands-on support for uploading and integrating the videos with the site, and continues to work with *Prospect* as the project progresses. The detailed viewing statistics, gathered and presented by Kinura, provide *bmi* and *Prospect* with crucial marketing data for future development and outreach.

Client Testimonial

Prospect say

"...we were asked to shoot a set of videos to engage users in the business class experience.

That proved so successful that *bmi*

commissioned us to do another one for the lounge experience. We shot, edited and uploaded to the web in just 3 days. Kinura were very helpful in getting the videos online quickly and the streaming has been completely reliable."



Links

Check out the high quality, LARGE FORMAT streaming here:

<http://www.flybmi.com/bmi/en-gb/the-experience/better-for-business.aspx>



