Take **advantage** of an **array** of **new opportunities** in the **new digital era** of **Business Communication** & Events.

Live the LiveOn **Experience.**

Introduction

The pandemic has accelerated the **digital transformation** of all businesses and sectors of the economy, forcing millions of executives to receive training on **how to take advantage** of new digital **communication opportunities.**

Our team's **extensive experience** in **business communication** and **events** organization since 1988, in combination with our **passion** for **innovation,** led to the creation of **LiveOn**.

LiveOn's technology and **business ecosystem** enable event & expo organizers to **organize** their existing physical events in **digital or hybrid formats.**

At the same time, **LiveOn technology** drives the **digital transformation** of B2B & B2C companies by utilizing its **advanced communication** and **analytics tools** in a **3D corporate environment** designed to function as a proxy of the company's real-world presence.

LiveOn excels at helping companies create completely **new business models**, opening **new windows of opportunities** for them, while at the same time enabling them to adopt **sustainable practices**.

Features & Functionality (1/2)

The wide range of **LiveOn features** leads any type of **Business Communication** project and/or **Event** to **success**.

Hybrid Events
- Physical Event Check-in via QR Code
- On Site B2B Meetings between participants
- Physical Booth Touchless Check-in & Information Exchange
- Personalized on-site itinerary creation

Advanced Platform Functionality
- Easy-to-use CMS with Online Dashboards
- User Friendly and Advanced UI/UX, Social Media-enabled

Digital Environment
- Built-in and Custom 2D & 3D Templates
- Photorealistic 3D Environment
- Five Digital Stand "Families"

Attendee Engagement
- Gamification
- Polls
- Surveys
- Q&A's
- E-mail Facility & Notifications (Integrated Mailchimp)
- Instant Notifications (via WhatsApp & Viber)
- Certificates of Attendance

Privacy & Security
- Secure Video Streaming
- GDPR Compliant
- Data Privacy
- Security Infrastructure

Features & Functionality

LiveOn
Digital Business
Communication & Events

Video Streaming

- Live Streaming from Any Source
- Live Stream Pre-recorded Videos
- Simultaneous Live Stages
- Automated Recorded Sessions

Tickets & Registration

- Free or Paid Events
- Attendee Registration
- Ticket Sales

Sponsor Experience

- Expo with Digital Booths
- Multiple Sponsor Features

Integrations

- Integrated E-commerce Ticketing System
- Easy Integration of Client Apps and Business Procedures
- API (October 2021)

Networking / Lobbying

- Chat
- Video Call
- B2B Matchmaking Facility

Support

- Technical
- Operational

Statistics & Reports

- Real-Time Metrics
- Post-Event Metrics
- Exhibitor Statistics
- Individual User "Journeys"

Accessibility Features

- Texts & Backgrounds with High Color Contrast
- Fonts size increase
- Highlighted links & buttons

Features & Functionality | MyLiveOn

All **LiveOn** events and projects share an important user interface (UI) feature called **MyLiveOn**.
MyLiveOn is a collection of **personalized information** and **resources**, **easily accessible** through a menu item.

MyAgenda
Personal attendance list featuring all the attendees' sessions subscriptions

MyNetwork
Personalized list of befriended attendees, networking-ready

MyDownloads
Repository of notifications and **attendees' - friends' contact details**, in a ready-to-download format

MyExhibition
Personalized lists of **exhibition booths**, selected by the attendees according to tailor-made criteria.

MyEventXPack
Post event information including event **statistics**, sponsors' **materials**, **evaluation** form, etc.

MyMeetings
A **Single spot** where attendees **invite**, **accept**, **manage** and **participate** in meetings

Products

Products

The **LiveOn technology** suite in conjunction with the **LiveOn Partners Ecosystem** provide **specialized solutions** to a diverse range of **business needs**.

Events

- LiveOn **Events**
- LiveOn **Networking Events**
- LiveOn **B2B Meetings**

Exhibitions

- LiveOn **Expos**
- LiveOn **Autonomous Stands**
- LiveOn **Permanent Expos**

Business

- LiveOn **Business Center**
- LiveOn **Virtual Solicitation Facility**
- LiveOn **E-shops**

LiveOn has created a proprietary **digital 3D exhibition center**, the **LiveOn Expo Complex**, which can be used to host any event in a fully functional, interactive 3D virtual environment.

Products

Events Sector

Products | EVENTS SECTOR

LiveOn provides **customized products** in **three event categories**.

1. LiveOn Events   **2.** LiveOn **Networking Events**   **3.** LiveOn **B2B Meetings**

Digital & Hybrid Events can take place utilizing either a **2D LiveOn web user interface** or within our proprietary **3D LiveOn Expo Complex.**

High visibility branding opportunities for **Sponsors** are placed throughout all **LiveOn** interfaces.

**LiveOn** provides **extensive** integrated **hybrid features** and **functionality**.

LiveOn Events enables event organizers to host **successful digital** or **hybrid** events **quickly**, **reliably** and **effectively**.

Lobby & Menu

- Function Selection
- Registration and Login
- Attendee profile information
- In-event personal notifications
- Helpdesk and Infokiosk
- Intro Video(s)
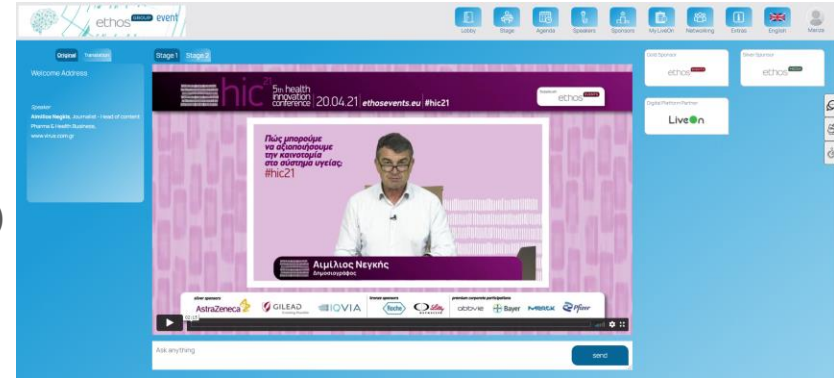- Sponsors' branding spots
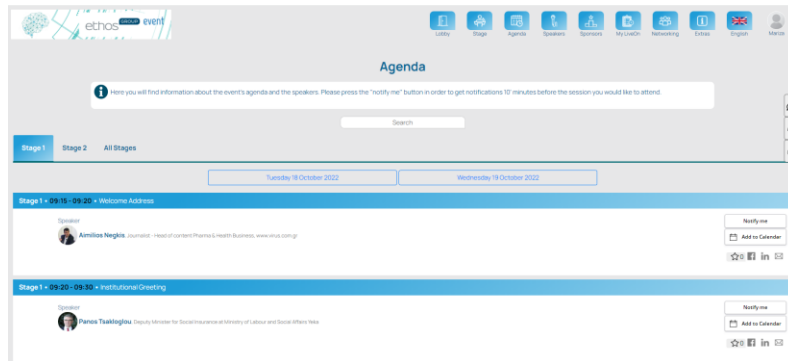
Agenda

- Event Agenda (multiple days & rooms)
- Event Session attendance notification
- 'Add to personal calendar' functionality
- Post-Event On-Demand session viewing
- My Agenda functionality
- Speakers' Info (Contact details, CV)

LiveOn **Events** (2/2)

Live Stage

- High-Quality Live Streaming area
- Sponsors branding spots
- Agenda sessions display
- Attendee Engagement area (polls, Q&A, gamification)
- Live or moderated attendee question interface
- Post Event On-Demand Sessions selection
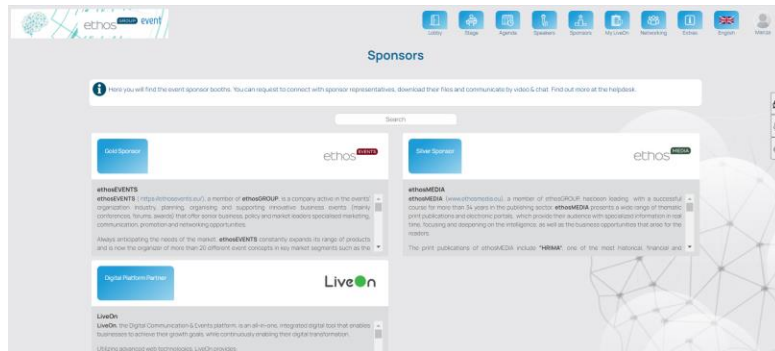
Sponsors

- Sponsors Booths
- Company Information and Branding (photos & videos)

LiveOn Networking Events enables online business interaction and information exchange between event participants.

LiveOn **Networking Events**

Networking with Attendees

- One-to-one and One-to-many speed networking with matched attendees via chat and/or video call
- Personal Networking activity display (MyNetwork, Incoming and Pending requests to connect)
- Multiple Event Rooms functionality
- Invitation to non-registered participants' to attend meetings via Viber message
- Secure, end-to-end encrypted communication facility
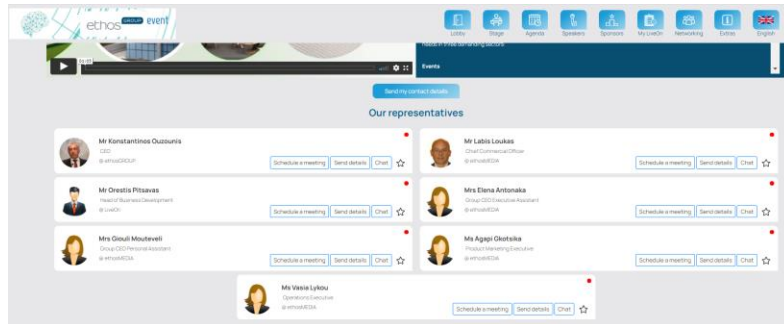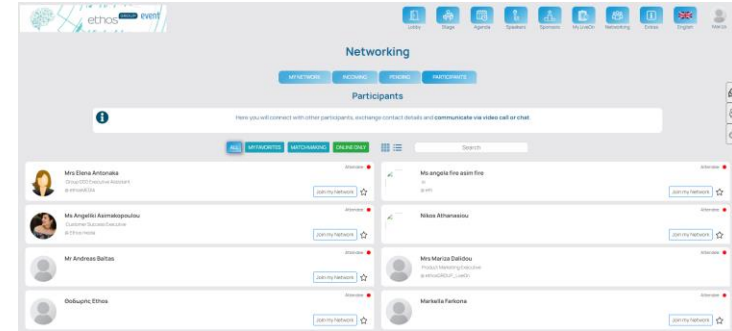
Networking with Sponsors

Interact with the Sponsors' Executives through instant video call/chat or through scheduled video calls

*LiveOn Networking Events utilizes all LiveOn Events functionality, plus the above features.*

14

LiveOn B2B Meetings take place in an easy-to-use and secure environment.

LiveOn B2B Meetings

Networking with Attendees

- Multiple Meetings Scheduling options (manual, self-service, suggestion engine)
- Streamlined meetings interface
- Extensive buyers and seller profiles
- Meeting Notes feature
- Single-point access to meetings interface
- Easy and simple meeting list management
- MyMeetings functionality
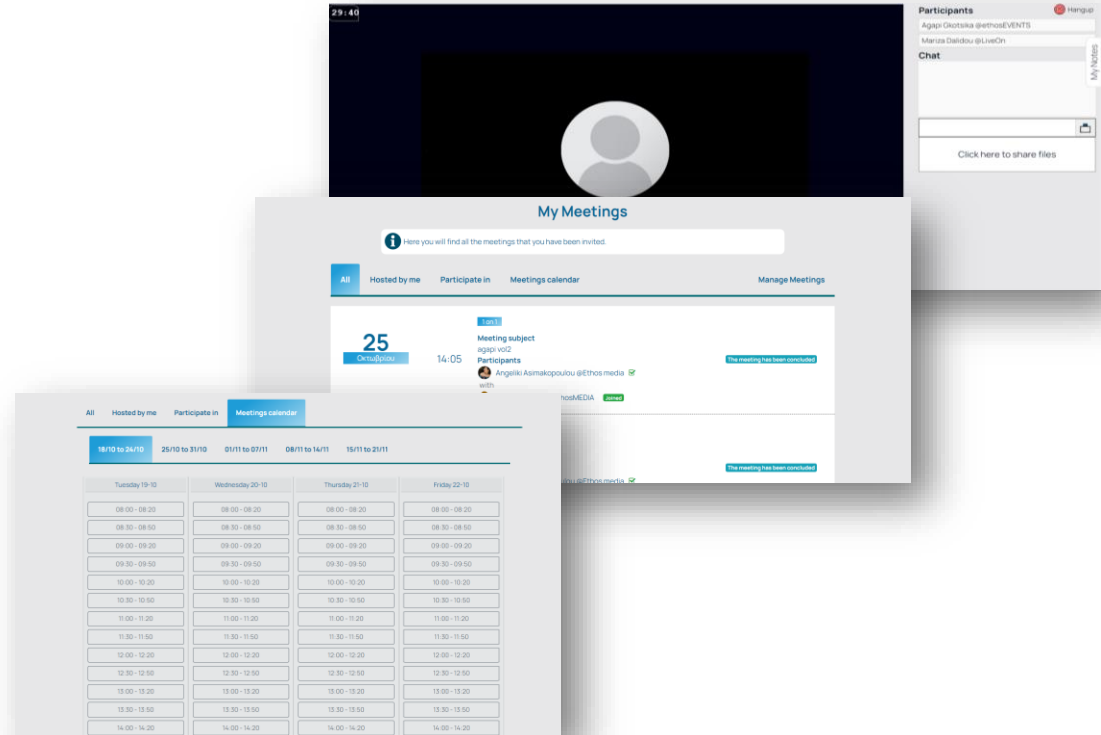
Products

Exhibitions Sector

Products | EXHIBITIONS SECTOR

LiveOn provides **customized products** in **three exhibition categories**.

1. LiveOn **Expos**   **2.** LiveOn **Autonomous Stands**   **3.** LiveOn **Permanent Expos**

Digital & Hybrid Exhibitions can take place utilizing either our proprietary **3D LiveOn Expo Complex** or within a special, **custom-made 3D expo environment.**

High visibility branding opportunities for **Organizers** and **Sponsors** are placed throughout **LiveOn**.

LiveOn provides **extensive** integrated **hybrid features** and **functionality**.

LiveOn
Expos

Fully fledged digital and hybrid exhibitions are hosted within the **LiveOn platform** either within the **LiveOn Expo Complex** or within a **custom-made 3D graphic environment.**

Exterior

- Customizable building cell design with Organizer's branding
- High Visibility Sponsors' branding and Event Info display
- Entrance to the exhibition

Lobby

- Seamless navigation throughout the exhibition center areas
- Key positioning of Sponsors branding

Reception Desk

- Registration and Login
- Brand promotion through customizable registration page and videos and event information display
- Attendee profile information
- Contact with the Expo secretariat via chat, video call
- Flexible Information Display area
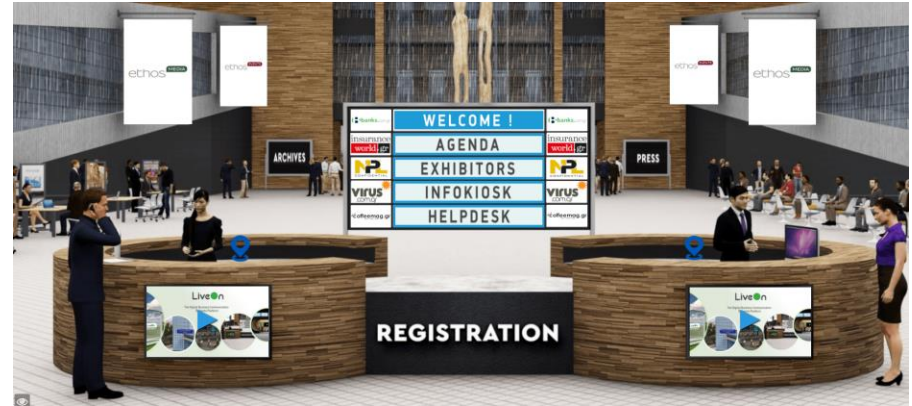
Organizer's Office

- Organizer Company, Events & Services Promotion (interactive panels, video display)
- Contact with the Organizer's representatives via chat, video call or scheduled meetings

Conference Center_Hall

- Contact with the Conference secretariat via chat, video call
- Event Information Display
- Sponsors' branding areas
- Event's Agenda (including MyAgenda functionality)
- Conference Auditorium Entrances
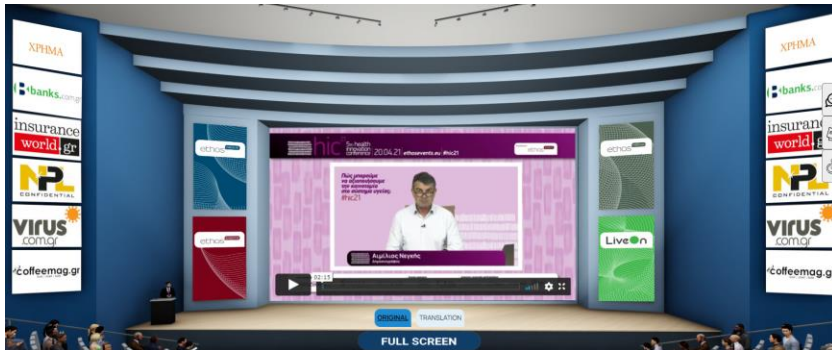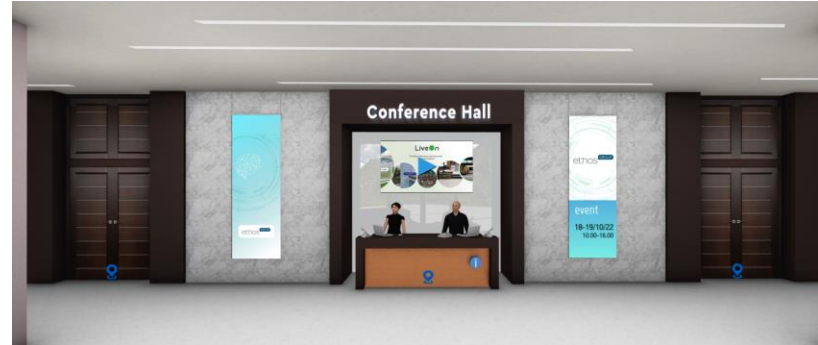
Conference Center_Auditoriums

- High Quality Live Streaming areas
- Speakers' & Sponsors' placement in an immersive layout
- Attendee Engagement via polls, live Q&A, gamification, etc, during streaming

VIP Lounge

- Entrance to VIP Lounge limited to visitors preselected by the Organizer
- Listing of participating VIP's profiles
- Easy Access to participants' meeting calendar (including B2B meeting initiation and participation)
- Seamless meeting schedule management by both Organizer and Participants

Networking Corner

- Listing of participants' profiles
- Personal in-event network creation
- 1-1 networking with participants' network contacts via chat and/or video call

23

Message Board

- Continuous Updates regarding in-exhibition happenings
- Organizer's Announcements
- Immediate Access to other Exhibition Center's areas through the interactive announcements

Press Center

- Access to the exhibition Press Kit
- Publication of all exhibition Press Releases
- Media Sponsors' interactive branding area

Exhibition Hall_Lobby

- Access to the Exhibition Halls
- Exhibitor Catalog Display
- Exhibitor Search Engine
- Navigation View Selection

Navigate the **Exhibitors' Stands** in a personalized manner:

Exhibitors Search Engine

Create your own personalized booth selection (MyExhibition functionality)
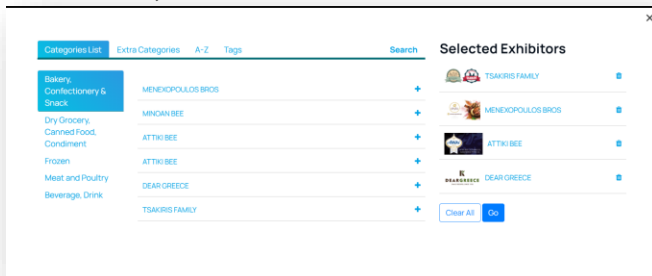
Navigation View Selection

Navigate the exhibition using one of the following alternative views: Front View, Touring View, Panoramic View
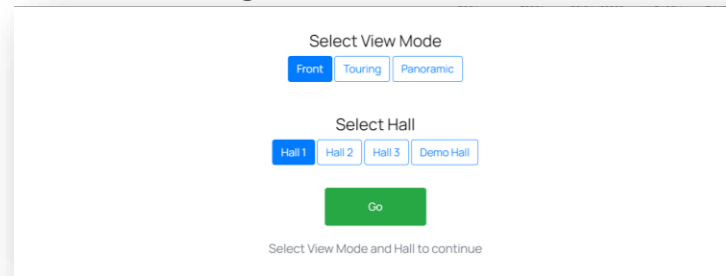
Exhibition Stands

- Exhibitor Products & Services Promotion (interactive panels, video display)
- Contact with the Exhibitor's representatives via chat, video call or scheduled meetings

- **LiveOn Exhibition Stands** are available in **four stand types**, each comprising of a **family of stands** with different graphic design.
- **Custom stands** can be embedded in a LiveOn exhibition (if they adhere to specific guidelines).
- **LiveOn Stand Types** differ in terms of their **Branding** and **Networking options.**
- Exhibitors may select their **LiveOn Digital Stand** according to their needs and budget.

Standard Stand

Advanced Stand

Premium Stand

Group Stand

LiveOn
Autonomous Stands

LiveOn Autonomous Stands provide companies with a **permanent marketing infrastructure** which can be used **irrespective** of its deployment in any particular exhibition.

LiveOn **Autonomous Stands**

Independent LiveOn Autonomous Stands reside within our **proprietary 3D LiveOn Expo Complex.** The stand can be **easily managed** through **LiveOn's Content Management System** software (CMS).

Autonomous Stands

- Exhibitor's Company Information
- Product & Services Information
- Contact with Executives (video call, chat, B2B Meetings)
- Private Events Room with multiple Auditoriums and Archive functionality
- Accessible through a unique web address
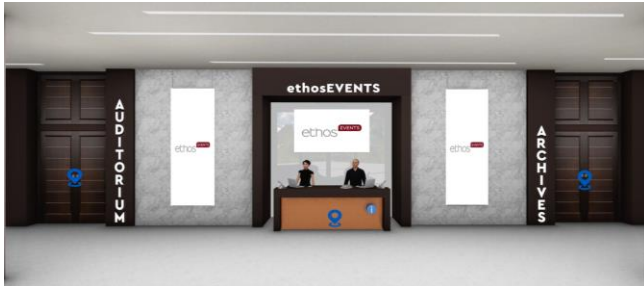
Events Room (Auditoriums & Archives)

- Multiple Events may be organized simultaneously
- Independent Registration System
- Stand Data in autonomous database silo
- Events' Archives accessible on demand within the stand

*LiveOn Autonomous Stand marketing collaterals can be **easily shared** through Social Media.*
Stand traffic can be generated through Social Media activations.

LiveOn Permanent Expos enable associations & institutions to operate their own exhibition centers **365/24/7** containing the **autonomous digital stands** of their members.

LiveOn Permanent Expos
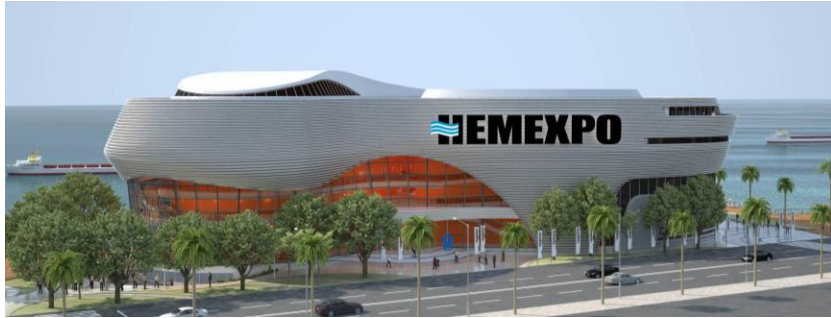
LiveOn Permanent Expos combines LiveOn Expos & LiveOn Autonomous Stands functionalities.

Products

Business Sector

Products | BUSINESS SECTOR

LiveOn provides **customized products** in three **business categories** and **functions**.

1. LiveOn **Business Centers**   **2.** LiveOn **Virtual Solicitation Facility**   **3.** LiveOn **E-shops**

LiveOn technology operates as a **3D front end** to existing customer applications and business procedures.

LiveOn technology is utilized in order to enable businesses to **extend their operations** in the digital realm.

A **LiveOn Business Center** consists of a **photorealistic 3D platform**, which has been created to represent the client company in a **web** & **mobile** environment.

Client companies can create their LiveOn Business Center *as an exact* replica *of their premises or design their own custom-made digital premises from scratch.*

Within its **Business Center** the client company has the ability to:

Interact with visitors, customers and associates (guiding each one to **customized journeys** within the Business Center).
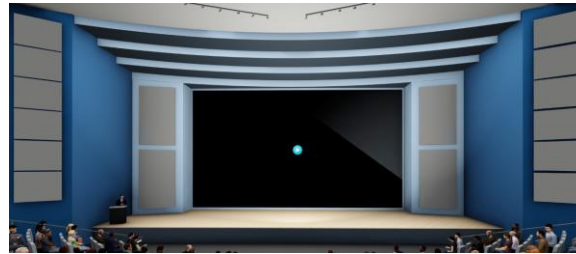
Organize events (sales events, conferences, networking functions, seminars, trainings, etc).

Schedule internal meetings within the Business Center.

Showcase its **products** and **services** within **interactive 3D stands.**

Give the customer **direct access** to selected **executives.**

LiveOn

Virtual Solicitation Facility

LiveOn Virtual Solicitation Facility is a **LiveOn product** that enables two parties to **interact digitally** and **conclude** business agreements.

LiveOn Virtual Solicitation Facility

LiveOn Virtual Solicitation Facility is a **secure cloud-based web & mobile application**. Its purpose is to enable live online communication between two parties ("corporate party" and "customer") for the presentation of a business proposal by the corporate party aiming to conclude a **business agreement** with the customer.

Each LiveOn Virtual Solicitation Facility contains the following **features**:
- A **customized** corporate **web** (mobile-friendly) **interface**
- The **LiveOn communications** interface (video call and chat)
- **Preloaded documents** and **files**
- **Real-time co-authoring** on documents
- **Integrated 3rd party eSignature** signing software
- **Interface** with **client CRM** and **ERP solutions**

LiveOn Virtual Solicitation Facility enables businesses to present a c**orporate-branded communication interface** to their clients while at the same time **integrating** the **B2B communication process** in its corporate business procedures.

![LiveOn E-Shops logo]

LiveOn E-shop is a **LiveOn product** that enables businesses to **operate** a **photorealistic 3D replica** of a real-life **store**.

LiveOn **E-shops**

LiveOn
E-Shops

A **LiveOn E-shop** consists of a **photorealistic 3D replica** of a real-life store (alternatively, an idealized or extended version thereof), which is **available on the web** and animated through **LiveOn technology**.
A **LiveOn E-shop** contains the following **features**:

- A simple yet **powerful** and **easy-to-use CMS**, enabling **fast uploading** of the e-shop's assets (product descriptions and files, videos, attendant employees, etc.)
- **Walkthrough** option
- **Seamless** and **integrated online purchase** procedure, utilizing the customer's e-shop infrastructure
- **Native e-commerce solution** as an alternative to the above
- Utilization of **LiveOn communication technology** within the e-shop, enabling **interaction** between the company's employees and customers (including geolocation)

- **Integrated Events Room** where product demonstrations, launches, trainings and conferences may take place
- **Integrated Exhibition Hall** with suppliers' interactive autonomous 3D stands
- **Integrated B2B meetings** facility (enabling corporate sales meetings to take place within the LiveOn E-shop)
- **Visitor-behavior data** & **statistics**, enabling purchase suggestion engine

Advanced CMS Functionality

LiveOn utilizes an **ease-of-use**, **flexible**, **intuitive** and **fully customizable CMS software**, with the following **features**:

- Real-time Online Dashboard
- **Post Event Executive Summary** and **Full Reports**
- **Personalized Event Invitation** Creation and Sending
- **Text Editor** and **Mail Merge** functionality (e-mail notifications)
- **Instant Participant Messaging** functionality via in-app and instant messages
- **Surveys**, **polls** and **gamification** creation and control functionality
- **Marketing collaterals** and **client company files uploaded** through LiveOn CMS
- Access to **LiveOn CMS** provided to client company executives via **special user roles**
- **Quick** and **seamless** client company event and/or projects business logic set-up
- **Third-Party application** easy integration functionality
- **B2B Meetings management** facility
- **B2B Meetings suggestion engine** rules set-up
- **User Roles** and **corresponding rights** definition, tailored to the event's or project's requirements

Technical Support

LiveOn provides **technical support** to client companies in accordance with a comprehensive **Service Level Agreement (SLA).**

The **technical support team** ensures the **highest level of uptime** (99,99%) and **service quality**.

Client Company representatives **access** the technical support team's services either through a **specialized ticketing system** or through **direct contact** via e-mail, chat or video call.

Operational Support

Customer Success Executives (CSEs) are LiveOn's dedicated operational support team. They engage with client companies' executives **before, during** and **after** the conclusion of each project, providing **end-to-end support.**

The CSEs' goal is to **ensure the success** of the client company's **LiveOn project.**

Prior
- Onboarding training
- Consulting based on best practices
- Help with the set-up of the event's or project's parameters.

During
- Monitoring of the live event's progress
- Troubleshooting
- Support

After
- Provision of Reports, Analytics and Insights
- Acquisition of client's feedback
- Future improvements suggestions
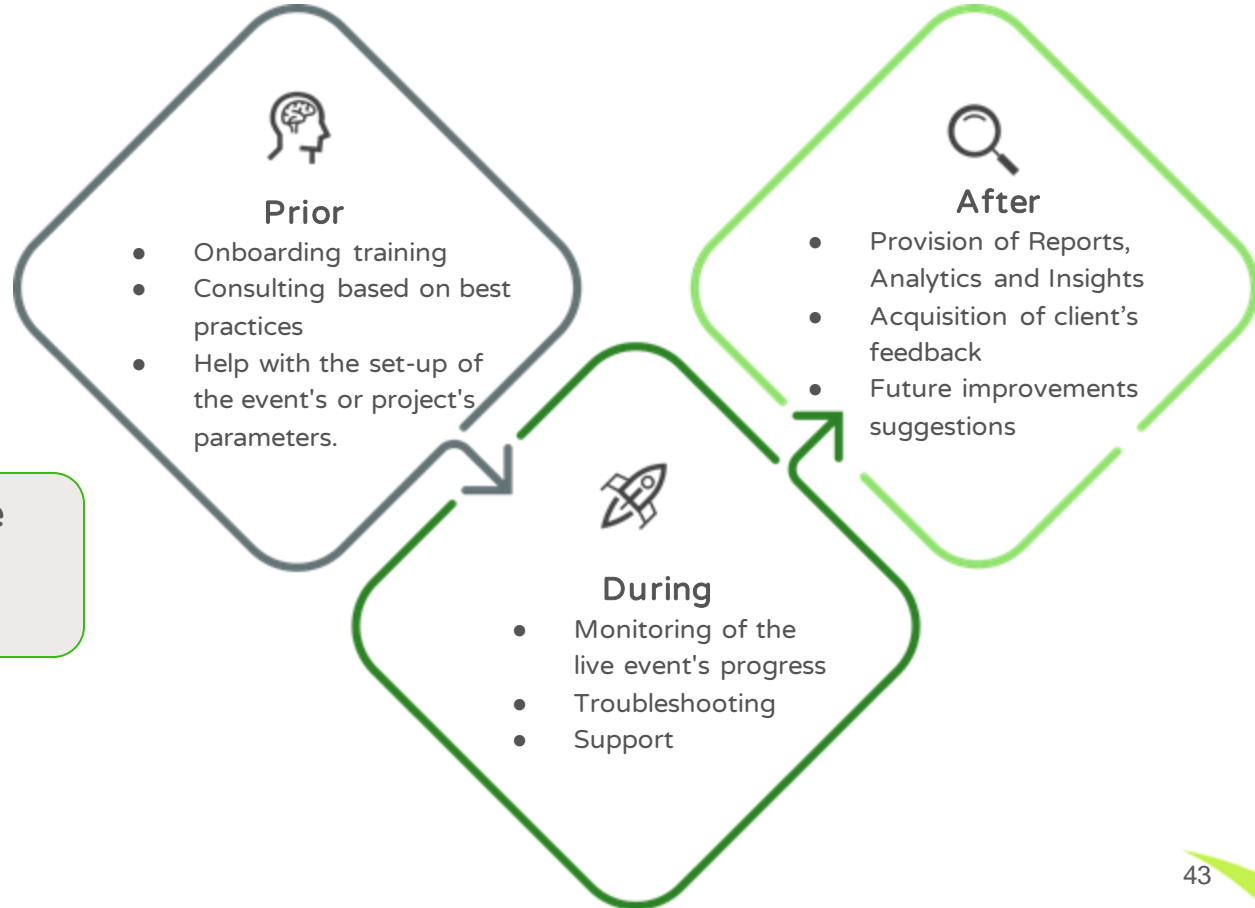
Privacy & Security

LiveOn utilizes the **latest state-of-the art technology** and **procedures** to ensure a **safe** and **secure digital environment**.

LiveOn's **data privacy** and **security infrastructure** meets the most demanding **security requirements**, while its **redundancy** in all key **components** ensures **fast recovery time** in case of streaming services failure.

Data Privacy

- Advanced Cookie Management
- Advanced User Confidentiality
- End-to-end Encryption of Video Calls and Meetings
- Platform-wide SSL

Security Infrastructure

- Intrusion Detection System
- Security monitoring (Firewall, System logs, System 24/7 monitoring)
- Security enforcement
- Backup Services
- Restricted Network Access
- Secured Data Access
- Audit Certifications (Vulnerability Assessment, Penetration Tests)

HETZNER	Data Center	Cyber Noesis	Security Assessment	CENSUS	Penetration Testing

Data Center Infrastructure

An array of **physical servers**, **virtual machines** and **multi-node clouds** comprise the **LiveOn data center infrastructure**.

Key features:

- **High availability** of the platform during event hours
- **Scalable resources** that reflect the needs of any event
- **Immediate restoration** in case of failure of materials or part of infrastructure
- **Infrastructure deployment** based on the features needed per project
- **Failover safeguards** in every section of stream production and transmission
- **Load balancing** that distributes the load between multiple servers for better results

Add-On Services, LiveOn Ecosystem & Partners

LiveOn is a Digital Business Communication & Events Platform, a technological tool that enables businesses to reinvent digital business processes and create innovative digital or hybrid events.

LiveOn does not only technology services but also enables its customers to run their projects or events in a seamless manner.

LiveOn, whether through internal means or by utilizing a wide network of LiveOn ecosystem partner companies, can provide the following services:

Event Production

Marketing Advisory

Audiovisual Production

Agenda Content Creation

Language Interpretation

Marketing Material Content Uploads

Solutions

CONFERENCES

- Business **Conferences**
- Medical **Conferences**
- Press **Conferences**

EXHIBITIONS

- 3D Digital **Expos**
- 3D Hybrid **Expos**
- 3D Permanent **Expos**

BUSINESS APPLICATIONS

- Digital **Offices**
- Digital **Showrooms**
- 3D **E-Shops**
- Customized Customer **Communication Interfaces**

EVENTS

- **Internal Company Events**
- **Fairs** (Job Fairs, Career Fairs)
- Product **Launches**
- **Festivals** (Science, Other)
- **Shows**
- **Investor Relations**
- **Annual General Meetings** (AGMs)
- **Team Building**
- **Award Presentations**
- **Open Days**
- **Sports**
- **Music**
- **Training**
- **Education**
- **Workshops**

Industries

FnB

Retail

Insurance

Healthcare

Hospitality

Education

Associations & Institutions

Telecommunication

Banking

Financial Services

Case Studies

Case Study

The Economist: 25th Roundtable with the Government of Greece

- **The Economist's biggest event** in Greece with participation from members of the **Greek government**, **foreign government officials** and **distinguished figures** from the **business world**

- Over **500** attendees

- **22** Sessions

- **54** Sponsor Stands

Features Used :
- **Secure Live** Video Streaming
- **Attendee Registration**
- **Timezone** Support
- **Interpretation**
- **Extended Networking** & **Lobbying**
- **Digital Stands**

50

Case Studies

Tourism Media & Events

- **3-day** Gastronomy & Tourism B2B event between Greek and foreign professionals
- **200** Greek professional businesses and regional institutions
- Over **1.500 B2B** meetings scheduled
- **Unlimited networking** in different **timezones**

Features Used :
- **Live Streaming** Event
- **Timezone** Support
- **B2B Meetings** (pre-scheduled)
- **Custom** Registration
- **Chat, Video Call**

Case Studies
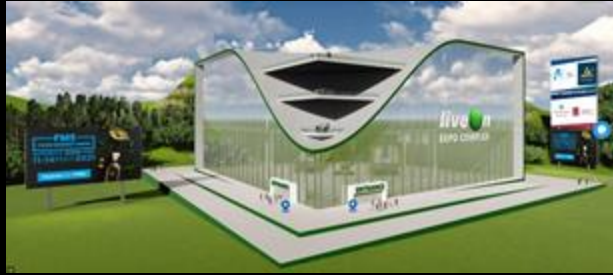
Food Market Show Edition 2

- A demanding **4-day digital exhibition** for the **Food Market Industry**, offering visitors and exhibitors **extended networking** and **informative conferences**
- **77** exhibitors
- Over **1.600** attendees
- Over **1.000** B2B meetings hosted

Features Used :
- **State of the art 3D** Graphics
- **B2B Meetings Calendar**
- **B2B Meetings** utilizing **LiveOn's suggestion engine**
- **Custom Registration** with Mailchimp integration
- **Export tool feature** for targeted communication of the exhibitors with visitors of the countries they want to/already export to
- **Group Stands** with multiple exhibitors

Case Studies
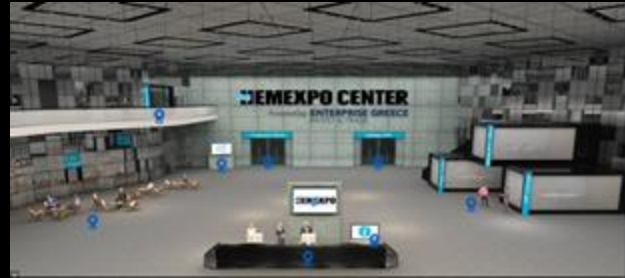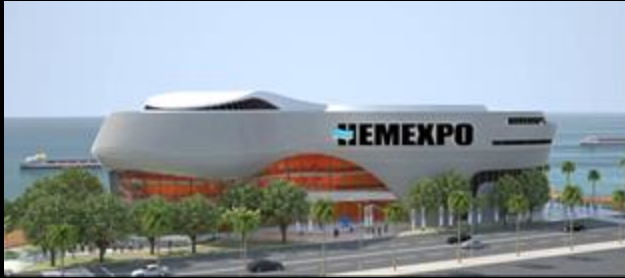
HEMEXPO

- **Custom made** digital **permanent exhibition center**
- Over **30** participating companies with 3D exhibition stands
- Over **60** online representatives
- **Multiple events**, private and public
- 365/24/7 operation

Features Used :
- **Custom design**
- **Autonomous Stands**
- Multiple **Auditoriums**
- **Independent Registration** System
- **Events' Archives** accessible on demand within the stand
- **Custom User** roles with predefined privileges

Case Studies

European Reliance

- A **custom-made digital Business Center** created to extend **European Reliance**'s business **operations** in the digital realm.
- **Multiple** corporate **events**
- Extended **Networking** between European Reliance intermediaries and customers
- **Internal meetings** & **training** sessions
- **Products Showcase** in 3D digital stands

Features Used:
- Custom Design
- 3D Digital Stands
- **Custom Registration** with **multiple user roles** and **permissions**
- **Advanced Invitation System** with predefined access to events
- **Zoom** Integration

Clients

TRUSTED BY KEY PLAYERS

- ACTIVE MEDIA GROUP
- AIG EUROPE SA (AIG ΕΛΛΑΣ ΜΟΝΟΠΡΟΣΩΠΗ ΑΕ)
- ALBA GRADUATE BUSINESS SCHOOL
- ALPHA MARKETING GREECE
- ARAB-HELLENIC CHAMBER OF COMMERCE
- ARTECNIKO
- ASTARTE CAPITAL PARTNERS
- ATHENS MEDICAL ASSOCIATION
- ATHENS SCIENCE FESTIVAL
- BNI GREECE
- CARGLASS (ΕΡΓΟΦΙΛ Α. Ε.)
- CEO CLUBS INTERNATIONAL
- CONFIDO MARKETING COMMUNICATION
- CRETAN EXPORTERS ASSOCIATION
- ECONOMIST CONFERENCES RIVAS & HAZLIS
- EKSAGON EXHIBITIONS
- EMMIS
- ENTERPRISE GREECE
- ERMA FIRST GROUP
- EUROLIFE ERB ΑΣΦΑΛΙΣΤΙΚΗ
- EUROPEAN RELIANCE INSURANCE
- EVENT PLUS
- FARAD
- GAMA HELLAS

- GENESIS PHARMA
- GLOBAL SUSTAIN
- GREAT EXHIBITIONS
- GREEK ASSOCIATION OF HEALTH RESEARCH & BIOTECHNOLOGY
- GREEK COSMETICS ASSOCIATION
- GREEK EXPORTERS ASSOCIATION
- GREEK INSURANCE BROKERS ASSOCIATION
- GREEK MINISTRY OF FOREIGN AFFAIRS
- IBM
- ICAP GROUP
- IMH CYPRUS
- KPMG
- MACT MEDIA GROUP
- MEGA INSURANCE BROKERS
- POINTHUB
- RINA
- SEABRIGHT
- TECHNOPOLIS ATHENS
- THE CYPRUS INSTITUTE
- TOUCHPOINT STRATEGIES
- TOURISM MEDIA EVENTS
- UTECO
- WEBER SHANDWICK

Why LiveOn ?

LiveOn, the **Digital Communication & Events** platform, is an **all-in-one**, **integrated digital tool** that enables businesses to **achieve** their **growth goals**, while continuously **enabling** their **digital transformation**.

LiveOn's key features ensure an **end-to-end**, **unique**, **user-friendly** and **engaging LiveOn Experience** for both hosts and attendees.

Personalized Experience &
Customer Journeys

Multiple Customization
Options

Localized Customer
Service

2D, 3D or
Customizable Graphics

First Person Walkthrough
3D Photorealistic Experience
("UNITY" game engine)

Digital Business Transformation
Consulting Services

Data Visualization &
Suggestion Engines

Competitive &
Scalable Pricing

LiveOn Core Values

LiveOn's Core Values serve as the **compass** that guides our actions & future.

They are the **driving force** behind our choices in our business operations & development.

Integrity
We are trustworthy and act in good faith.

Innovation
We are commited to adopt and deliver cutting edge technologies and solutions.

Customer-Centricity
We design and implement products that delight and empower our customers.

Sustainability
We strive to protect the human, social and economic environment.

Live the LiveOn Experience.

BOOK A DEMO