



SOLUTION PROPOSAL

END-USER EXPERIENCE

PRESENTATION AGENDA

01

General Overview

02

End User experience – Interactive Overlays

03

End User experience – Personal “YouTube”

04

Questions and Answers

EXECUTIVE SUMMARY

Provisioning and implement a streaming and recording system compatible with current solution, enabling scalability and flexibility, easy to maintain and replicate.

VISION & MISSION

Bioactiva wants to become the Leader of Digital Medical Education, leveraging technology as Speech-to-Text, Contextual Marketing, Automatic transcription in order to promote Bioactiva solutions and products.

PROJECT GOALS

Distribute live and recorded contents to targeted audience, Bioactiva Commercial prospects and Bioactiva Educational prospects.

KEY ACTIONABLE AREAS

- Integration with current CRM.
- Engagement and Interaction level monitoring.
- **Serve both Educational and Marketing purpose.**
- Compliancy with Hospital information systems Security Governances.
- Mobility and Flexibility. (Web based / 4G/5G)



Media Factory

FROM OPERATING ROOM TO AUDIENCE

Your live event supply chain management



AGENDA MANAGEMENT

Full CRM integration
Self-Service registration
kiosks to manage the booking
and scheduling of live event.



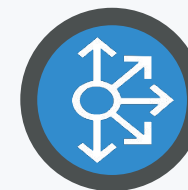
CAPTURE AND STREAM

Record, produce, and stream
video (to the Internet or
private CDN) directly from
surgery cameras or
equipment on location.



INTERACT AND EDIT

Handling questions of your
audience during and after a
live by creating targeted
visual content.



DISTRIBUTE

Distribute your live and
V.O.D content to your own
“YouTube like” platform.



SELF-SERVICE REGISTRATION KIOSKS

Dealing with event registrations at scale



FULLY CUSTOMIZABLE

Complete control over your design, allowing you to adjust your text and styling as well as add GDPR consents and more.



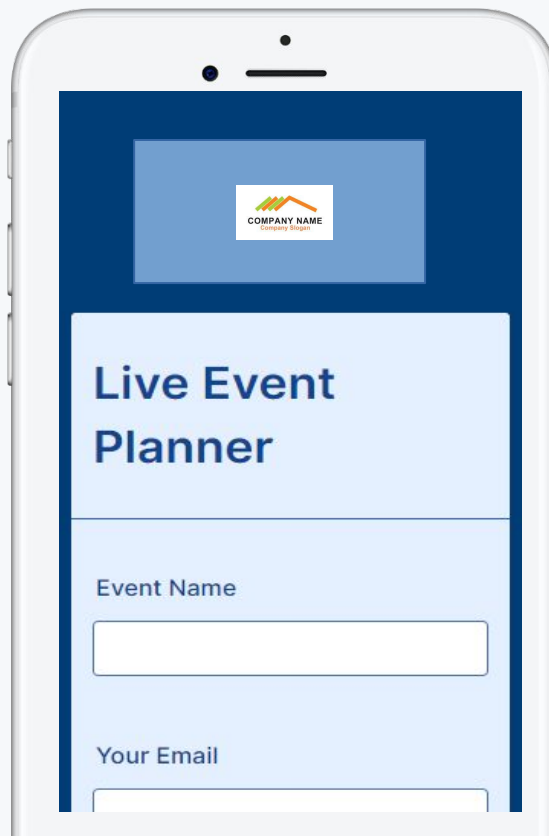
FULLY SCALABLE

There is no absolute limit to the number of users that can use no code apps.



FULLY INTEGRATE

With more than 400 special apps and integrations, easy integration with enterprises tools.



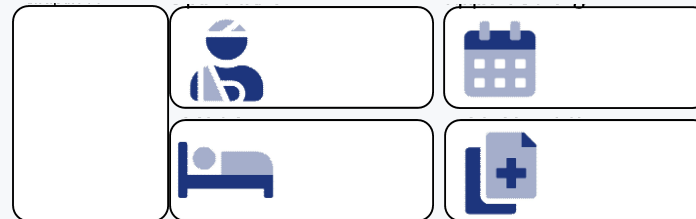
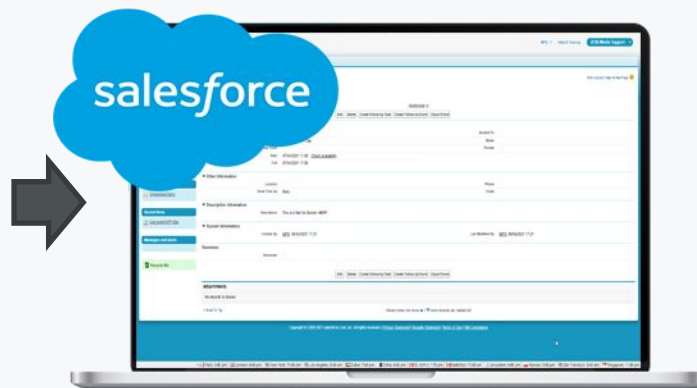
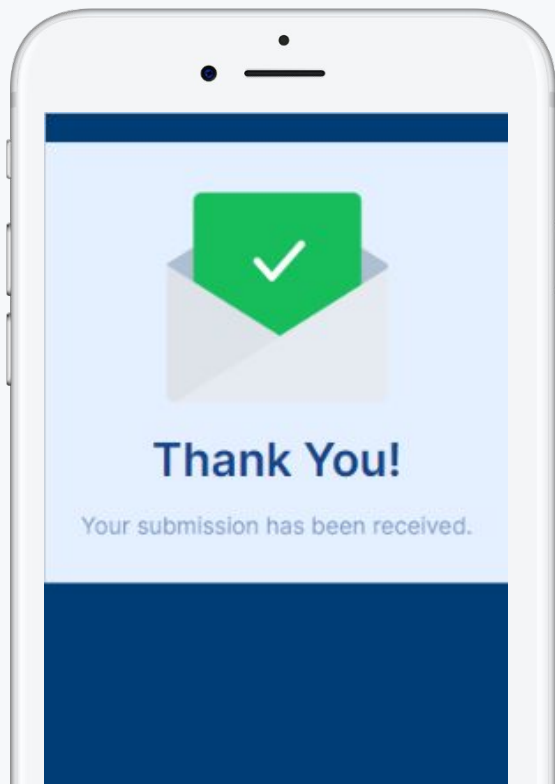
Mike

*Performing Bone Graft
Using the SpyGlass™*

SELF-SERVICE REGISTRATION KIOSKS

Dealing with event registrations at scale

Media
Factory



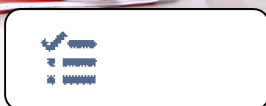
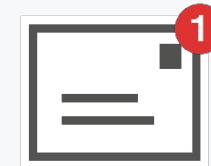
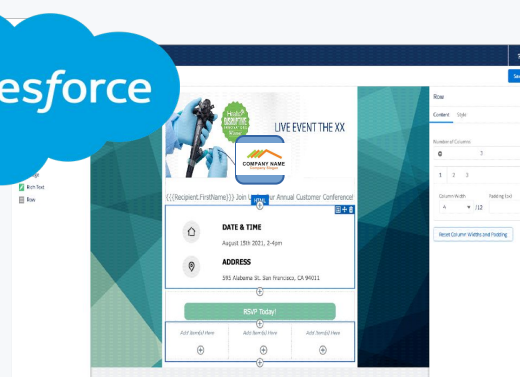
SELF-SERVICE REGISTRATION KIOSKS

Dealing with event registrations at scale



Steve salesforce

From Company
Name

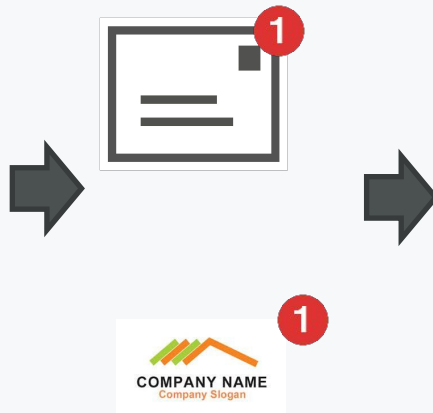


DRIVE THE LIVE EVENT CAMPAIGN

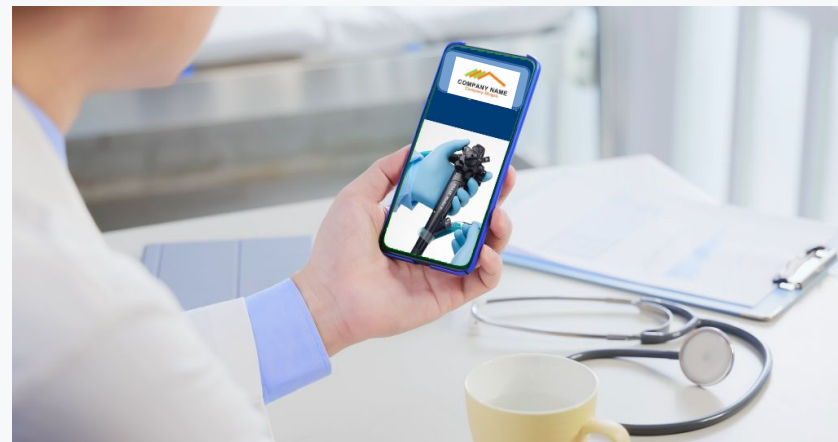
With all information on Salesforce, conduct the event campaign to target the audience with the detail information of the case.

SELF-SERVICE REGISTRATION KIOSKS

Dealing with event registrations at scale



New Event Planned
Performing Bone Graft Using the SpyGlass™



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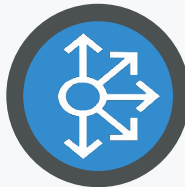
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DISTRIBUTE

Distribute your live and
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ALL IN A BOX

Transportable recording and streaming unit



UNIFIED SOLUTION

Managing too many tools prevent seamlessness and unaligned teams lead to substantial issues.



PART OF THE MARKETING STRATEGY

Custom branding and identity on the deployed devices to generate brand awareness.



FUTUR PROOF

Ability to continue to be of value into the distant future—that the item does not become obsolete, and each part is replaceable and adaptable to specific location.

ALL IN A BOX

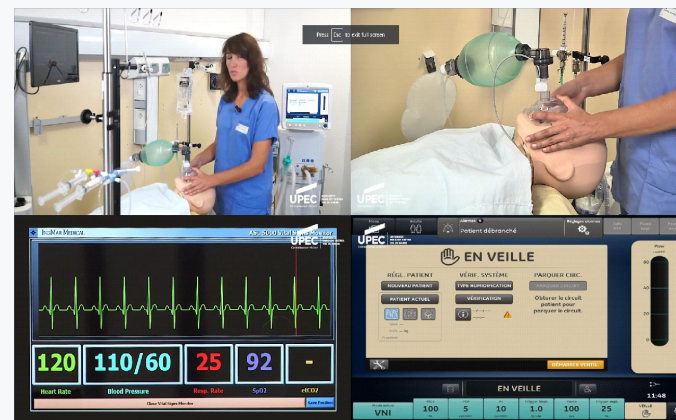
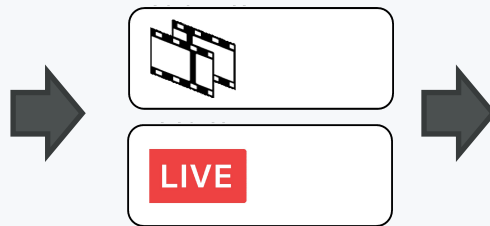
Transportable recording and streaming unit



Media Factory



epiphany video
capture • stream • record



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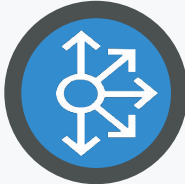
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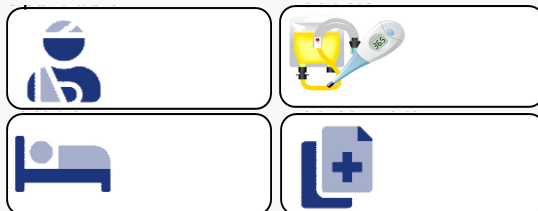
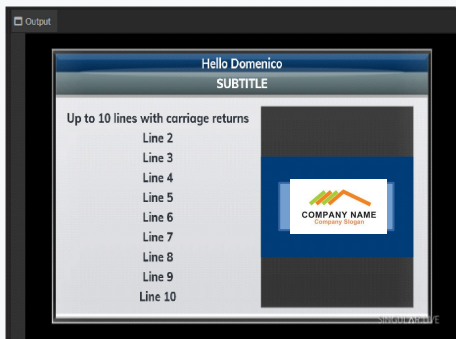
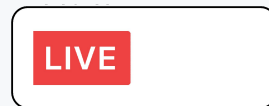
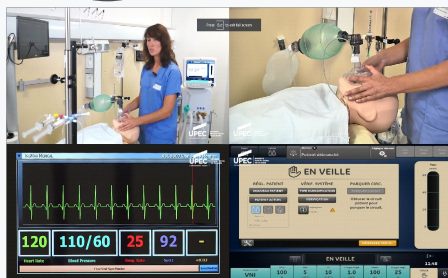


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INTERACTIVE OVERLAYS

Interactive live stream experience



INCREASE ENGAGEMENT

Understand audience participation and track engagement levels to inform content and sales teams.



BRAND IMPACT

90% of the information transmitted to our brains being visual, motion graphics are a sure-fire way of connecting with your audience.

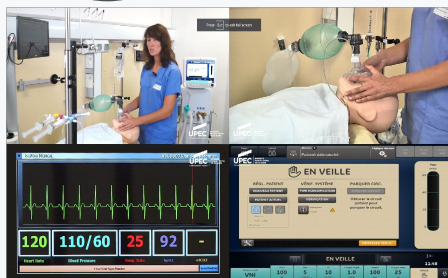


STRONG CALL TO ACTION

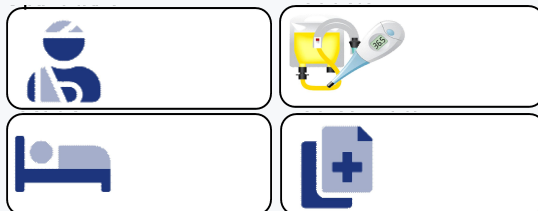
Consumers are only one click away from engaging, sharing, and commenting on video content.

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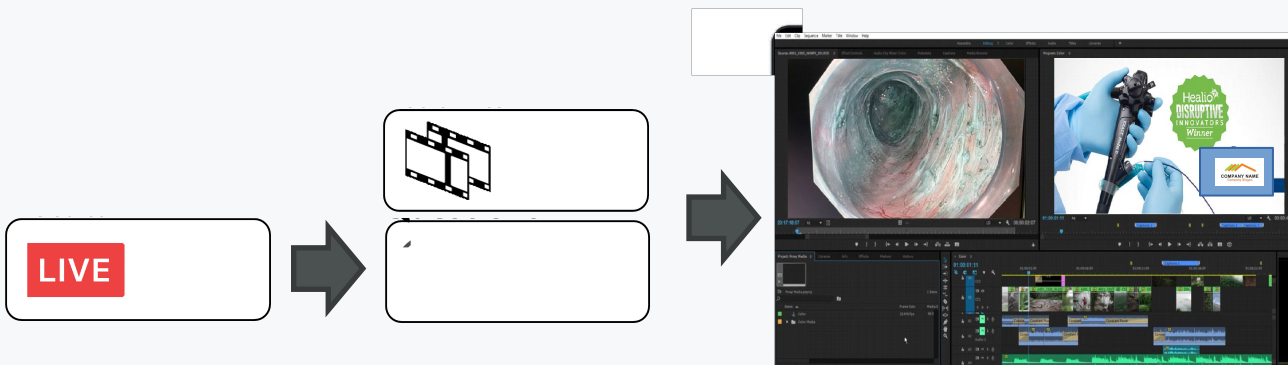


SINGULAR.LIVE



CONTENT EDITING

Creating content that answer your audience



EDITING BENEFIT

Refine what you want to say and create content to answer your audience, help you distill your narrative and focus its impact.



HIGHLIGHT VIDEO

Reduce the content duration to propose shortened alternative version of the live event.



EDITORIAL VALIDATION

Ensure that no content has editorial issue, and validate the content is align with your global strategy.

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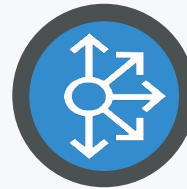
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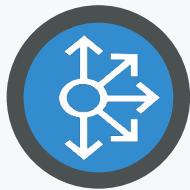


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CREATE YOUR PERSONAL YOUTUBE

All your content in the audience pocket



SEARCH INSIDE VIDEO

Find what you need and share knowledge faster than ever before with rapid video search and discovery solutions



MULTI-CAMERA VIDEO PLAYBACK

With Multi-camera HD playback video player, your viewers will find a video experience that feels more like being in the live audience.

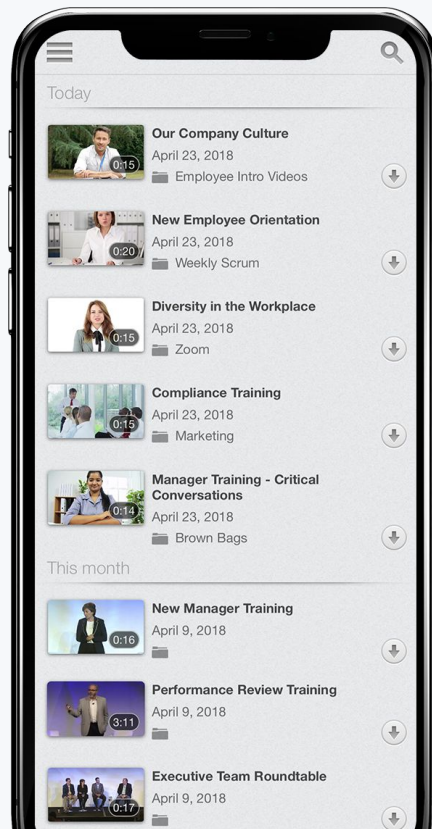
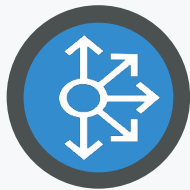


VIDEO ANALYTICS AND REPORTING

Get detailed reports on audience engagement and comprehensive insights into viewing behavior for every video on your portal.

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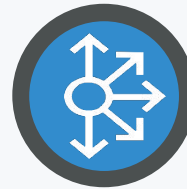
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OVERALL BENEFIT



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Factory



INFRASTRUCTURE BUILT TO LAST

Your Media Factory has been designed with a sustainable infrastructure built with state-of-the-art scalable components.



UPGRADEABLE TO UNLIMITED NUMBER OF USERS

There is no absolute limit to the number of users that can use the system, all the component can be adjusted for scale out.



AUDIENCE ENGAGEMENT

The Media Factory is strongly focused on the audience engagement and participation with tracking of KPI that will help your sales team to achieve more sales.

THANK YOU

