VISIOVENT

WHITEPAPER

Your exclusive platform for virtual events

OVERVIEW

Reach out today for a consultation appointment.

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SCENARIO

We are in an environment. A perfect symbiosis.
The boundaries blur – between the real and virtual world.

The environment around us can dress in as many different fashions as its visitors themselves. This place can take the form of a trade show with different booths. It can turn into a hotel lobby or a convention center reception area. Into a ballroom stage, a lecture hall or a classroom. The individuality of the visual design and the haptic application functions are boundless. Boundless like the virtual world we are in.

It makes it possible to be in different and numerous places at the same time. It can be large or small, consist of many or few worlds. It creates space for all kinds of virtual encounters and connects them with real, personal communication.

Immerse yourself in this wonderful customized world with no limits.

What does your dream environment look like?

WE OFFER...

❯ ... an interactive 3D platform for virtual events and trade shows, which enables you to offer a unique selling proposition through an individual environment.

❯ ... no templated solutions - just a highly customizable Event platform.

❯ ... modularity through the integration of „APIs" (programming interfaces).

❯ ... possible combinations and implementation with already existing and/or licensed software solutions that you already have.

❯ ... a multilingual product that can be used in the large international markets of North/South/Central America, EMEA, APAC, including China.

YOU RECEIVE...

❯ ... a highly individualized, virtual event environment that is perfectly tailored to your visual and functional requirements and needs.

❯ ... the license for the product. You can use your individual platform for several events or for an unlimited amount of events with our licensing packages.

❯ ... comprehensive, professional consulting for the planning, implementation and follow-up of your event.

DEFINITIONS

Virtual event

A virtual event replicates a „physical" location-based event, but online. This allows you to host a global conference, trade show, product launch or recruitment event from the comfort of your home or office, using only a laptop, tablet or cell phone and an Internet connection.

Main features of a virtual event

When you host a virtual event, you can use one-to-one live chat and video conferencing, live seminars and presentations, integrated social media channels and „real-time" delegate network functions. There are no restrictions on the interactivity of a virtual event. We visualize with you brand booths, resource centers, sponsor areas, auditoriums for live presentations, networking lounges and much more.

VISIOVENT as „Digital Experience Platform" (DXP)

VISIOVENT is a Digital Experience Platform (DXP) – a platform based on a „Python Application Server This can be extended with additional API-based functions, such as live chats and eCommerce. VISIOVENT is perfectly tailored to the needs of the customer and is suitable for a wide range of virtual events. For example, trade shows, global and regional conferences, product launches, training events, etc. can be organized with it. The platform can be used device-independently on laptops, cell phones or tablets with Internet connection.
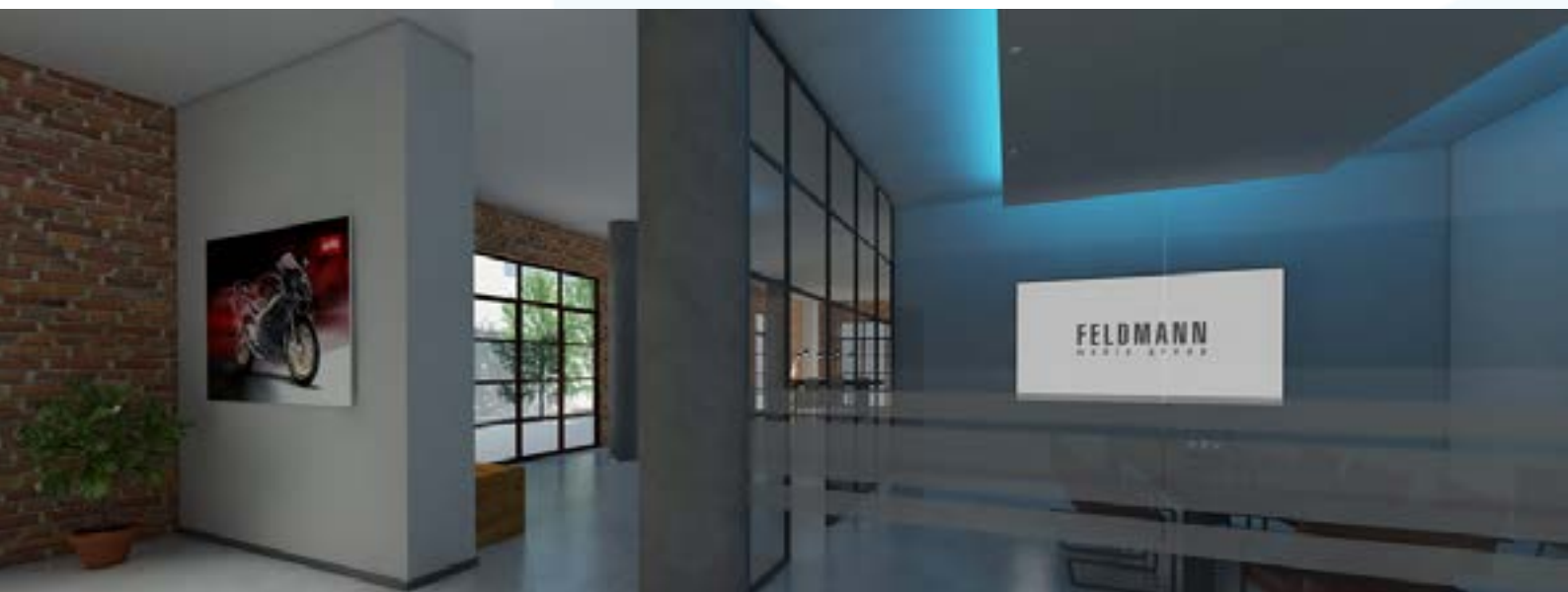
TARGET GROUPS

Companies

Our target audience includes some of the largest global companies, including universities and the public sector. They all share the same overall goal - connecting and communicating with their audience (internal or external) on meaningful and appealing way.

A virtual event does this in a cost-effective way, overcoming obstacles such as time, resources and location. For companies hosting a virtual event, the biggest advantage is that they can reach an unlimited audience - no matter where in the world they are located, without having to make expensive and environmentally damaging trips. A virtual event can dramatically increase your visitor numbers.

Creative and Production agencies

We are happy to work together with agencies that have the know-how for the successful planning and implementation of large events. With our Digital and Event knowledge, our team of industry experts in collaboration with your agency capabilities, we work together to deliver a highly creative, well produced and digitally transformed event onto the virtual stage.

FEATURES

Live communication

On our VISIOVENT platform, several interfaces can be integrated according to customer requirements, e.g. live streaming service providers such as YouTube or Zoom. In addition, you can choose from various live chat service providers on our platform - of course we will integrate your favorite service provider. An online chat serves as a tool to connect with your audience in real time - and by integrating a chat platform (e.g. Zoom) your participants can also chat interactively with other participants in a network room.

We can also consult with you on the integration of a live helpdesk, strategically implementing the desired software in different parts of the platform to assist with different topics – registration/log in, agendas, meeting times, etc.

Scalability

There are endless possibilities to design your virtual event - that means there are no upper limits for the number of participants, rooms, booths, totems, etc.

3D display and orientation

The interactive experience of the platform is evoked by the 3D representation of the environment. This is adapted to reality and therefore very user-friendly. There are a number of rooms that you can integrate into your event environment, such as brand booths, resource centers, sponsor areas, auditoriums for live presentations, networking lounges, private chat rooms and many more. It is also possible to experience the rooms in virtual reality.

Access and integrations

An important feature of a virtual event is the level of accessibility and integration to make every experience seamless. Our VISIOVENT event platform has third-party integrations with registration providers, content management, streaming and A/V platforms.

For example, Zoom is the leading provider in modern video communication in companies. The simple, reliable cloud platform for video and audio conferences, chats and webinars is a common must-have for many of our customers when it comes to integration into the event platform. Depending on your wishes and needs, other comparable service providers are of course also possible.

SECURITY

User administration and password protection

The user administration and access authorizations can be individually adapted to the event. We also offer the integration of other software tools, e.g. a ticketing software. We are happy to discuss with you.

Information security functions

A so-called two-factor authentication (2FA) by e-mail adds an additional factor to the password entered previously. This offers a high level of security and should be used in addition to a strong password.

Hosting

The platform can be managed by a preferred hosting provider, depending on customer requirements.

MONITORING

Specified monitoring tools enable detailed visitor management (e.g. participant registration) as well as fact-based evaluation of the usability and user experience of your platform - of course in compliance with all data protection guidelines. This gives you precise information about the wishes and behavior of your target group and enables you to continually perfect your platform.

The Analytics of your virtual event?

The information you can collect about your attendees - from those who register to those who participate, and about all actions and activities they perform while logged in – can give you extremely valuable information for analysis and future marketing purposes.We have the ability to integrate different Analytic software into our platform, it depends on your show requirements, current software licening agreement and/or, we can custom design and build your own Analytics tool.

How are my participants registered?

By integrating event registration software,such as Cvent. you can ensure a perfect registration experience and increase participation in future events. We would be happy to advise you on the most secure, user-friendly and feature-rich registration platforms.

TECHNICAL DETAILS

Software

There is no need to download any software for the VISIOVENT event platform. All that is required is a compatible browser in the current version.

Playback via end devices

Depending on the individual design as well as the different interfaces, it is possible to run on a tablet and to customize a mobile solution.
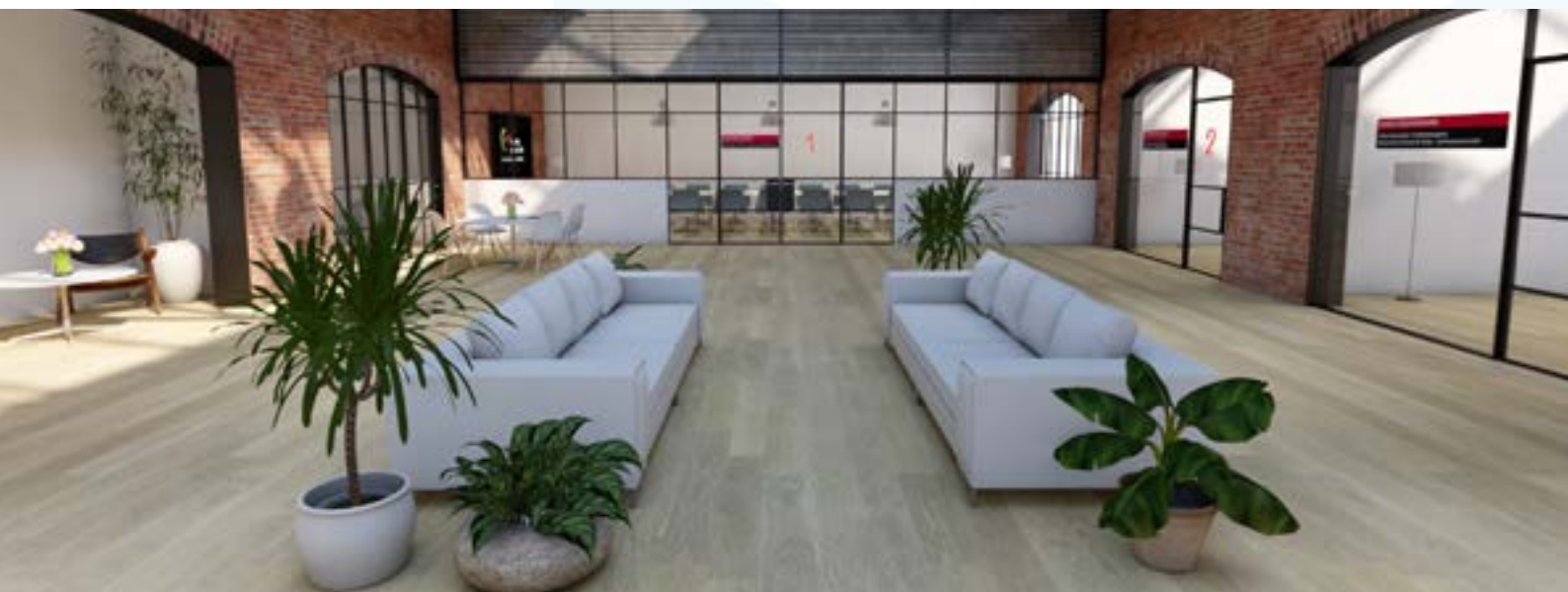
Internet browser

The VISIOVENT platform is optimized for the current version of Google Chrome and Mozilla Firefox. Safari, Edge and Opera may work, but are not recommended.

Internet bandwidth

The minimum download and upload speed is 10 Mbps. If you do not meet the minimum requirements, you may experience technical difficulties, such as poor audio and video connections or complete disconnection.

System requirements

Current computer software is recommended.

NUMBERS

Lead time

This depends on the scope of your project. At best, you already have concrete ideas for the implementation of your event and you should allocate the same amount of time for development of your content, event structure and agenda. We would be happy to advise you on specific requests and to draw up a timetable, working backwards from your show date(s).

After our initial conversation about your show/event, we will work out a concept based on your ideas and suggestions and offer our ideas on how to enhance your environment and customer experience. As soon as you have approved it, we will create the 3D en-vironment and store all desired functionalities including the adjustments of the desired interfaces (video/live transmissions, chat function, login database, etc.).

Within the project phase we offer correction loops for the individual production steps. If further corrections are required after final acceptance, we will be happy to implement them within the scope of the project.

Duration of use

You determine the duration of use of the VISIOVENT event platform and we will work closely with your team to develop the best program and licensing scenario.

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We are here for you.

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