Intrado – Virtual Events Solution

Prepared for

International Franchise Association
## Virtual Events

A single platform built upon a secure, reliable and scalable foundation to serve the enterprise.

### Core Capabilities

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Mobile Experience

Intrado’s mobile offering seamlessly enables audiences to access fully functional webcast experiences through the browser on any supported device.

Mobile Browser Experience:

- Full-featured mobile access including screen-sharing and engagement tools
- PIP webcast delivery with video and slides in one stream
- Responsive interaction on mobile devices
- Participate in live, simulive or on demand webcasts
- Browser based access with no app downloads
- Seamless navigation optimized for your device of choice
- Adaptive Bitrate for optimal viewing
Second Screen

Intrado’s Second Screen technology bridges the gap between the physical and virtual audiences for your program.

**Features:**

- Groups of attendees – whether they are on location or grouped together in a “huddle room” watching a video – can enjoy **all of the interactive functionality** available to desktop webcast viewers.

- Polling questions, group chat and Q&A are delivered to the users mobile or tablet device to facilitate **live interaction**.

- **Second Screen** does not require an application installation and uses a minimal amount of bandwidth.
Expert Virtual Event Experience

Lobby
The main point of entry, providing simple navigation to key areas.

Welcome video upon entry
Display sponsors using banner ads

Customizable background and branding

Theater
Organize event presentations in a single space.

Can house live, on-demand and upcoming presentations
Displays abstract and bio information for each presentation
Display banner ads

Ability to organize presentations by tracks

Intrado
Flexible Presentation Design

Personalize your program around your content.

Key Features

- Secure & Reliable: Supports 200K+ concurrent viewers
- Branded experience – flexible design & personalization options
- Multiple source streaming – (webcam, VCU, studio)
- Video Conferencing for conversational programming
- Scene Designer to design the experience around your content including lower-thirds graphics
- Plug-in free streaming (no flash, no downloads)
- Picture-in-Picture Video – for slide and video delivery in 1 stream
- Content Syndication including social streaming and OTT delivery
- Quality of experience monitoring tool for quick trouble-shooting
Expert Virtual Event Experience

Exhibit Hall

Showcase your event exhibitors and sponsors.

Sponsor Spaces

Each sponsor can have a space to showcase content and network with attendees.
**Expert Virtual Event Experience**

**Games**
Foster a competitive spirit between attendees contributing to engagement and retention.

- **Game Choices:** Trivia Challenge, Slide Puzzle

- **Leaderboard displays attendee standings**

**Badges**
Motivate users to participate in activities, and reward them for engaging.

- **Templates and customized badges**

- **Overall leaderboard display, and badge specific leaderboards to promote competition**

- **Tab content can include rules, giveaways, group chats**
**Expert Virtual Event Experience**

**Social Profile**
Individual access to personal content and user settings.

- Shows suggested content and enables access to saved documents
- Displays credential and identification badges, and achievement badges
- Contains message wall for peer interaction

**Lounge**
Central area for attendee interaction, networking and community.

- Network with other attendees
- Tab content can include group chat, social media, surveys, blog and message boards
- Group Chat

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Confidential and Proprietary
Expert Virtual Event Experience

Help Desk
Provide attendees with live technical support during the event.

Resource Center
Digital repository to organize event resources by category.