



Creative Technology Partner

Hybrid Solutions

Overview

1. About Us
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3. Why NMR?
4. Types of Hybrid Event Solutions



A Brief History

We started in 1983 as a trade show tech provider and moved into corporate, virtual and hybrid events.

With decades of experience, our clients trust us to deliver on more than technology.



NMR Now

We are:

- ◆ Seasoned experts.
- ◆ Events people.
- ◆ Scalable.
- ◆ Polished.
- ◆ Relatable.
- ◆ Gear snobs.



Our Brands

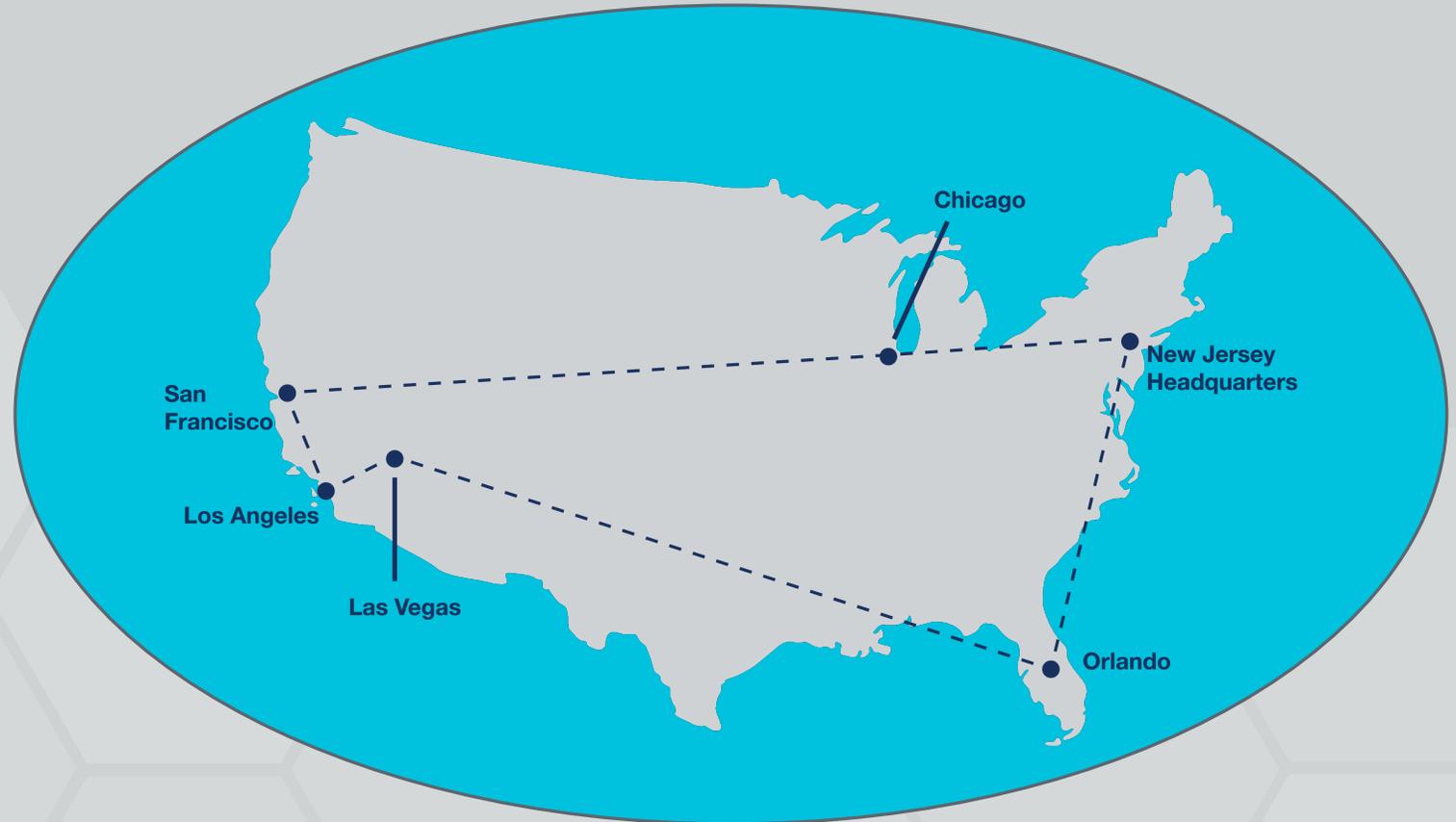
NMR Events is our main brand for trade shows and staging events, and we have two sub-brands.

STREAMit! is for virtual and hybrid events and Focus is for high-touch meetings.



Service Any Location

NMR has six hubs nationwide and we can service anywhere.



What's your "why" for hybrid?

There is no "one size fits all" for events.

Connecting Virtual and In Person Audiences

Don't lose the people who can't attend in person. Give them the option of virtual.

- ◆ Attendees get to engage with cutting-edge tech developed for this unique time in history.
- ◆ Experience the quality enhancements that took place within the last year and trending tech like real time reactions
- ◆ Reach untapped audiences and those who cannot attend in person.
- ◆ Eco-friendly with reduced carbon emissions.



Connecting Virtual and In Person Audiences

Don't lose the people who can't attend in person. Give them the option of virtual.



- ◆ Give teams the freedom of choice.
- ◆ Certain teams can still attend in person, while other employees get a virtual experience.
- ◆ Create a physical hub for production staff and key presenters.
- ◆ Advanced metrics for major ROI.
- ◆ Engagement tools that work.

Why choose NMR?

The best solutions, built around your event.

1 ORGANIZER

2 PRESENTER

3 ATTENDEE



1 ORGANIZER

CLOUD
BASED
TOOLS

SHOFLO
SOFTWARE

CONTENT
MANAGE-
MENT

PLATFORM
SUPPORT

MEETING
MANAGE-
MENT

TECHNICAL
SUPPORT

REAL
HUMAN
SUPPORT!

DATA
DRIVEN
DECISIONS

ENDURING
PRODUCTS

Advanced Technology

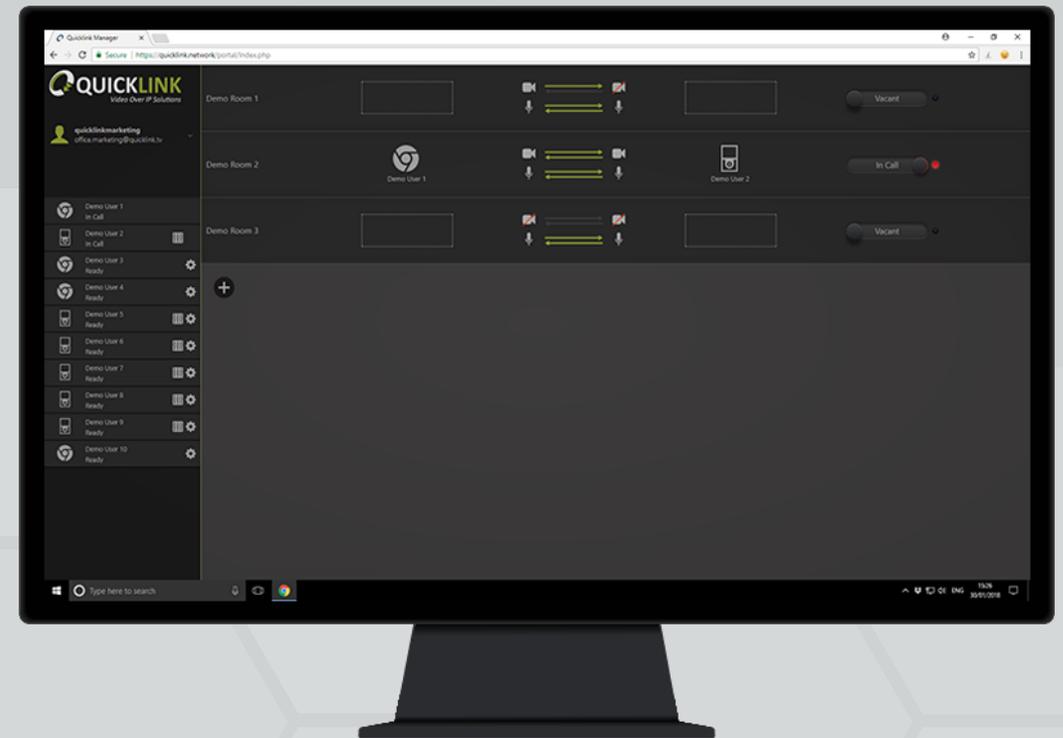
- ◆ Master control suites fitted with state-of-the-art technology.
- ◆ System provides several options for capturing presenters remotely in a synchronous environment.
- ◆ High quality broadcast signals which allows for stable transmissions.
- ◆ Connectivity options ranging from hardwired to bonded cellular internet.



Our Tech



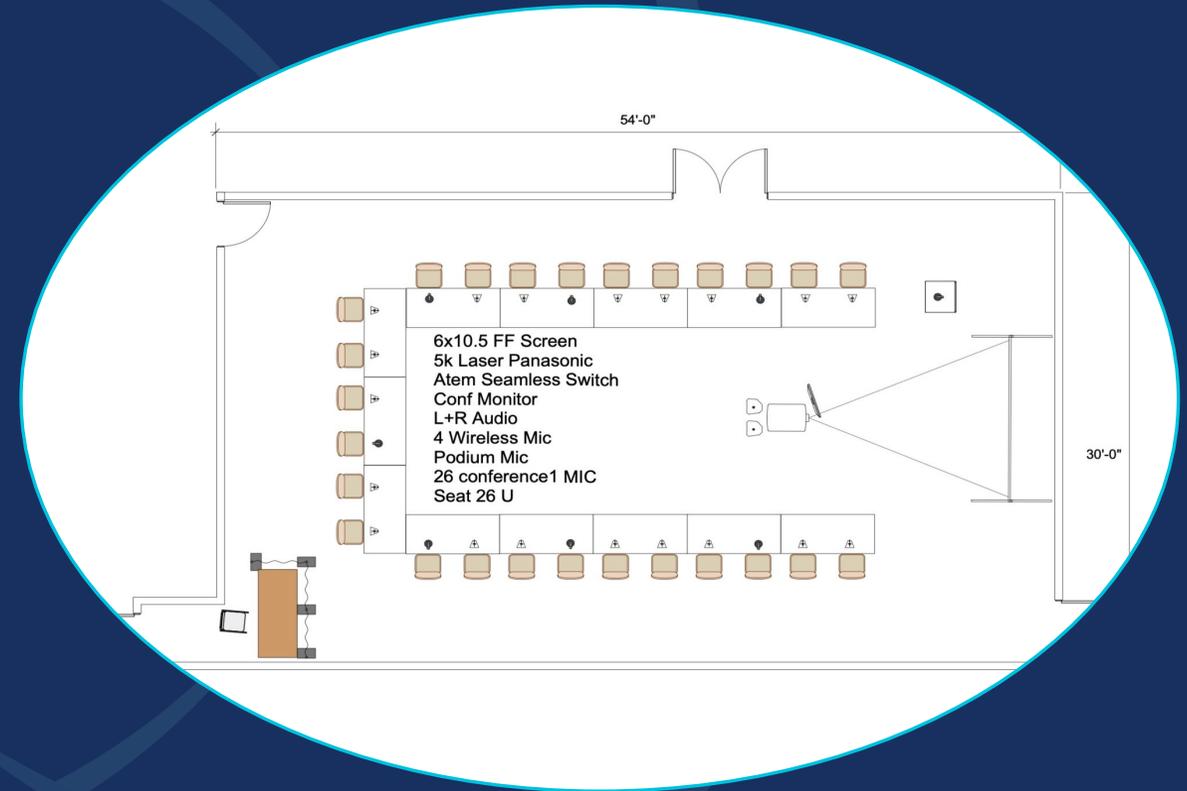
- System allows for presenters to have their cameras and mics accessed by our operator.
- Presenters connect to our servers which output professional video grade signal.
- Video and audio quality is better because it's professional level broadcast system.
- More robust feature set for less risk and smoother workflow.



Full Engineering

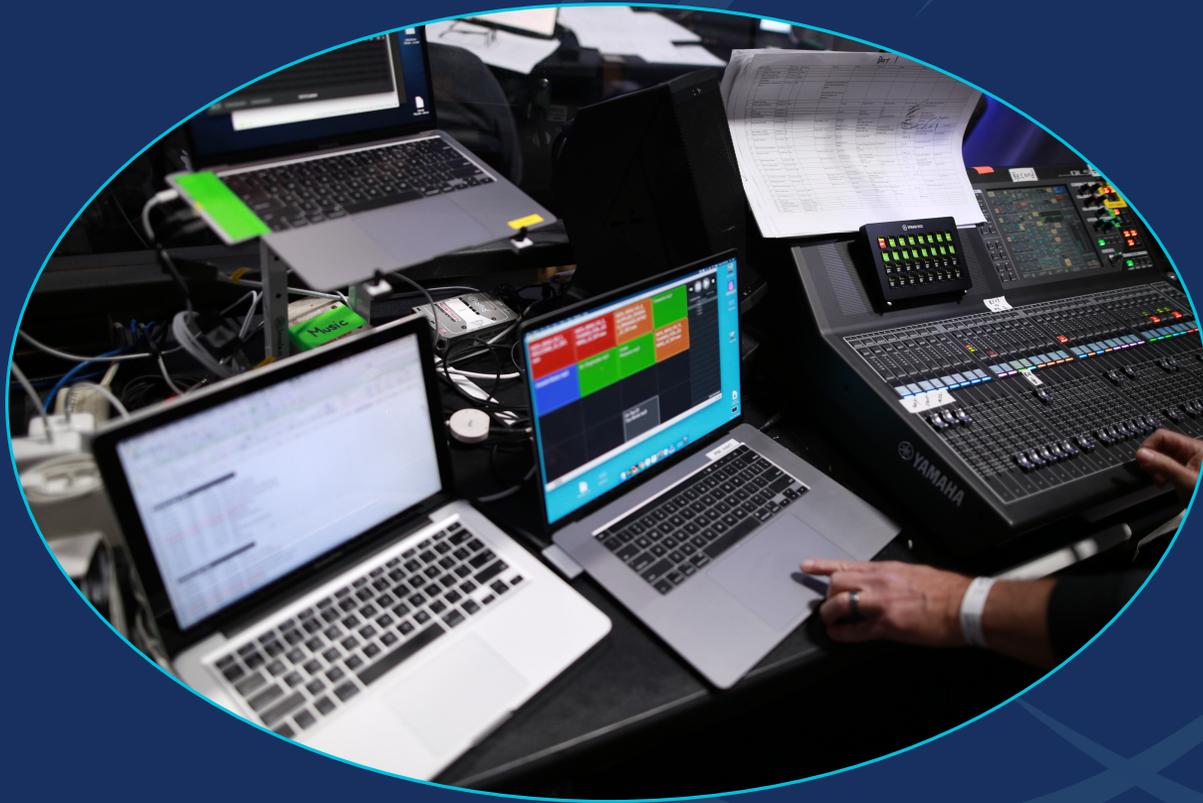
High-touch service, even for smaller-sized events.

- ◆ Seating and spacing are predetermined based on room size and tech needs.
- ◆ Drawings and network maps included for all in person projects.



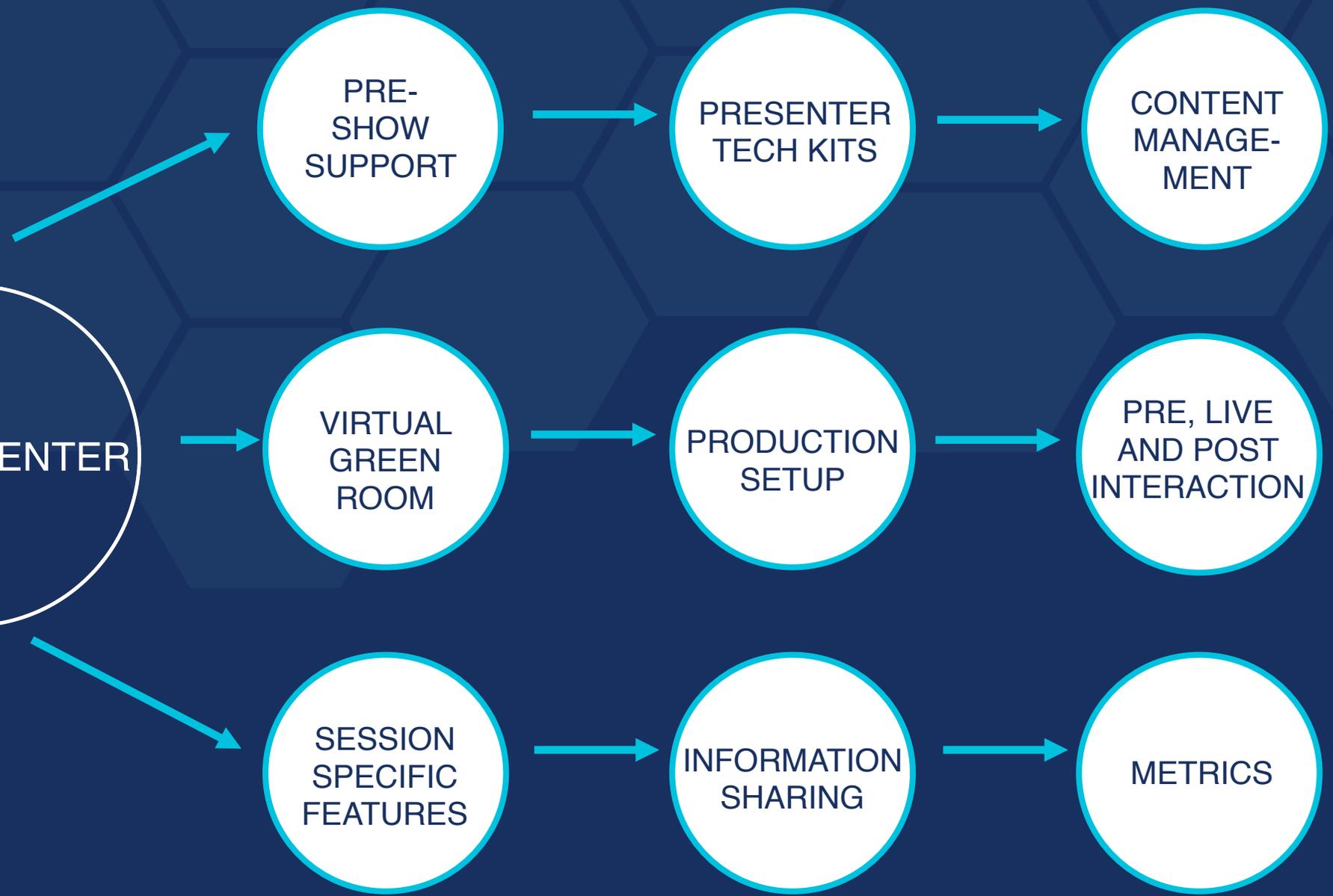
Remote Integration Model - REMI

A cutting-edge solution allowing for completely remote content capture, with smaller-sized teams onsite.



- ◆ No need to create a control suite or have a broadcast truck on location.
- ◆ Cost savings.
- ◆ COVID-safe, agile teams.
- ◆ AV Broadcast using TV broadcast approach.

2 PRESENTER



Virtual Green Room

Custom virtual backstage environment and program visual to give presenters confidence.

Thank you all for joining us today.

Well folks there you have just a quick example of how a well planned and executed virtual event may look and

SPEAKER NOTES / PROMPTER

PROGRAM

Main Stage

The Main Stage can host all the event's broadcast sessions. Our questions plugin allows for Live Q&As to be conducted, where attendees can submit questions, moderated by an administrator, to be answered during the broadcast. You can also choose to include a survey to poll your attendees and collect feedback throughout the duration of the event.

CURRENT SLIDE

Exhibitors

Alongside an agenda of scheduled meetings and broadcasts, vMeet's virtual conferences can display your events in a virtual space to allow attendees to explore the "venue" by tapping in and out of booths in a "main expo area", or casually signing up for informal networking groups.

Exhibitors can have custom-branded pages, as if they were a booth at a live event. The page can be populated with relevant information and supporting materials so that visitors can easily access everything they need in one place.

NEXT SLIDE

CAM 1

CAM 2

CAM 3

CAM 4

CAM 5

CAM 6

CAM 7

CAM 8

Presenter Tech Kits

- Custom equipment kits for remote broadcasts or recordings can be shipped directly to homes or venues.
- Preconfigured with presenter content and programs.
- Range of packages to meet presenter or company needs.
- Remote site surveys, setup and tech support before rehearsals.
- Complete studio in a box.



Presenter Onboarding

- A one-on-one prep session to get presenters ready for rehearsals.
- Don't waste expensive studio time getting situated.
- Tech and sites are pre-vetted.
- Presenters are more comfortable and perform better.
- Low-cost option using only one tech and a small control suite built specifically for this purpose.

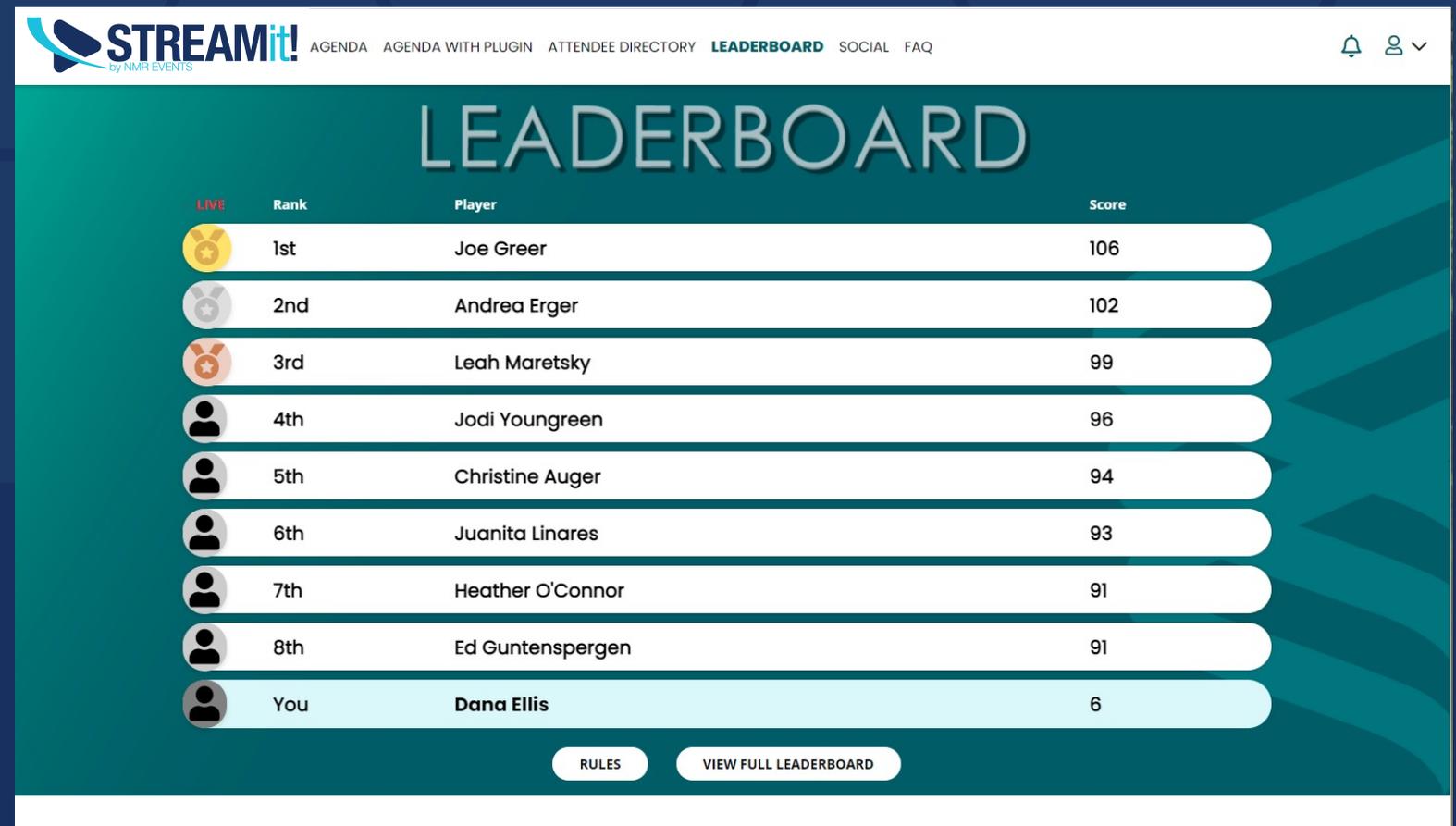




Gamification and Leaderboards

Drive engagement and learning with friendly competition.

- ◆ Audiences participate together through a points system.
- ◆ Gain points through passive and active methods.
- ◆ Can be individual or team based.



STREAMit! by NMR EVENTS

AGENDA AGENDA WITH PLUGIN ATTENDEE DIRECTORY **LEADERBOARD** SOCIAL FAQ

LEADERBOARD

LIVE

Rank	Player	Score
1st	Joe Greer	106
2nd	Andrea Erger	102
3rd	Leah Maretsky	99
4th	Jodi Youngreen	96
5th	Christine Auger	94
6th	Juanita Linares	93
7th	Heather O'Connor	91
8th	Ed Guntenspergen	91
You	Dana Ellis	6

[RULES](#) [VIEW FULL LEADERBOARD](#)

Virtual Audience Engagement Hubs

- A trained team member produces a stream of content that connects the virtual audience to the in person one.
- Single point of integration between virtual audience and in person event taking place.
- Curated questions, polling and gamification points displayed on leaderboards or landing page.
- Connect remote attendee video feeds for video engagement or asking a question.



Whole Audience Reactions

- Amplify the energy from the audience in real time with displayed reactions.
- Bring virtual reactions into the room by projecting it onto surfaces in the ballroom or LED screens.
- Reaction buttons can be customized and shown during the broadcast to presenters and audience members.
- Creates a feedback loop sometimes missing from hybrid events.



Audience Directed Broadcasts



- ◆ Sometimes done for sporting events, this tech allows the audience to choose their video feed.
- ◆ Virtual attendees can choose which view they want to see of the session.

Augmented Reality Motion Graphics

- ◆ Enhance broadcasts with an overlay of slides and content that appears in the environment with presenters.
- ◆ Made possible through a high-angle shot of the space.
- ◆ Similar to 3D graphics used during NFL broadcasts.



Types of Hybrid Solutions

Discover the best way to connect your audiences.

Event Broadcasts

- ◆ One way television style broadcast.
- ◆ Great for corporate or internal events and trainings.
- ◆ Green screen environments available for presenters.
- ◆ Polished and familiar.
- ◆ Can be remotely operated.
- ◆ Presenters can use their own tech or our kits.



Event Broadcasts

With a Live Audience.

- ◆ An event broadcast production with in person A/V and tech support.
- ◆ Range of options for in person audiences of all sizes.
- ◆ Socially distanced seating.
- ◆ We also offer LED and full staging setups.



Event Broadcasts

With Watch Parties.

- ◆ An event that broadcasts to multiple locations with in-person A/V and tech support.
- ◆ Ability to host small events in many locations for a simultaneous experience.
- ◆ Socially distanced seating.
- ◆ We also offer LED and full staging setups.



Multi-Site Broadcasts



- Connect multiple hubs for the style of TV newscast with field reporters.
- Coordinating with various locations who want to talk to each other.
- For events like the Olympics with hosts reporting from various event sites.

Multi-Site Broadcasts

With Live Audiences.

- ◆ A multi-site event broadcast production with in-person A/V and tech support.
- ◆ Range of options across all touchpoints.
- ◆ Socially distanced seating.
- ◆ We also offer LED and full staging setups.



Virtual Remote Recording

- ◆ All remote presenters, brought into our Virtual Green Room and produced to create pre-records.
- ◆ Edited and broadcast to remote audiences later.
- ◆ Connect attendees and presenters across many locations.



On-Site Recording



- ◆ Corporate client location.
- ◆ Tech is preconfigured and provided by NMR.
- ◆ For creating pre-recorded content in a custom studio environment.
- ◆ REMI production for small teams onsite and remote operators off site.

Trade Show Booth Kiosks

- Put a digital host in your booth.
- Connect with a rep who can't make it virtually in a branded, onsite environment.
- Bring remote audiences into your trade show booth.
- Uses video conferencing to bring clients digitally face to face.



Thank you for your time!

Questions?