

StudioX

BY IMMERSIVE AV

VIRTUALLY RECALIBRATING LIVE EVENTS

Connect with your
audience like never
before



“ Immersive AV are our technology partner of choice, for all our live streamed and virtual event projects. Having navigated us through multiple high profile shows in recent months, with an emphasis on live streaming and XR, we rely on Immersive AV to deliver spectacular results for our demanding clients. With the changing landscape of live events, a solution such as StudioX ensures our clients can engage with their audiences. ”



Darryl Williams
M integrated solutions



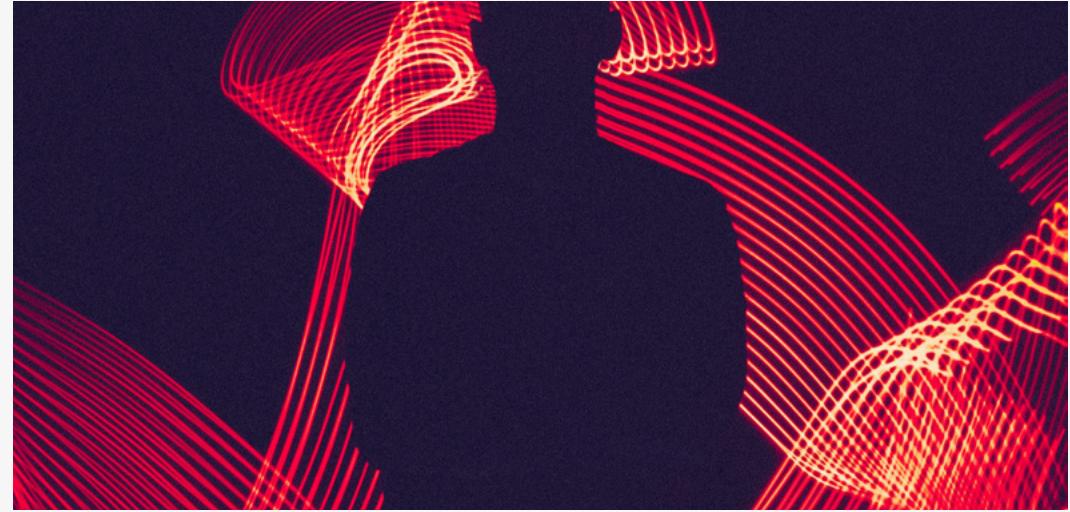
WHAT IS STUDIOX?

StudioX is a nationwide network of multipurpose streaming studios, created to bridge the gap between brands and their audiences. As the world adapts and finds virtual alternatives to physical events, why not stand head and shoulders above the competition with the seamless professional production quality of StudioX?

We use the latest technology and a suite of interactive tools to keep your audience engaged. The StudioX platform facilitates event monetisation and collects audience insights in real time—resulting in a virtually unbeatable alternative to physical live events.

Think of StudioX as the most technologically advanced blank canvas, ready to roll in a location near you

- ▶ A nationwide network of studios, for live or pre-recorded visual content.
- ▶ An interactive blank canvas, tailored to your brand identity.
- ▶ A studio environment supported by a suite of interactive tools, created to encourage audience engagement.
- ▶ A viable alternative to physical live events, with enhanced interactivity and audience participation.



WHY USE STUDIOX?

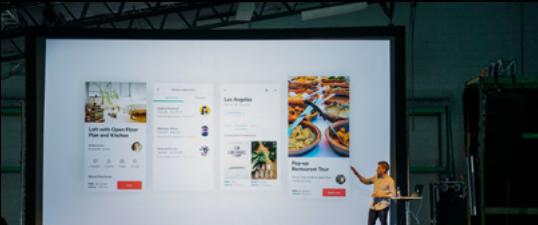
StudioX is perfect for anybody wanting to connect with an audience. Originally conceived in response to the Coronavirus crisis, as a viable alternative to live events—StudioX has an array of benefits which transcend the current situation and promise to be an indispensable tool for event organisers, marketers and performers for many years to come.

Use StudioX if you value how your brand is perceived, and want to be seen as an exemplar in your industry. Use StudioX for enhanced audience participation through a two-way communication platform. Use StudioX because the hardware and software specification can be tailored to meet your specific requirements.

Whatever your needs, StudioX is available in a city near you. If none of our locations are convenient, we have a mobile version which can be rigged virtually anywhere.

- ▶ Bridge the gap caused by Covid-19, maximise engagement and collect insights on user interaction.
- ▶ The refined aesthetics of StudioX will present your brand as an authority within the marketplace.
- ▶ StudioX enables you to reach your targets, whilst saving money and generating additional revenue.
- ▶ Our nationwide network of studios offer a local method of reaching a global audience.

WHO'S IT FOR?



Conferences

Conferences connect industry peers like nothing else, presenting an opportunity to share knowledge which benefits continually evolving industries like pharmaceutical, engineering and finance. A virtual conference is not only a viable alternative to a physical event, but offers additional benefits to enhance the value of your event.

What if you could replicate your physical event in the virtual world? Imagine how much easier it would be to get the leading minds in a single virtual room, without the expenditure of travel and accommodation. A virtual conference enables participants to join from the comfort of their own home, and liberated from the constraints of a packed diary, can speak at numerous events on the same day.

Despite being thousands of miles apart, delegates will never have been so well connected, interacting through web chats and video conferencing. Imagine the power of data, detailing how many attended each session, what they found to be beneficial and what could be done better. And don't forget those who couldn't make it to your event, who now have access to all the content, which was recorded and is available to experience online. All this is possible through the versatility of StudioX.

Product Launches

When you've invested every ounce of creativity and commercial know-how into your latest product—it deserves a launch worthy of the differences it will make to people's lives.

The possibilities of StudioX are virtually endless. Every aspect of the virtual environment can be tailored to your brand identity. Cut to live product demonstrations, invite satisfied beta trialists to give glowing testimonials, and answer questions from the remote audience in real time.

The biggest game changer of StudioX is its XR capabilities. Don't just tell people about your product, or show a two-dimensional video, let them explore it for themselves through the power of Augmented Reality. StudioX can present 3D models of your product for the audience to explore on their own devices. StudioX changes the way products are launched, with numerous satisfied clients asking us: 'how did we ever manage without it?'

Award Shows

In the ever-changing environment of peer to peer interaction, live streaming your award show is a practical way of reaching your audience.

Award shows are a staple ingredient for many trade and media organisations, presenting an opportunity to celebrate innovation and outstanding achievements. Hosting a virtual awards show bridges the gap of being unable to host a physical event, and has a host of additional benefits. Invite audience participation through virtual applause, introduce award winners and special guests on stage and achieve seamless transition between live and pre-recorded content.

Event monetisation is available through the StudioX platform, maximising the commercial value of your broadcast. Additionally, our insights package shows real time interaction to quickly assess the ROI of your event.

Education

The world may have changed beyond recognition, but your audience is still hungry for information.

The versatility of StudioX makes it a formidable education platform for webinars and online training or lectures. With the ability to live stream or record multiple presenters, screen share and integrate additional information, such as presentation slides, video clips and animations—your audience has never been so close to the information that matters.

Live streamed webinars can incorporate our audience participation tools, allowing viewers to participate in Q&A sessions, audience polls and rate the quality of the learning experience. All live content can be recorded and made available for viewing on or offline after the event. Despite being a virtual platform, StudioX will bring your audience closer than ever before.

Performance

There's never been a greater demand for live-streamed performances. Whether you're a band, comedian or theatrical performer—your audience is missing you!

StudioX is a superb performance environment, whether you want to live-stream a gig to your fans or record a music video. Our high definition LED screens and tour-quality lighting rig can be tailored to your exact needs, helping you bridge the gap between you and your audience.

WHAT TO EXPECT FROM STUDIOX?



Interactive Content

The StudioX system has interactivity at the core of its design, creating a bilateral communication platform which encourages audience participation. The starting point of StudioX is a blank canvas, with the freedom to easily customise the aesthetics of the production to compliment your brand. Interactive tools enable you to engage with your audience through polls, Q&A sessions and introduce remote speakers to the main stage.



Broadcast Quality Cameras

We use a combination of manned and remote broadcast quality cameras, in a professionally lit studio environment. StudioX cameras are HD as standard, meaning your event will always be streamed in high-definition. Our camera systems track presenters as they move around the studio, resulting in smooth footage and seamless transitions. For participants joining from outside the main studio, we can provide remote camera systems and take care of all technical requirements.



Live or Pre-recorded

The StudioX system is ideally suited to both live and pre-recorded productions. Our system operators can live mix content which can be streamed to an audience through a private link, or made available through platforms such as YouTube, Vimeo, Facebook live or other streaming services. Pre-recorded content can be edited and exported in multiple formats. All content can be tailored to align with your brand guidelines.



Audience Participation

Audience participation is an integral feature of the StudioX platform, with the ability to answer questions from the audience, canvass opinion with live polls and receive virtual applause through the StudioX ecosystem. Clients used to organising physical events are impressed by the added dimension of interactivity the StudioX platform provides. Delegates experiencing StudioX are delighted by the enhanced participation audiences enjoy.



LED Background

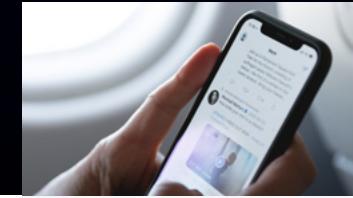
StudioX is equipped with a high-definition LED background, immersing your presenter in the environment of your choosing. LED screens are an adaptable tool to create your optimal studio set. StudioX media servers can customise the branding and display additional content within the LED backdrop. The beauty of LED is its versatility, combined with its active nature as a background. Unlike the old-fashioned green screen system, an LED screen acts as an independent light source, resulting in a more realistic virtual environment.



Production Crew

We'll take care of all your crewing and production management needs. StudioX comes fully staffed with the resources you need to run a successful show. Our crew will take care of all technical production requirements, including presentation playback and cueing presenters (either in-studio or remote). Additional services such as floor management, wardrobe or catering are available on request.

ENGAGE WITH A GLOBAL AUDIENCE



Audience Q&A

Invite your audience to submit questions to the presenter through a web-based portal. Questions are cued up, ready to be answered by the presenter. The StudioX streaming tech will assist with curation and display the questions either on the main presentation screen, or on an autocue monitor visible only to the presenter. 98% of participants in virtual events felt live Q&A sessions added value to the experience.

Insights & Analytics

One of the key aspects of StudioX is the breadth of data available. Because StudioX has insights at the core of its design, we can give you information on anything. From the total number of viewers, which break out rooms were the most popular, the average amount of time people spent watching a particular presenter, to the geographical location, and breakdown between mobile and desktop users. This information is presented in a post-event, GDPR compliant report for you to assess the ROI of your event better than ever before.

Live Polls

Live polls serve many purposes during a presentation—whether it's physical or virtual. Polls gather information, they make an audience feel involved and reassure a presenter that their audience is engaged. The live poll tool within StudioX allows you to canvass audience opinion, the results of which are returned in real time and can be displayed in graphs or animations on screen. In keeping with the blank canvas approach of StudioX, audience polls can be customised to suit your brand.

XR Experiences

Extended Reality (XR) literally adds an extra dimension to your virtual event. Using Augmented Reality technology, we're able to add virtual products to the event space, which users can explore through their own devices. Launching a new aircraft engine, car, or tech device? We'll work with your design team to create 3D models users can explore from every angle. XR experiences make the impossible, possible.

Social Media

Events and social media are important elements of any marketing plan, both of which are bilateral communication platforms your customers engage with to feel closer to your brand. StudioX integrates your social media accounts into our platform, facilitating the display of social posts directly on screen, triggering audience feedback and suggesting engagement through hashtags.

Remote Participants

StudioX is not limited by a physical location, participants can join the broadcast from anywhere in the world. Our engineers will take care of all connectivity requirements, including remote camera kits, audio equipment and even temporary internet installations where necessary. Being liberated from the restrictions of needing speakers to be in a certain place at a certain time, provides you with an opportunity to assemble your dream lineup of presenters.

WHY CHOOSE STUDIOX?

The ultimate connection tool

Use StudioX as a risk-free tool to connect with a global audience.

Open up a world of interactivity

StudioX is a versatile platform which enables audiences to interact with your brand from the comfort of their own device.

A resilient form of communication

As a future-proof platform, StudioX is virtually unaffected by lockdowns or government restrictions.

Anything's possible

StudioX is 100% customisable. From specification to location, it's virtually unbeatable.

“ Clever Monkee used StudioX to create content for our comedy festival which runs in December 2020. The facilities and set-up were first-class, the team were very accommodating and professional and we would thoroughly recommend StudioX to anyone wishing to promote their business. ”

Dan Corderoy
Director, Clever Monkee



A NATIONAL NETWORK

We have six StudioX systems permanently set up across the UK, ready to be used at short notice. Additionally, we have a mobile system available to be dispatched and operated from any location.

Contact
01952 953500
hello@studioxlive.com





HOW TO BOOK STUDIO X



Every business is unique, and StudioX can be tailored to meet our individual client's needs. Rather than quote and arbitrary price, we'd rather talk through your requirements and create a solution which works for you. Contact one of our team to discuss how StudioX can help you connect with your audience.

📞 01952 953 500

✉️ hello@studioxlive.com

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The idea for StudioX came in response to the challenges a lot of our clients were facing, due to the restrictions on people being able to meet face to face. Rather than sit back and accept that most of our regular work had dried up, we acknowledged that business needs to be done, and our clients are looking for innovative ways to engage with their customers.

When we founded ITR twenty years ago, Steve and I didn't want to be just another supplier, providing the same technology to the events industry as every other company in the business. We were passionate about becoming a beacon of innovation—who took our client's problems away.

Twenty years on, StudioX reinforces that philosophy more than ever. In the most challenging business landscape any of us have ever known, StudioX bridges the gap between those who have something to say and those who want to listen. Our nationwide network of partners make StudioX accessible to all, regardless of where your business is located.

In the true spirit of innovation, StudioX is an evolving solution. What you see today has already delivered outstanding results for dozens of brands, but will continue to evolve and assist our clients' adjustment to the new marketplace and help their businesses grow. ”



Sharon Reynolds
CEO