

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

Live the Live●n Experience.



Introduction

The pandemic has accelerated the **digital transformation** of all businesses and sectors of the economy, forcing millions of executives to be trained 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** has 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 for them **new windows of opportunities**, while at the same time enabling them to adopt **sustainable practices**.

Features & Functionality (1/2)

The wide range of **LiveOn features** drives 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 (2/2)

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

- High Color Contrast of texts & backgrounds
- 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 through tailor-made criteria by the attendee.

MyEventXPack

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

MyMeetings

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

LiveOn

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.

Live●n

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 events' 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)

Live Stage

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



Sponsors

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

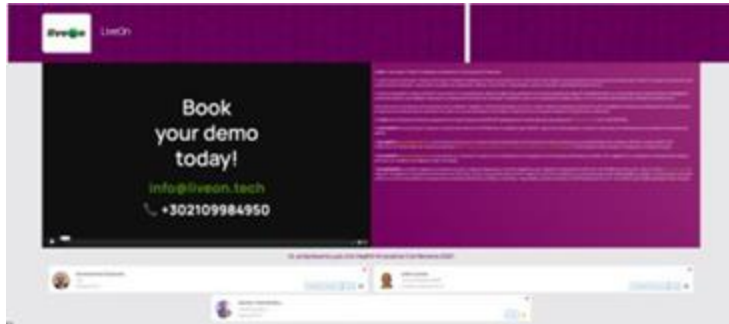


LiveOn Networking Events enables online business interaction and information exchange between event participants.



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
- Non-registered participants' invitation to 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.



LiveOn

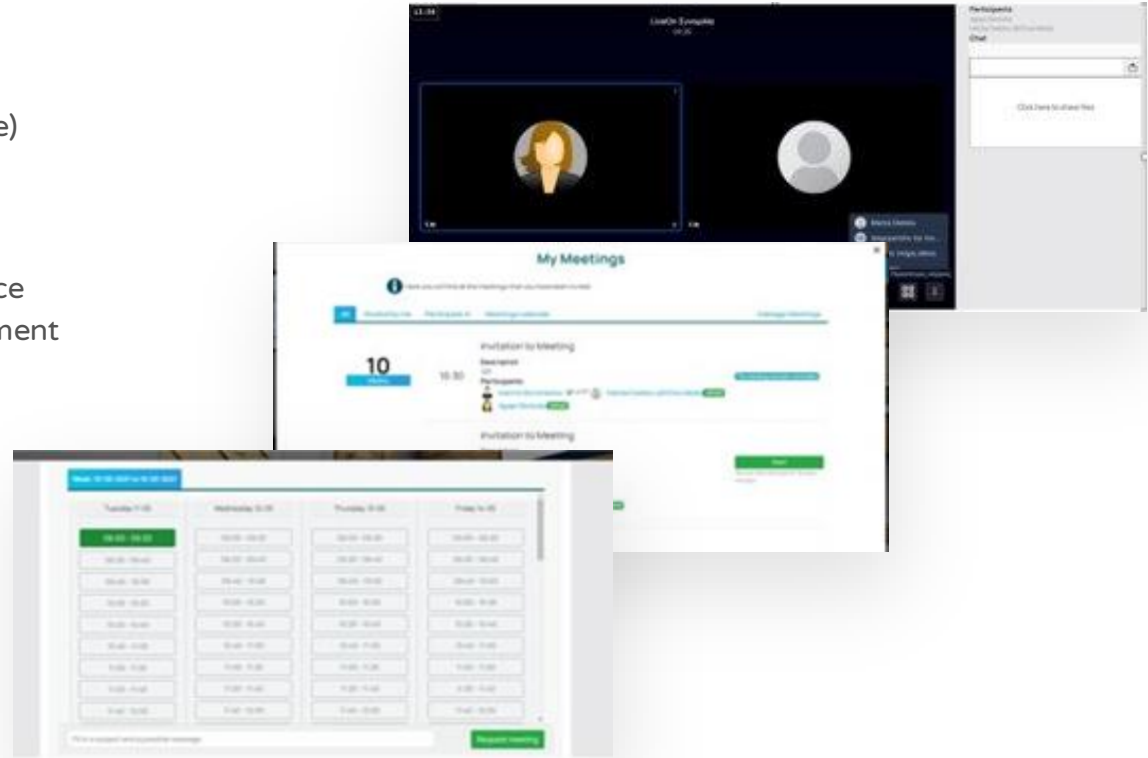
B2B Meetings

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



Networking with Attendees

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



LiveOn B2B Meetings utilizes all LiveOn Networking Events functionality, plus the above features.

Live●n

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.



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 Auditoriums' Entrances



Conference Center_Auditoriums

- High Quality Live Streaming areas
- Speakers & Sponsors placement in an immersive layout
- Attendee Engagement via polls, live QnA, 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 participant's network contacts via chat and/or video call

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's Press Kit
- Publication of all exhibition Press Releases
- Media Sponsors interactive branding area



Exhibition Hall_Lobby

- Access to the Exhibition's Halls
- Exhibitors' Catalog Display
- Exhibitors Search Engine
- Navigation View Selection



Navigate the Exhibitors' Stands in a personalized manner:

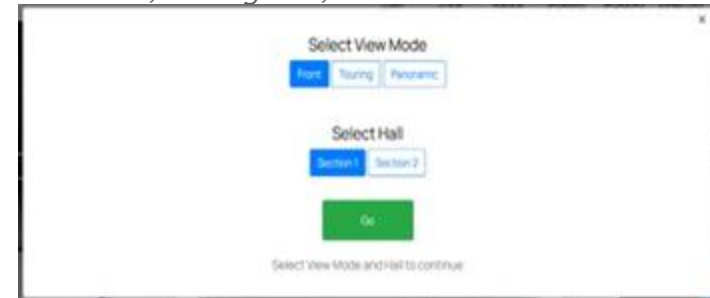
Exhibitors Search Engine

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's 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 provide companies with a **permanent marketing infrastructure** which can be used **irrespective** of its participation in any particular exhibition.



Independent LiveOn Autonomous Stands resign 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
- Executives available (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 in parallel
- 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.*

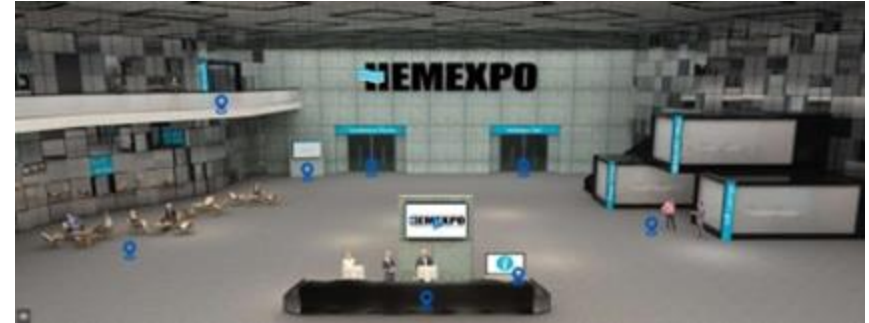
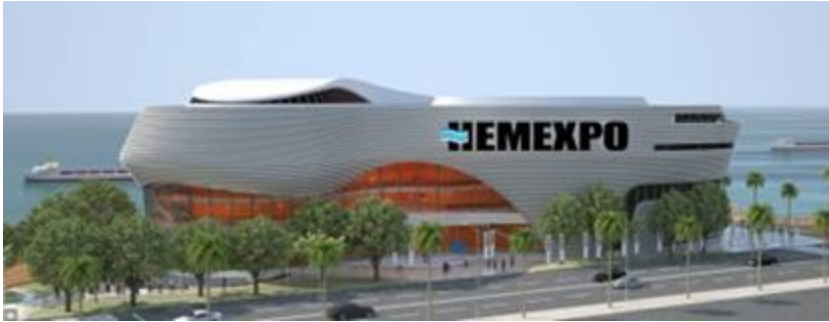




LiveOn Permanent Expos enable associations & institutions to operate their own exhibition centers 365/24/7 containing the autonomous digital stands of their members.



LiveOn Permanent Expos



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

Liveon

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.



LiveOn Business Centers (1/3)



LiveOn Business Centers (2/3)

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



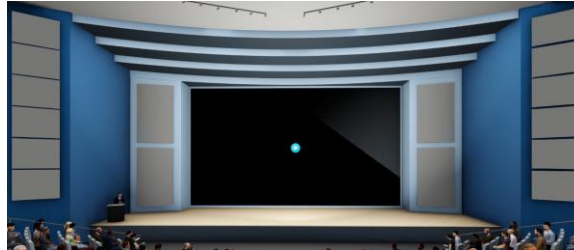
Client companies can create their *LiveOn Business Center* as an exact *replica* of their premises or design from scratch their own *custom-made digital premises*.

LiveOn Business Centers (3/3)

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 is a secure cloud-based web & mobile application. It is built 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.

A **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 **corporate-branded communication interface** to their clients while at the same time **integrating the B2B communication process** in its corporate business procedures.



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



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-shops 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:

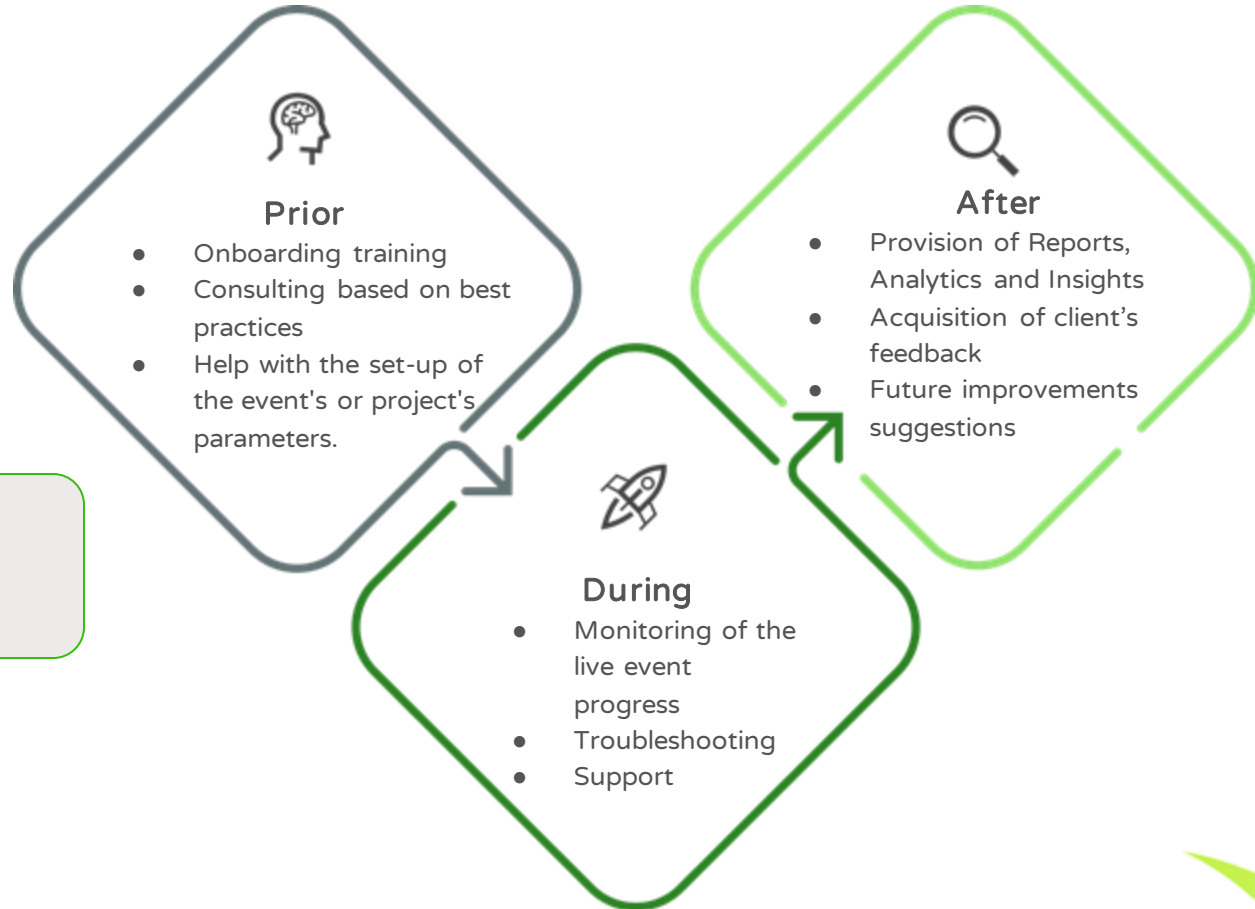
- **Real-time Online Dashboard**
- **Post Event Executive Summary and Full Reports**
- **Personalized Event Invitation** Creation and Sending
- **Text Editor and Mail Merge** functionality (e-mail notifications)
- **Instant Participant Messaging** functionality via in-app and instant messages
- **Surveys, 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



Operational Support

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

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



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 its **main 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



Security
Assessment



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 utilization** 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 provides not only **technology services** but enables its customers to run their **projects** or **events** in a seamless manner.

LiveOn, either through **internal means** or utilizing a wide network of **LiveOn ecosystem** partner companies may 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

- 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



Telecommunication



Banking



Financial
Services



Associations &
Institutions



Education



Sports

LiveOn

Case Studies



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



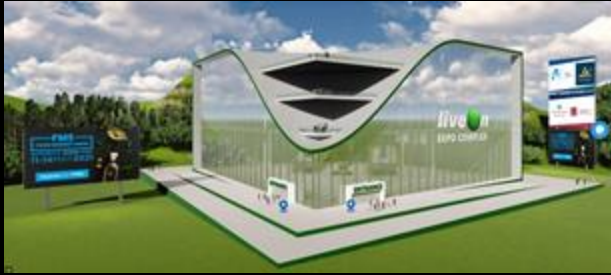


Tourism Media & Events

- 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

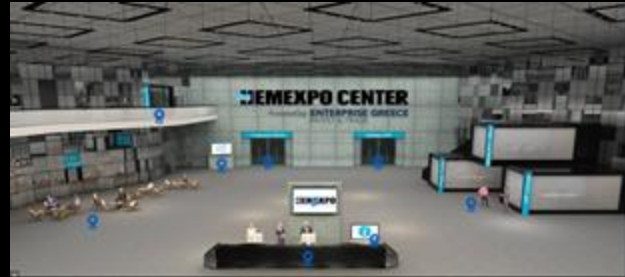
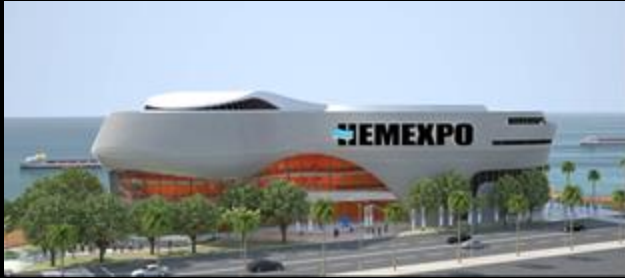


Food Market Show Edition 2

- 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



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



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

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

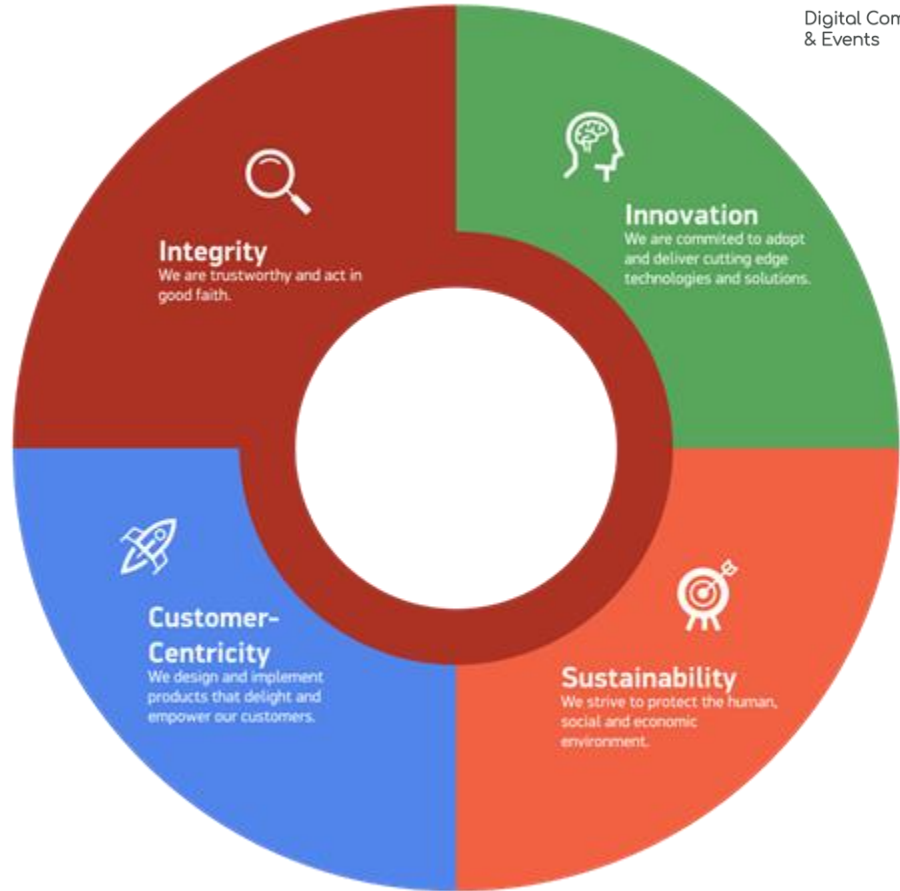


Competitive &
Scalable Pricing

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.



Live the Live●n
Experience.

BOOK A DEMO

