



## LiveOn, the innovative Digital Platform for Business Communication

**LiveOn is an innovative, fully featured, Digital Platform that meets seamlessly the highly demanding needs for business communication across a wide variety of market sectors, living on and enabling the entire marketing industry (events, exhibitions, meetings, presentations, general assemblies, IR & PR activities etc).**

LiveOn combines in a single application 2D & 3D design elements, web & mobile software, streaming services of various kinds as well as a variety of pre-event and in-event services that allow organisers to smoothly organise and run their various events.

LiveOn completely transforms the entire business relationship experience around any kind of event, whether fully digital or hybrid, ensuring businesses and participants enjoy unique opportunities for engaging content, professional networking and targeted promotion, without the limitations (travel, space etc) of physical events and at a fraction of their cost.

### LiveOn's Basic Characteristics:

- **A web app, easily and fully accessible** via desktop, laptop and mobile devices.
- **Quick setup and management of corporate and professional events and activities, fully customizable** according to organizer's branding and marketing needs. This is made possible with Organiser's Dashboard through which organisers' appointed staff have full administration access to the various areas of the platform and can add and modify marketing and event content, enable

participants and administer their in-event roles, and monitor critical event performance data at all times.

- **Secure (with end-to-end data encryption and advanced security features)** and unobstructed browsing in an organized environment that provides ongoing information, networking and promotion opportunities. Users, whether organisers' staff, event speakers, sponsor and exhibitor executives, VIP guests or plain participants register their personal data and have at any time full control of them and how they appear when they navigate through the platform, select among the various event options, attend activities and interact with others.
- **Fully digital integration** of functional features of physical events (booths, cards, promo material, interpretation etc.), so that they produce instantly and after the end of each event detailed data insights.
- **Seamless Integration of various streaming services**, whether fully digital (computer-to-stream) or hybrid (studio camera-to-stream), with technology options that establish full redundancy.
- **Fully developed and organized Virtual Venues**, with all known, visitor accessible areas built with high-impact 2D and 3D venue graphics, that guide even non tech-savvy in a realistic, user-friendly manner.
- **Modular and content-centric design**, enabling organisers to host live, semi-live and pre-recorded events with features and integrations that will invite audience engagement and at the same time allowing participants to form their personal agenda, focusing

on the sessions of their interest and thus creating extremely valuable insights and trends for them and the organisers.

- **Business networking made easy** with attendees been given the option to find new professional connections through user profile search, clever matchmaking and appointment scheduling.

- **Unlimited two-way communication options** right from within the virtual venue (1-to-1 and 1-to-many video calls, text or audio chat, Q&As to speakers and panelists during sessions, participation to polls and surveys and gamification features. To cover the diversified business and communication needs of the modern professional, LiveOn is developed and commercially available in three distinct pillars:

### LiveOn Business Description

**To cover the diversified business and communication needs of the modern professional, LiveOn is developed and commercially available in three distinct pillars:**

- **LiveOn Events, for digital & hybrid events & conferences.**

Built in a 2D web environment, **LiveOn Events is the first LiveOn edition presented.** In market since June 2020, LiveOn Events has already hosted more than 50 events (forums, conferences, corporate presentations, associations meetings, press conferences, pr events etc) with organisers coming from 5 European countries and reporting significant increase in number of speakers, participants and sponsors, with the relevant increase also in per-event income.

LiveOn Events edition, can be configured:

- to host productive Business B2B Meetings events (LiveOn Professional Business Meetings), offering professionals the full privacy and power of the networking and meeting functions built in the platform.

- to enable the smooth and secure live online conduct of general assemblies of unions and associations, with the voting option for their administrative and control bodies as and when needed (LiveOn Association Meetings & Elections).

- **LiveOn Expos, for digital and hybrid exhibitions & in-expo conferences and meetings.**

**LiveOn Expos edition, debuted in May 2021 to cover the ongoing need for online exhibitions for a variety of businesses and complement the future re-operation of physical exhibitions with advanced IT features.** LiveOn Expos operates through LiveOn Expo Complex, the impressive built-to-purpose 3D exhibition venue, with key feature to transfer our physical exhibition experience, online. It is a complete digital exhibition and conference center designed in an impressive 3D environment with the use of advanced web technologies, which provides its visitor with an interactive digital customer journey, offering him multiple possibilities of business interaction with immediacy and flexibility.

- **LiveOn Business Centers, the corporate edition of LiveOn for digital Business Centers.**

**LiveOn Business Centers edition is an integrated digital environment for business operations.** Photorealistic 3D graphics combined with innovative IT features, enable firms to transfer online the physical space of their operation while maintaining all its "natural" functions, and in parallel add-on the flexibility and offered by a digital environment. LiveOn Business Centers edition will make its market debut in June/July 2021.

**LiveOn Business Centers edition, can be enhanced with the LiveOn Virtual Solicitation & Contracting facility** to ensure the seamless and secure live online presentation of a business proposal to prospective clients and, if there is agreement on its terms, the subsequent online conclusion of a legally binding agreement, with digital identification of the parties and its digital signature agreement. LiveOn Virtual Solicitation & Contracting facility can also function as a standalone corporate application.

## Why Go LiveOn? Here's the answer in a few words:

**Advanced Web Technology**  
**Secure Cloud environment**  
**Built with Customer Success in mind**

**Low & scalable cost of use**  
**Fully customizable to each event**  
**Quick & friendly user interface**



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