

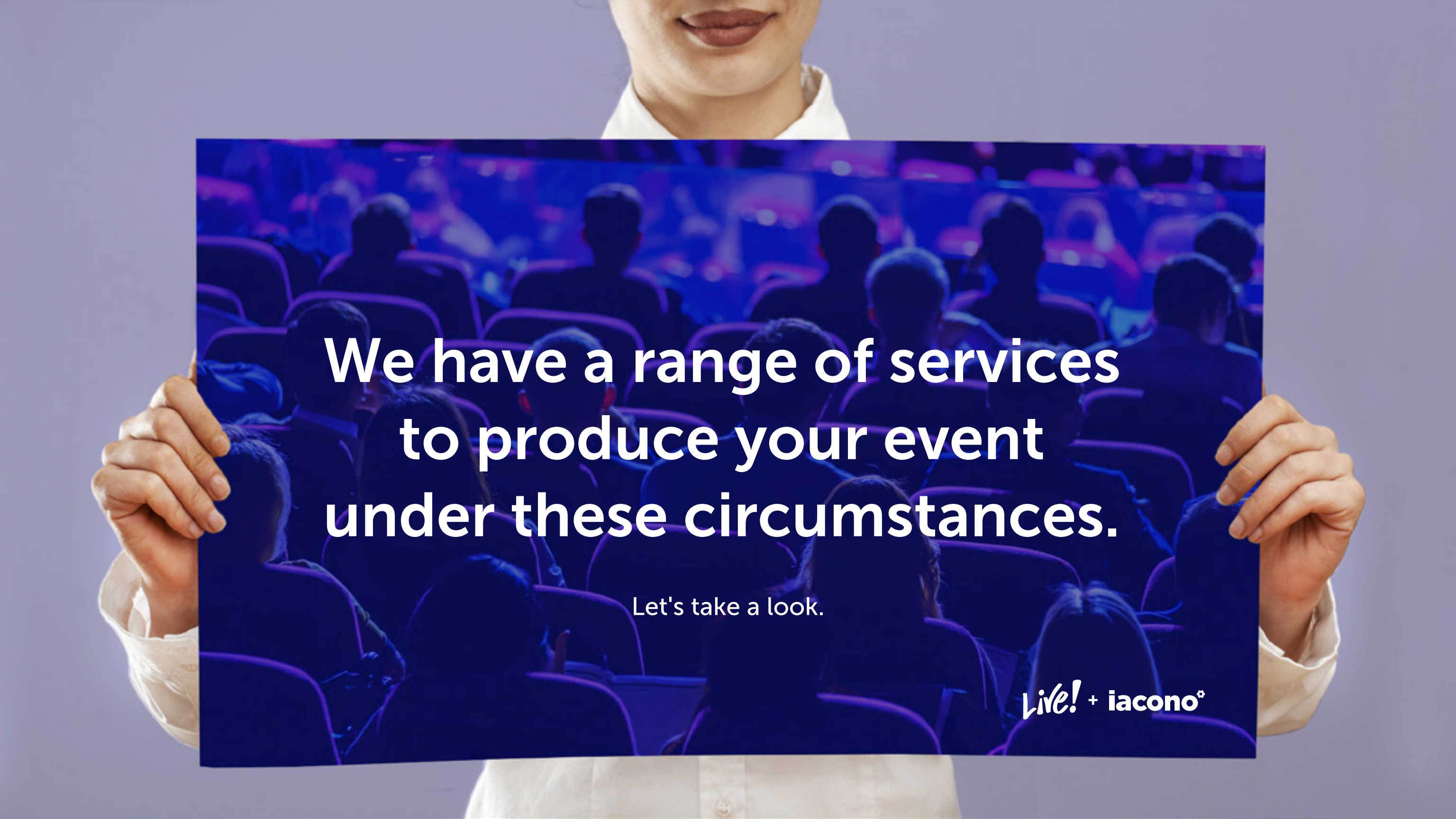
**Live! + iacono<sup>®</sup>** | EVENT STREAMING SOLUTIONS

A person, visible from the chest up, is holding a large, semi-transparent blue rectangular sign. The sign is held with both hands, one on the left and one on the right. Behind the sign, a blurred image of a large audience seated in rows of chairs is visible. The overall scene is set against a light blue background.

**What if travel to your  
event becomes limited  
or impossible?**

**live! + iacono®**



A person, visible from the chest up, is holding a large rectangular photograph. The photograph has a strong blue tint and shows the back of an audience seated in rows of chairs, looking towards a stage area. The person holding the photo is wearing a light-colored shirt. The background is a solid light blue.

**We have a range of services  
to produce your event  
under these circumstances.**

Let's take a look.

**live! + iacono®**

## VIRTUAL MEETING & STREAMING CAPABILITIES



### **STREAMING**

Video streaming  
only



### **VIRTUAL**

Streaming &  
UX platform



### **HYBRID**

In-person meeting  
& streaming



### **TRAVELING**

We bring the show  
to you

# USER EXPERIENCE PLATFORM

There are 3 main elements to our UX platform. Video, an interaction chat module & product content or various calls-to-action. This is all wrapped up in a custom branded page to help you tell your stories.

## Features

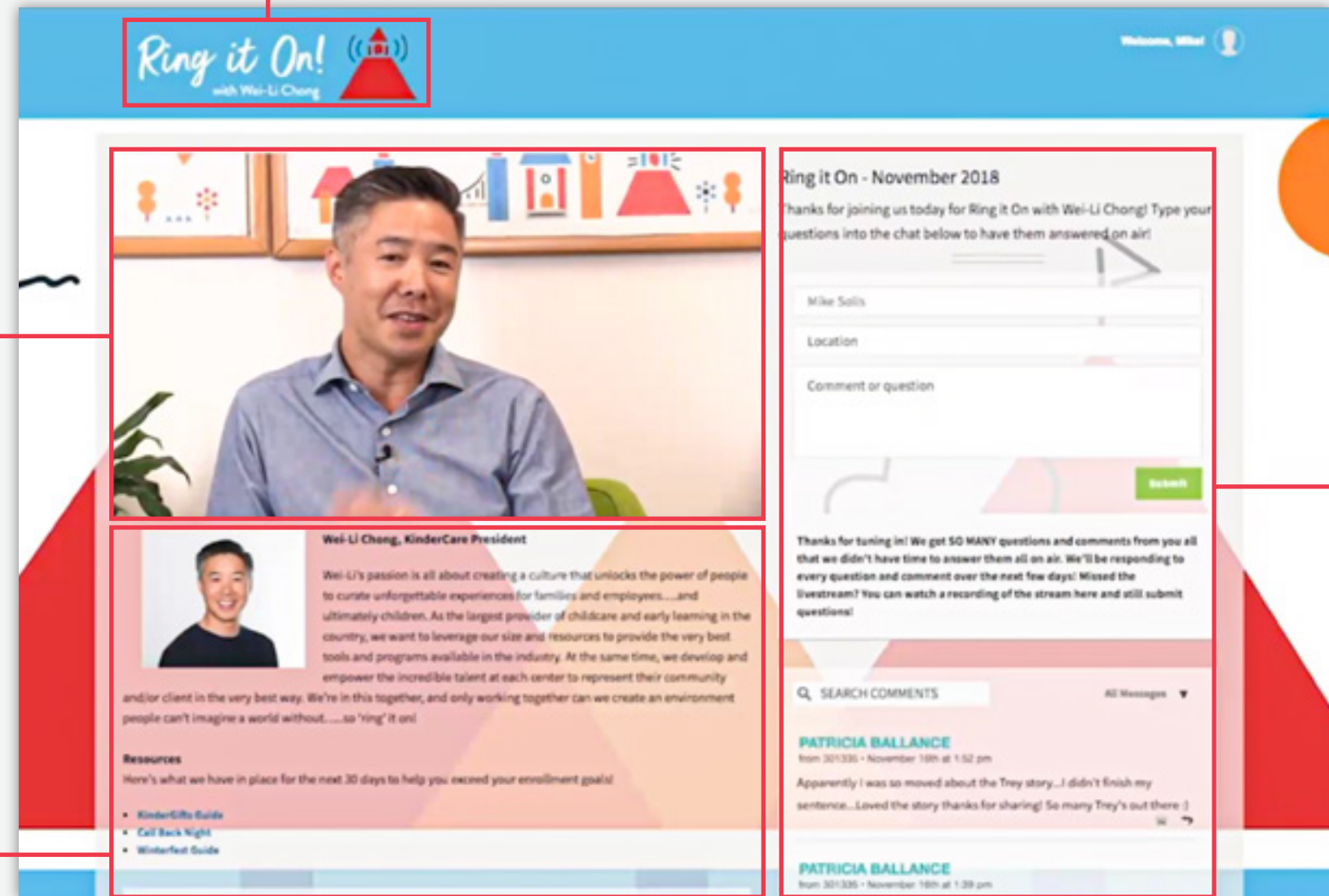
- Customizable Functionality
- Brandable Design
- 1080p Video with Multimedia
- Product Details
- Spec Sheets
- Quiz / Polling
- Real-Time Questions
- Moderation
- Reporting & Analytics
- Supports Localization
- Unlimited Viewers
- Customizable Interface
- Simulcast event to social channels (FB, YouTube, LinkedIn)

Brandable Design

Video Feed

Product Description  
or Customizable  
Content

Chat, or  
Questions  
& Comments

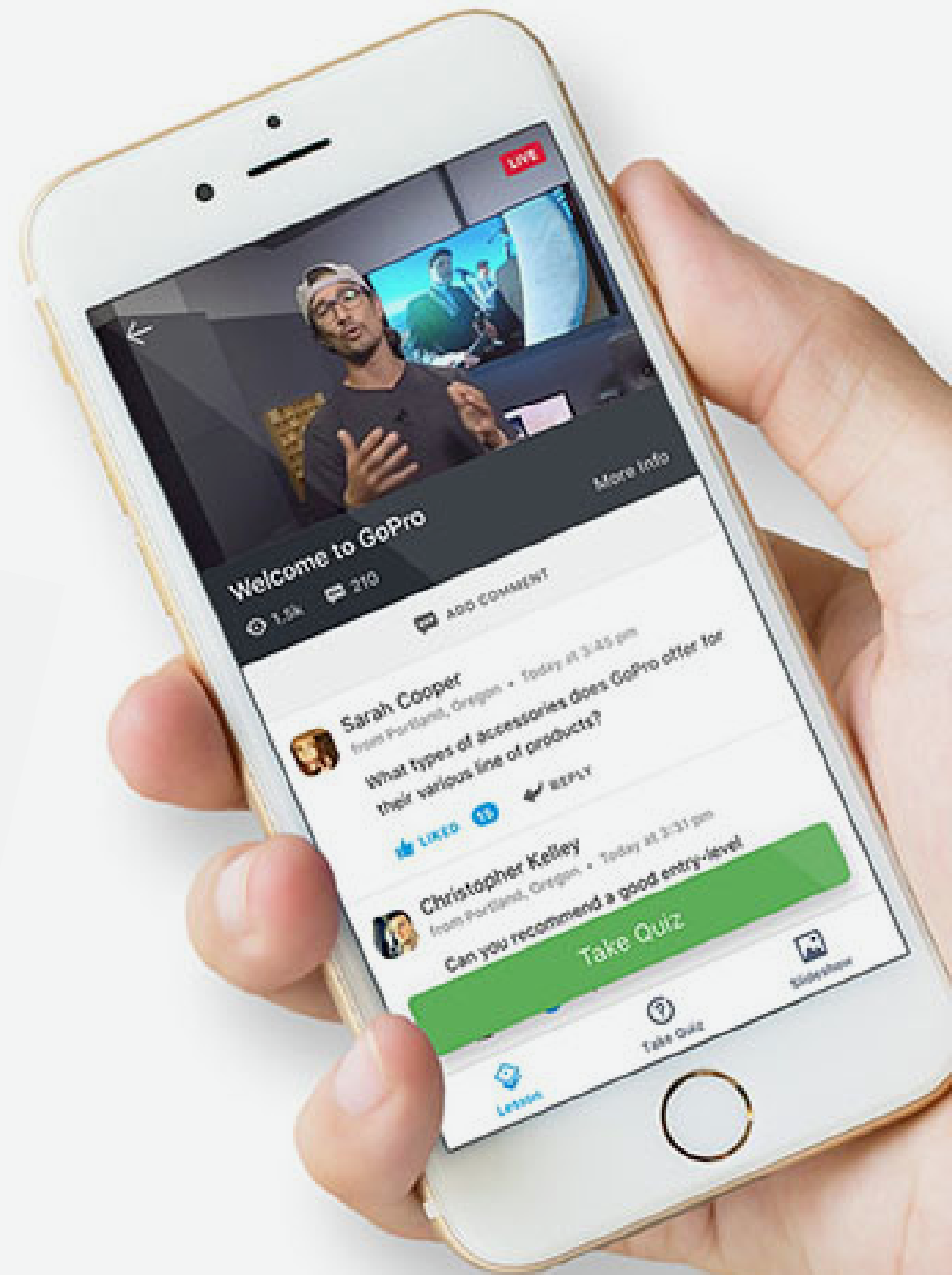




## MOBILE USER EXPERIENCE

### Stay engaged remotely!

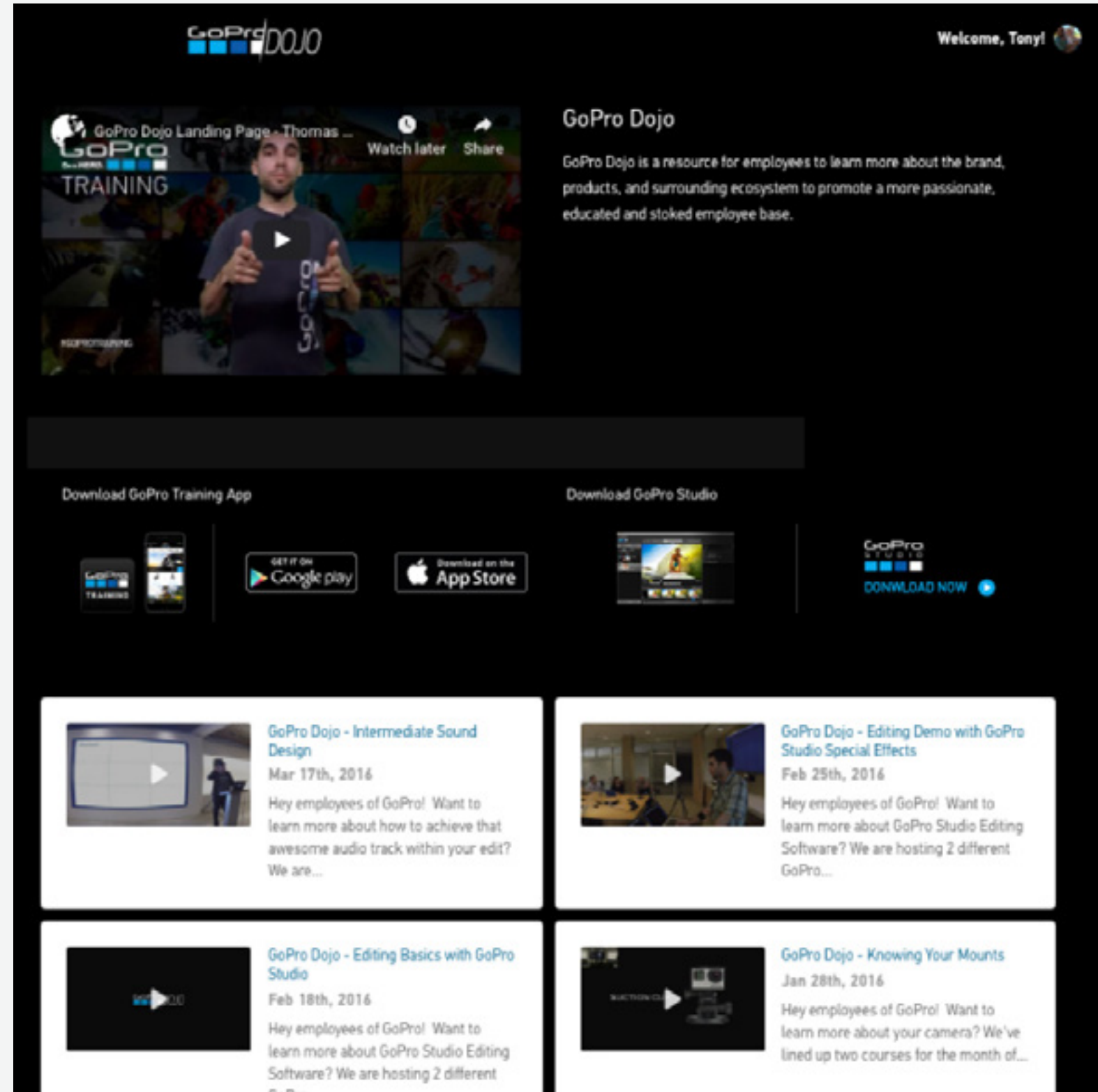
- Built on responsive design, viewable on all devices
- Go live from the field
- Stay connected to training facilitators during training
- Interact with your product experts in real-time
- Search and view past sessions



# LIBRARY USER EXPERIENCE

## Better Access

- Archive your content
- Customizable themes
- Target audiences
- Supports Live and On-Demand
- Curated Content
- Supports Localization
- Great for Multi-Day Events, Summits, and Virtual Tradeshow





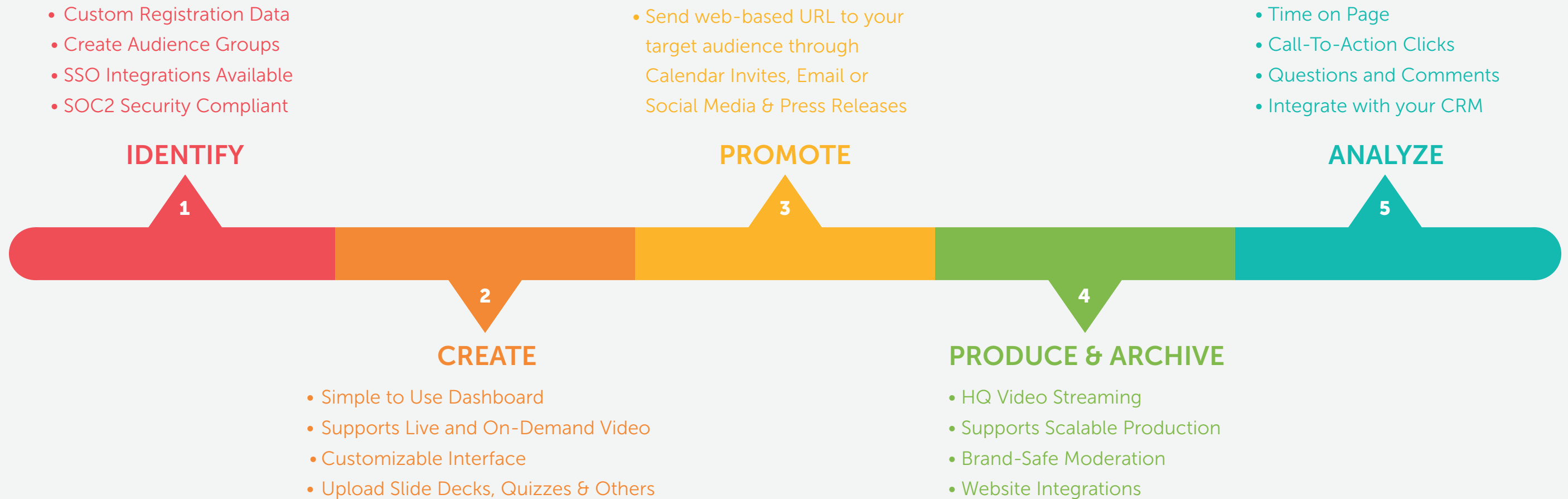
## VIDEO PRODUCTION OPTIONS

Production options range on your needs and expertise. You can go live from your mobile device in the field, desktop utilizing our Producer App all the way to Studios like you see here.





## TYPICAL PROJECT TIMELINE & WORKFLOW



# CASE STUDIES

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## ARNOLD SPORTS FESTIVAL

The LIVE! Creative team has worked with Classic Productions, the festival promoter, to stream competitions from five stages, live throughout the three action-packed days. These broadcasts build to an evening program with interviews and commentary from stage.

With the development of new live streaming software and hardware, from leading brands, the ability to incorporate the service into our already robust production offerings was an obvious choice for the LIVE! Creative team. The Arnold Sports Festival has upwards of 180,000 visitors throughout the weekend—with the ASF YouTube channel our team has been able to increase that number by an extra 10,000–50,000 in digital attendees. The ebb and flow of the viewing audience is easily accommodated by coordinating with the in-house IP and with scalable settings available in the streaming software.







**Nationwide®**

## ALL ASSOCIATES EXPERIENCE

LIVE! alongside our partners at Nationwide Insurance produce the *All Associates Experience* in Columbus, Ohio. LIVE! ensures it isn't simply a great corporate meeting, it's a riveting experience.

Pyrotechnics, projection mapping and movable LED video tiles have allowed LIVE! to produce some memorable moments for the 13,000 Nationwide associates inside the arena. However, they only represent a small fraction of the 30,000+ total audience watching this event throughout the country. We design the elements of the program so that the digital audience has an amazing experience too.

A separate streaming video team has access to all of the camera feeds inside of the venue, allowing the video director to produce a totally independent cut of the program. Live polling engages both the in-person and online audience can interact with. Our team also built a small virtual studio to produce segments of the event that used 3D real-time graphics to display the results.





## THE POWER OF PARTNERSHIP!



LIVE! Technologies acquired Iacono Productions, creating one of the largest event, video production, specialty fabrication and creative services companies in the Midwest.

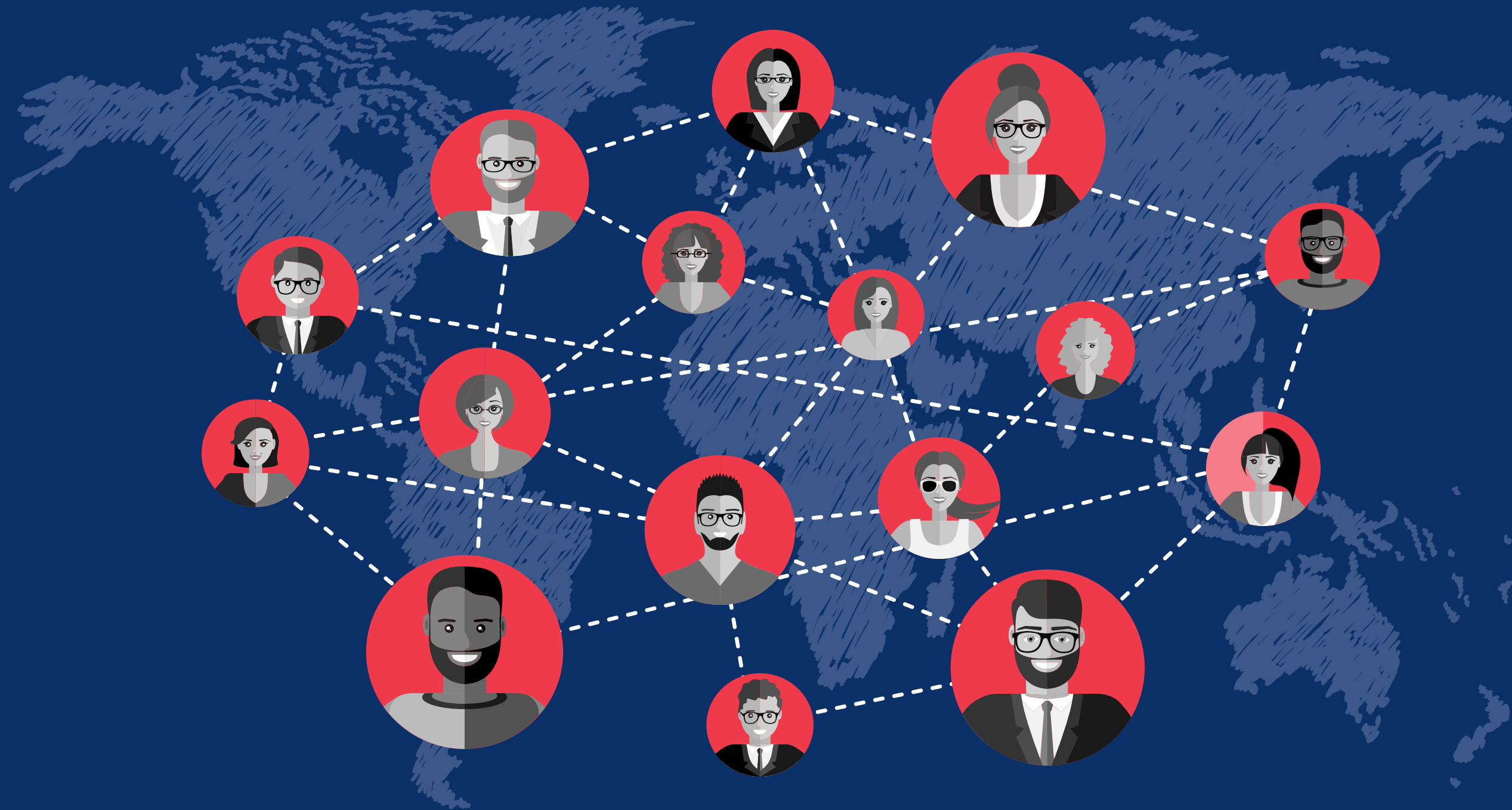
### So what does this mean for you?

*We are now able to provide you with an even wider range of services. A more extensive catalog of inventory and technology. A larger creative services team. And more ways than ever to help you create experiences that make audiences say "wow!"*









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