



## **Share your success in the Ontario Technology Corridor!**

Welcome to [www.OntarioTechnologyCorridor.com](http://www.OntarioTechnologyCorridor.com) – a Web 2.0-enabled Web site that encourages Ontario technology companies and their employees to promote their success stories to the world via blog posts and YouTube videos.

The city and regional members (e.g. Toronto, Ottawa, Waterloo, London, Niagara) of the Ontario Technology Corridor use the stories submitted to promote Ontario and its tech companies at trade shows and to delegations around the world. This can bring your company sales leads, new employees with hard-to-find skillsets, reseller partnerships and other business relationships.

Submit your blog post or YouTube video contribution today to ensure you and your company are part of the growing Ontario Technology Corridor story.

Once your first contribution the site has been accepted by the Ontario Technology Corridor team, you will receive a password and userID to your own section of the Web site where you can continue to post updates to your Ontario tech success story.

### **Participate today!**

- Post a blog profile
- Add a YouTube video

**Share your story with a blog profile on  
[www.OntarioTechnologyCorridor.com](http://www.OntarioTechnologyCorridor.com)!**

Let the world know about the successes you or your company has experienced in the Ontario Technology Corridor with a blog post of 750 words or less. Your post should cover the following:

**Company Background (150 words)**

Describe your company, its mission statement and the types of products/services it offers. When was the company established? How many employees? Sales revenues and/or growth? Locations? Markets served? Industry awards?

**Business Advantage (225 words)**

How does your company offer competitive advantages to customers? How do customers use your products or services to make or save money? Are there typical Return on Investment (ROI) numbers you can share? Are there key patents on your technology?

**Why Ontario? (225 words)**

Why is your company located in Ontario? What considerations were initially given to establishing a business in the province (business environment, lifestyle elements, tax regime, geographic location, available tech talent, available support services such as marketing, finance, legal)? What added benefits to being in Ontario became apparent once the company was established in the province?

**Future Growth/Plans (150 words)**

What are your company's plans for future growth? This could include sales metrics, hiring growth, product plans, reseller or OEM agreements, plans for an IPO or strategic acquisition, physical/geographic expansion locally and/or globally.

Please also include all corporate contact information, including company name, contact name, email, telephone number and Web site address.

**How to submit your first blog post**

Submit your first entry to [kdaize@ocri.ca](mailto:kdaize@ocri.ca) for approval by the Ontario Technology Corridor. Once your first entry has been accepted you will

receive an email with your OntarioTechnologyCorridor.com password and userID. Using this information you can submit additional posts, both to your new blog and YouTube videos.

### **Need some help with your blog entry?**

If you need any further writing or editing assistance you can contact your local marketing company or independent supplier you have used in the past, or feel free to contact market2world communications inc., the creators of the OntarioTechnologyCorridor.com campaign. Email [jjames@market2world.com](mailto:jjames@market2world.com) or call (613) 256-3939.

### **Share your story with a YouTube video entry on OntarioTechnologyCorridor.com!**

Grab your digital camera and let your personality shine through as you tell your Ontario Technology Corridor success story in “moving pictures”.

Your YouTube video is your opportunity to tell your Ontario tech success story in a fun, creative and imaginative way that highlights the professional and personal benefits of living and working in Ontario’s technology industry. Your video should cover:

#### **Why Ontario? (1-2 minutes)**

Skilled technology workers are in demand around the world. Tell us why you’ve made the choice to live and work in Ontario versus somewhere else. Sell the world on technology in Ontario! Why are you here? Why are you staying here? Include things like your personal experience on how you came to Ontario and what you enjoy about the province.

#### **Company Background (1-2 minutes)**

Your video should include a short company profile – you want to make your company appeal to the viewers, and at the same time, show the world that Ontario is the place to live in, play in, and of course, work in. Make this brief – you don’t want to lose the viewer’s interest. Describe the business advantage offered by your company – what sets you apart from ‘the rest’? Talk about what’s coming up for your company. Show people your ready is willing to embrace opportunity and prosper now and in the future.

#### **How to submit your YouTube video entry**

After shooting your video – which is in an acceptable format (.AVI, .MOV, .WMV, or .MPG) and smaller than 100MB – upload your video to YouTube following these instructions:

**1. Go to [www.youtube.com](http://www.youtube.com).**

**2. Click on “account” in the top right corner of the screen.**

**3. Input the username and password as follows:**

- Username: otctech
- Password: ontariotech

**4. Enter as much information about your video as possible, including Title, Description, Tags (Ontario, company name, Ontario Technology Corridor), and Category. The more information you include, the easier it is for users to find your video!**

**5. Determine if you want your video set to Public or Private – please make this Public so we can have the maximum viewers for all of the videos.**

**6. Click the “Upload a Video” button.**

**7. In the next window, click the “Browse” button to browse for the video file. Select the file you want to upload from your computer.**

**8. Click the “Upload Video” button.**

**9. In the next window, click the “Browse” button to browse for the video file. Select the file you want to upload from your computer.**

*Note: it can take from a couple of minutes to an hour for your video to upload to YouTube. If you receive an error with your upload, check to make sure that you’re attempting to upload a file that’s recognized by YouTube. YouTube accepts video files from most digital cameras and camcorders, and cell phones in the .AVI, .MOV, .WMV, and .MPG file formats.*

**10. Send the embedded link that your video produces to [mdascal@ocri.ca](mailto:mdascal@ocri.ca).**

### **Next steps in submitting your video**

After sending the embedded link that your YouTube video produces to [mdascal@ocri.ca](mailto:mdascal@ocri.ca), you will be notified by email if your submission has been approved. Once approved you will receive an email with your OntarioTechnologyCorridor.com password and userID. Using this information you can submit additional posts, both blog and video.

### **About YouTube**

These videos will be posted via YouTube. YouTube was founded in February 2005 and is the leader in online video, and the premier destination to watch and share original videos worldwide through a Web experience. YouTube allows people to easily upload and share video clips on [www.YouTube.com](http://www.YouTube.com) and across the Internet through websites, mobile devices, blogs, and email.

Anyone and everyone can watch videos on YouTube. People can see first-hand accounts of current events, find videos about their hobbies and interests, and discover the quirky and unusual. As more people capture special moments on video, YouTube is empowering them to become the broadcasters of tomorrow.

### **For Best Results**

Files converted from .wmv to one of the other formats that YouTube accepts generally have a lower playback quality than other file formats. If you have your source video in a format other than a .wmv file, you may want to encode directly to MPEG4 (DivX, Xvid, SVQ3) at 640x480 resolution, with 64k Mono MP3 Audio. If you have a source .wmv in high bitrate and larger resolution you may want to convert to MPEG4 at full resolution and then resizing to 320x240 using a high quality resizing algorithm - this can help reduce the number of artifacts you end up with. It is recommend to use the following settings:

- MPEG4 (Divx, Xvid) format
- 640x480 resolution (\* most updated recommendation)
- MP3 audio
- 30 frames per second

Resizing your video to these specifications before uploading will help your videos look better on YouTube. Also note you can make use of video footage shot in the past and coupled this with new footage or a new voice-

over. The better the technical quality at the beginning the better the final result.

**Need some help with your YouTube entry?**

If you do need any further production assistance you can contact your local video production company or independent supplier you have used in the past or feel free to contact GAPC. Current videos that are in broadcast tape quality can be easily converted as can DVDs. For video-specific questions contact GAPC, Tel: 613.723.3316

Technical Questions – Ken Hovey ext 264 or [khovey@gapc.com](mailto:khovey@gapc.com)

For additional questions regarding [OntarioTechnologyCorridor.com](http://OntarioTechnologyCorridor.com) please contact 613.828.6274 or [contact@OCRI.com](mailto:contact@OCRI.com)