



NEWS RELEASE

Limelight Networks Helps Spear Education Provide Online Video Courses to Dentists Around the Globe

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Innovative Dental Education Company Uses the Limelight Orchestrate™ Video Platform to Offer 1,300 Online Video Courses

TEMPE, Ariz.--(BUSINESS WIRE)-- With e-learning on the rise, **Limelight Networks, Inc.** (Nasdaq:LLNW), a global leader in digital content delivery, announced **Spear Education** is leveraging the Limelight Orchestrate™ ("Orchestrate") Video platform to provide online courses to dental professionals around the world.

Spear Education offers innovative dental education to dentists and their staff around the globe. In 2010, Spear expanded its business by launching Spear Online, with over 1,300 research-driven educational videos that dentists and their staff can access in their own offices, on their own schedules. In five years, Spear has grown its video customer base to more than 5,000 dental professionals.

"With Limelight, video files are automatically transcoded to all formats for any device. Limelight enables us to provide consistent delivery of our video content, at any time, to any device, across the globe," said Shane Walsh, director of video production at Spear. "In addition, with analytics from Limelight, we can now track our videos and determine which have the most views, and how long people have watched them. That is very useful information that allows us to improve our final product to our customers."

Since Spear implemented the Orchestrate Video platform, busy dental professionals can learn the newest techniques at the most convenient time and location for them. Through the platform's analytics Spear can evaluate

length of views, unique views, and other insights such as which titles are consumed the most and watched to the end. This valuable information helps them optimize their business and provide the most useful content to their customers.

“Online educational programs such as Spear Online are growing in popularity, especially since you can learn at your own pace and at the time that works best for you,” said Nigel Burmeister, vice president global marketing at Limelight. “Delivering an exceptional video experience is critical to engaging online audiences and we are happy to be working with Spear to ensure their customers have the highest possible quality of experience.”

Additional details on how Limelight is helping Spear Education deliver online courses are available in a case study [here](#).

About Spear Education

Spear Education offers innovative dental education to dentists and their staff around the globe. Whether on-campus or online, every Spear experience is carefully designed to guide dentists to a higher level of skill and experience. Since 2007, Spear has provided an on-campus learning facility in Scottsdale, Arizona. The Spear campus offers seminars and hands-on workshops led by dentistry’s most respected educators. Dentists from all over the world visit the Arizona campus for its innovative, hands-on offerings. In 2010, Spear expanded its business by launching Spear Online, with over 1,300 research-driven educational videos that dentists and their staff can access in their own offices, on their own schedules.

About Limelight

Limelight Networks Inc., (NASDAQ: LLNW), a global leader in digital content delivery, empowers customers to better engage online audiences by enabling them to securely manage and globally deliver digital content, on any device. The company’s award winning Limelight Orchestrate™ platform includes an integrated suite of content delivery technology and services that helps organizations secure digital content, deliver exceptional multi-screen experiences, improve brand awareness, drive revenue, and enhance customer relationships — all while reducing costs. For more information, please visit www.limelight.com, read our [blog](#), follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#) and be sure to visit [Limelight Connect](#).

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Press Contact:

famaPR on behalf of Limelight Networks
Paulina Bucko, 617-986-5021

limelight@famapr.com

or

Investor Inquiries: **ir@limelight.com**

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