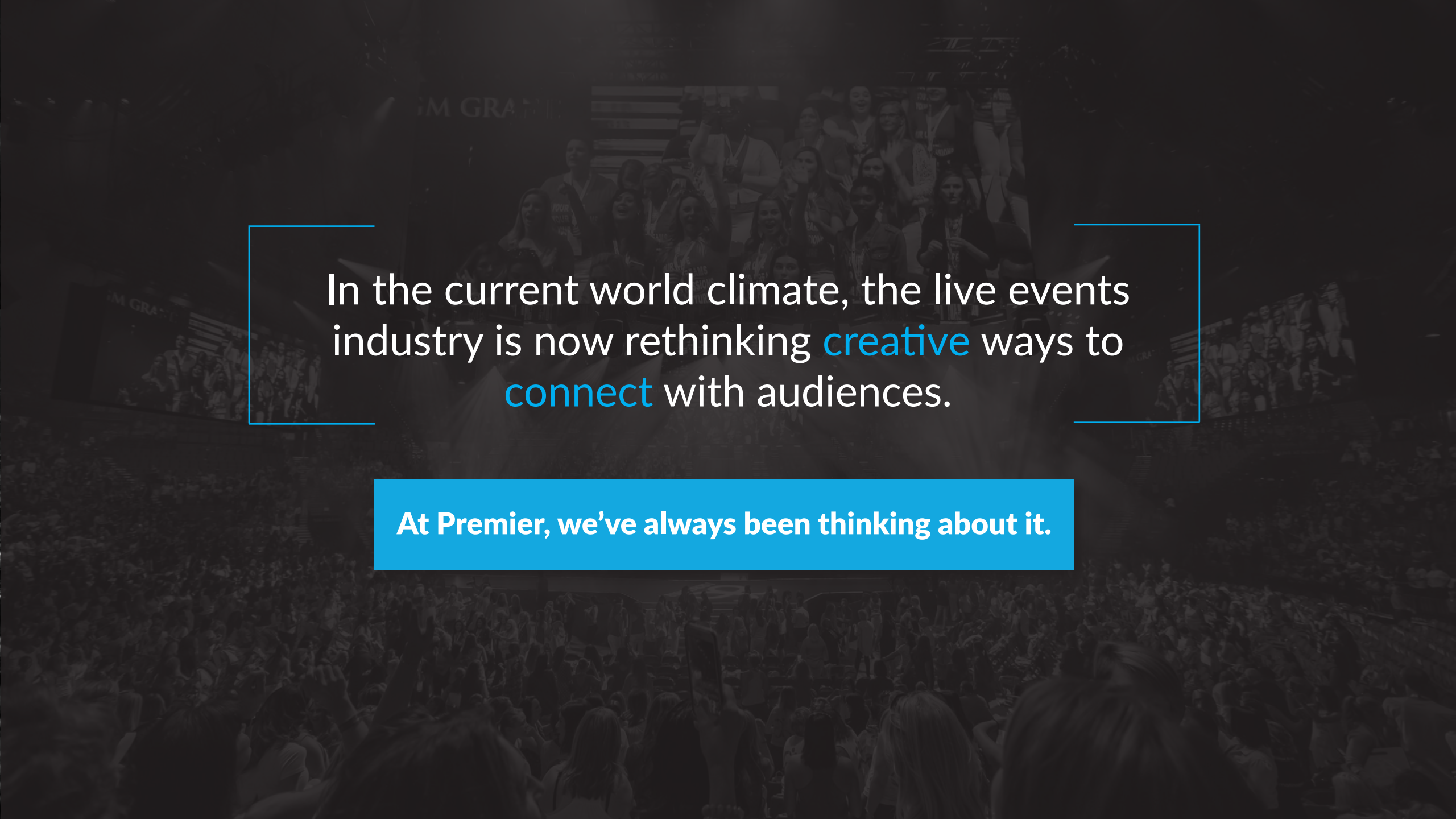
AN ETP COMPANY

PREMIER
EVENT TECHNOLOGY

VIRTUAL SOLUTIONS



In the current world climate, the live events industry is now rethinking creative ways to connect with audiences.

At Premier, we've always been thinking about it.

We are ready for you.

We've been doing this for a long time, and have developed trusted virtual solutions.
From turnkey virtual events to studio spaces, and everything in between...

Turnkey Virtual Event Platform

» Custom Event Microsite
» Full Service Registration
» Keynote, Breakout, Expo, Networking Areas & More!

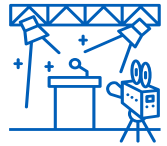
Scalable Streaming Packages

» RemoteCast
» BroadCast
» EventCast

Enhancement Options

» Augmented Reality
» Virtual Reality
» Mixed/Extended Reality

Environments

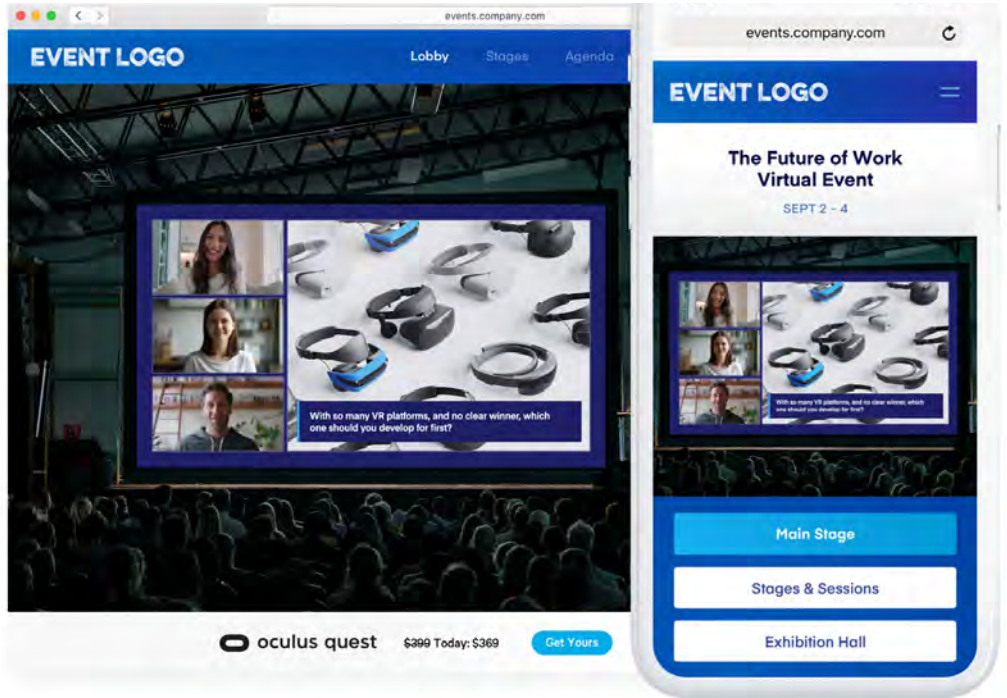


» Studio Spaces
» Scenic/Sets
» Convention Facilities

TURNKEY VIRTUAL EVENTS

hive.

Everything you need for a complete virtual event experience: Our hive solution offers all the tools to not only generate all the buzz about your event, but creates a custom, interactive space for your audience to "bee" together. And it doesn't stop there...



hive.

What's all the buzz about?

Hive is a unique product in the industry. Our solution is completely scalable, offers **everything you would need to market, host, stream, and analyze** a virtual event within one platform, AND we can deliver a complete turnkey virtual event within eight weeks. Hive is also backed by our team that will provide white glove service to make sure we exceed your expectations every step of the way.

Custom Branded Event Microsite

Built to your specifications, hosted at your URL & integrates with your website.

Automated Event Communications

Automate the pre/post event communications with full service email marketing, creating branded touchpoints.

Full Service Event Registration

Seamlessly & securely handles attendee registration on custom pages, with transactional/reminder emails.

Virtual General Sessions, Breakouts, Expo & Networking

Create any custom virtual space for your event, from immersive live video to talks, panels, sponsorship offerings & interactive exhibits.

Seamless Integrated Live Video Platform

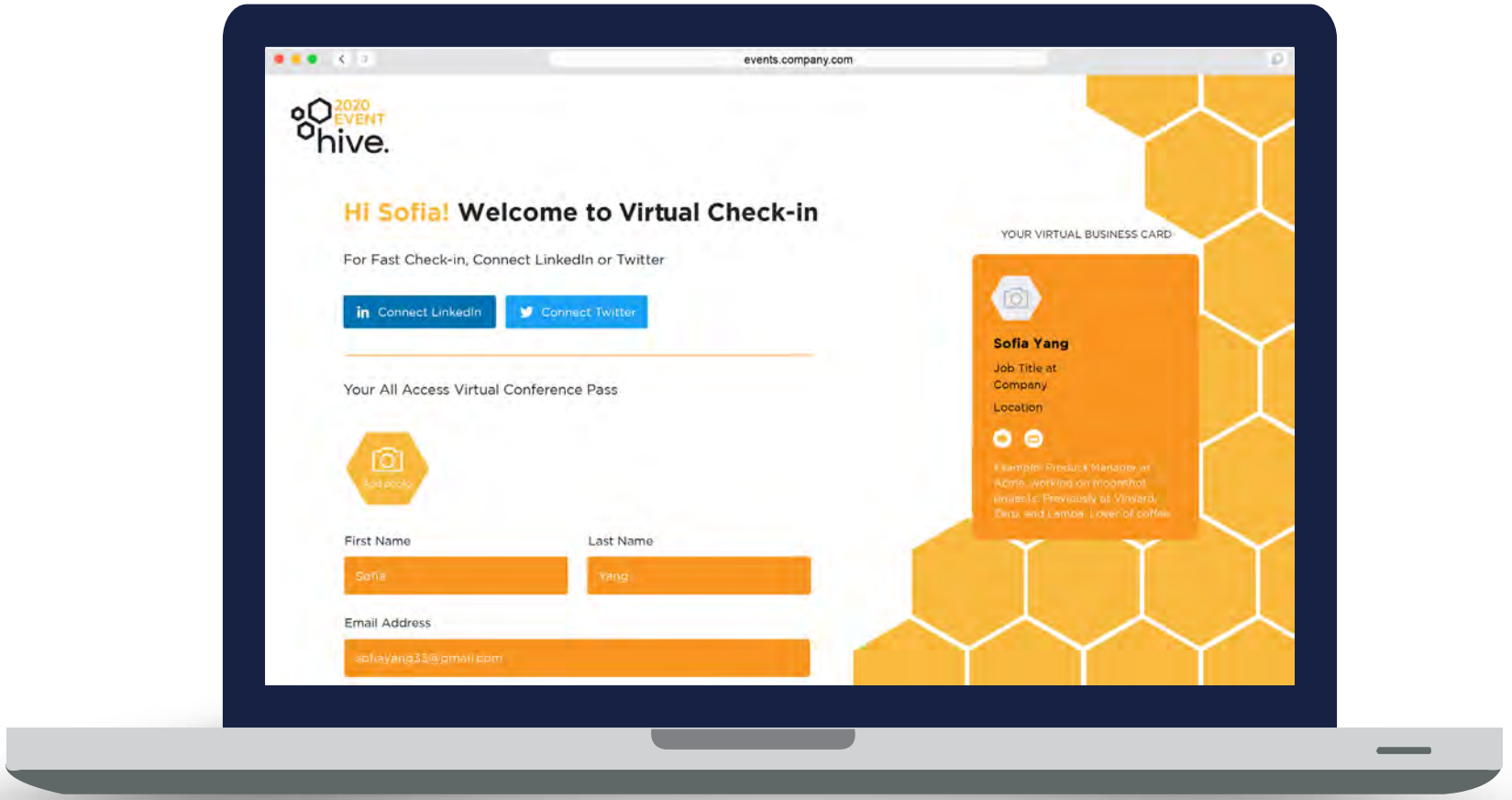
Hive offers a built-in flexible live video platform with customizations, or upgrade to one of Premier's broadcasting packages.

Third Party Integration/ Data Analytics

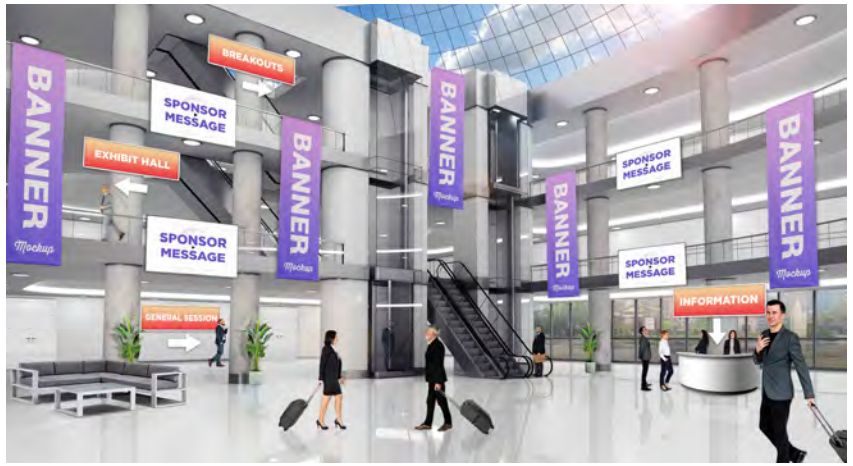
All registrant/attendee data & engagement statistics integrate with multiple CRM/analytics platforms, or provided directly to you.

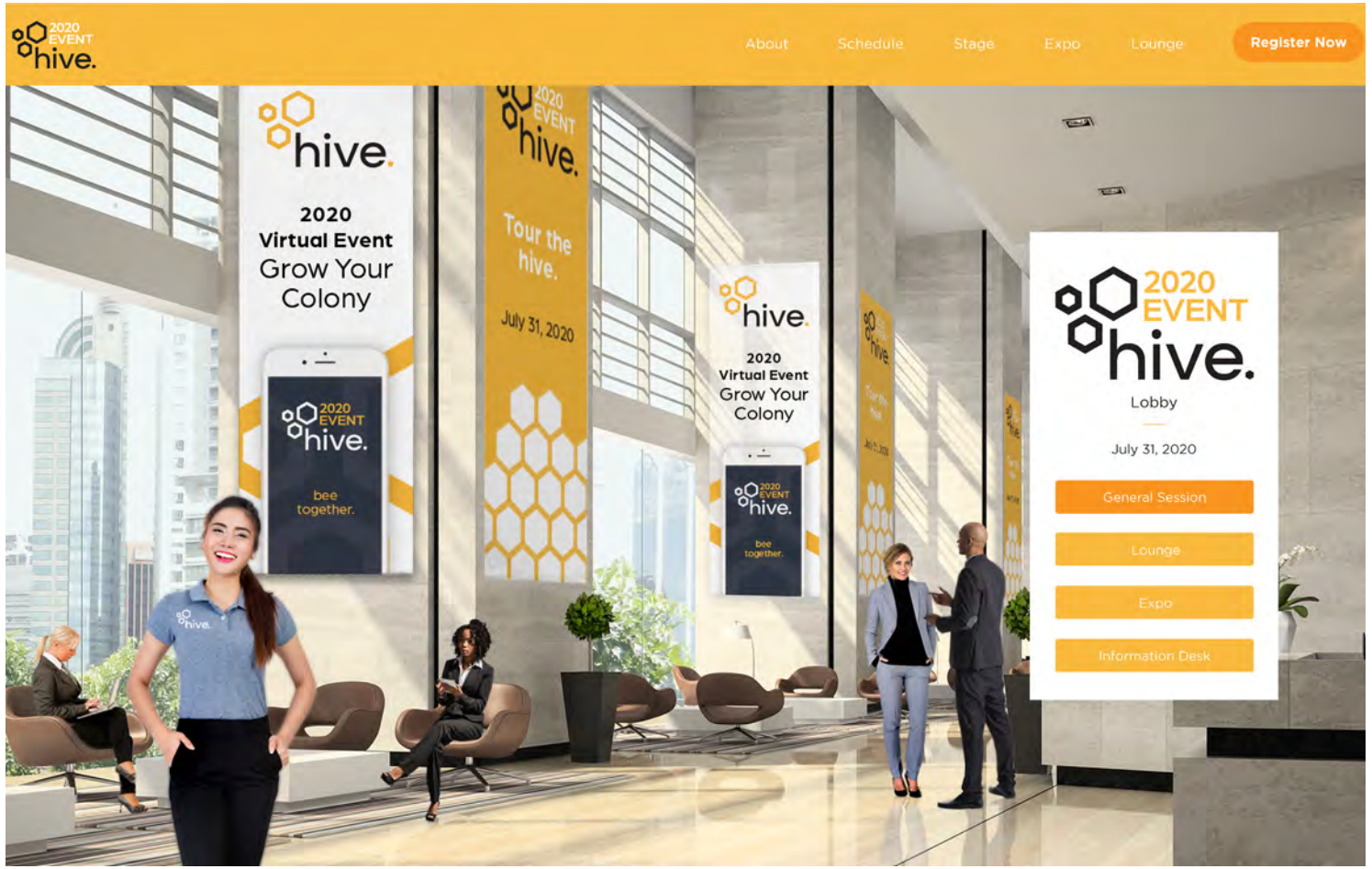
hive.

All aspects of your virtual event experience can be branded and customized to your specifications using the hive platform - the email marketing, website, landing pages, check-in, and every event experience.



You can create lobby spaces for registration, sponsor logos, and branding. Signage is interactive so when an attendee clicks on the General Session/Breakout/Expo Hall, they move into that space. Attendees can navigate around the virtual venue choosing where they wish to go.





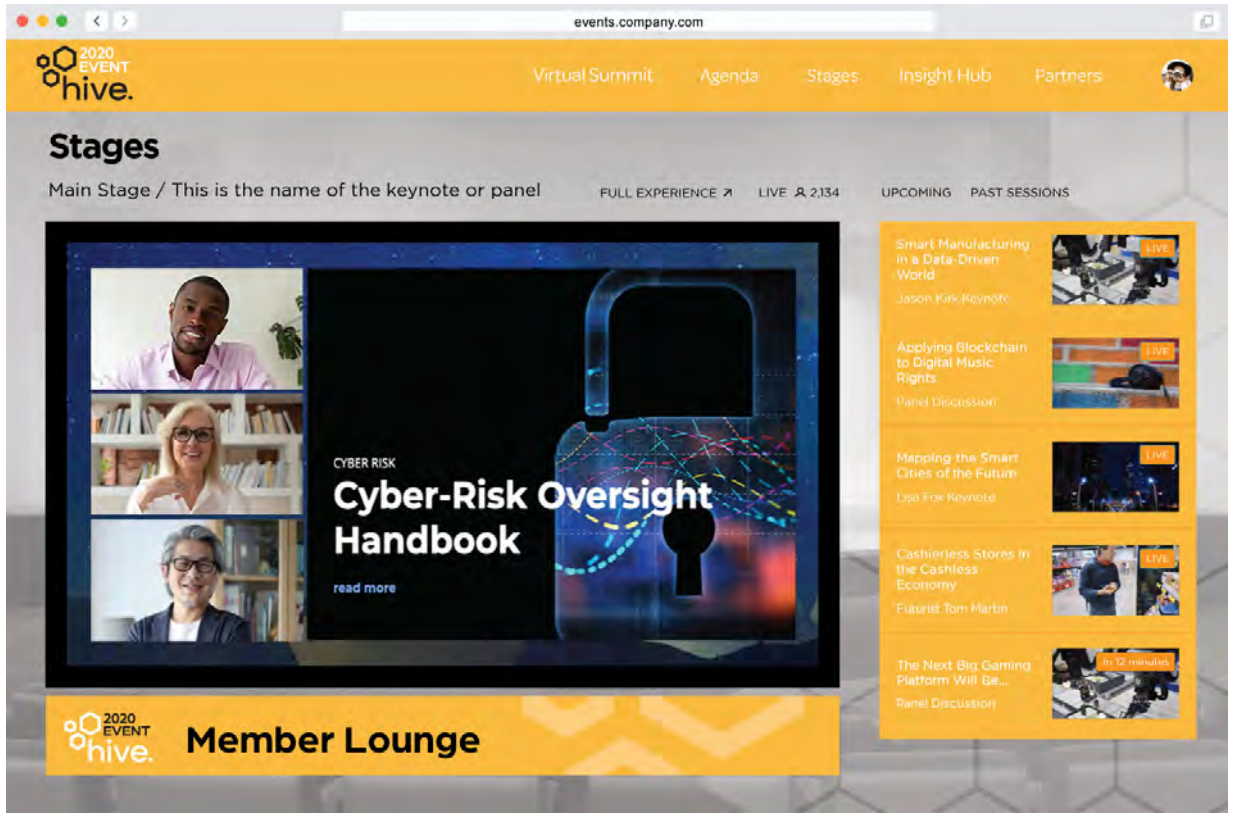
hive.

Create virtual stages for attendees to watch and listen to the general sessions. We can incorporate features like Q&A, polls, handouts, and chat to create interactive experiences for online attendees.

GENERAL SESSIONS & BREAKOUTS

Set the Stage...

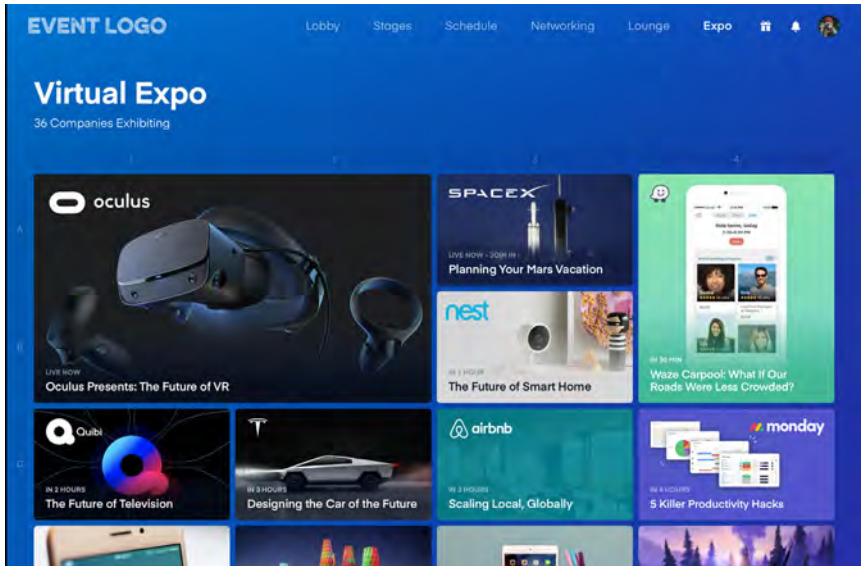
- Using the hive platform, engage with up to 10K attendees per stage, and have multiple stages and breakouts running simultaneously.
- Presenters at remote locations can be seamlessly incorporated into the production.
- Premier can also send presenters a plug & play broadcast kit that they can set up via our Remotecast system. The unit configures itself and all they need to do is sit/stand in front of it and talk. We have a communication system where we can talk to remote presenters off air, giving production cues and standby/live messages
- Sessions can also be pre-recorded, watched on demand, or live.

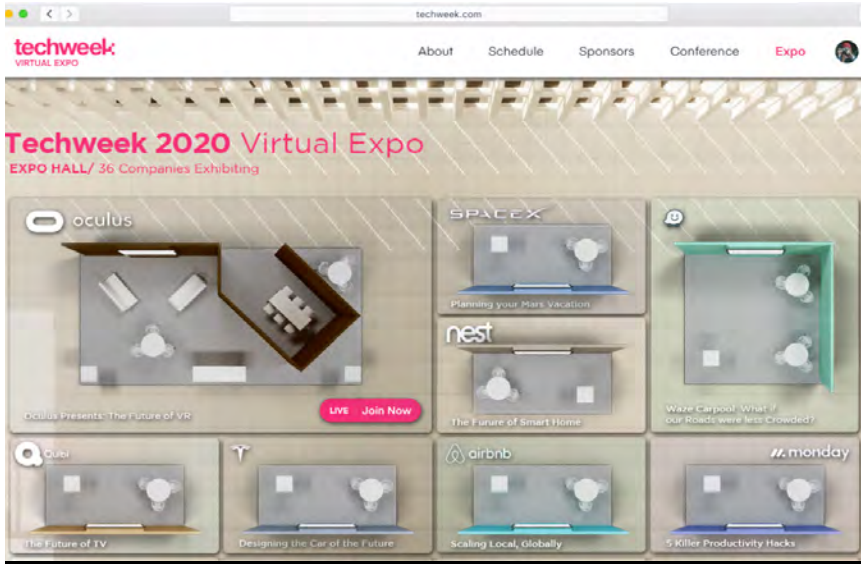


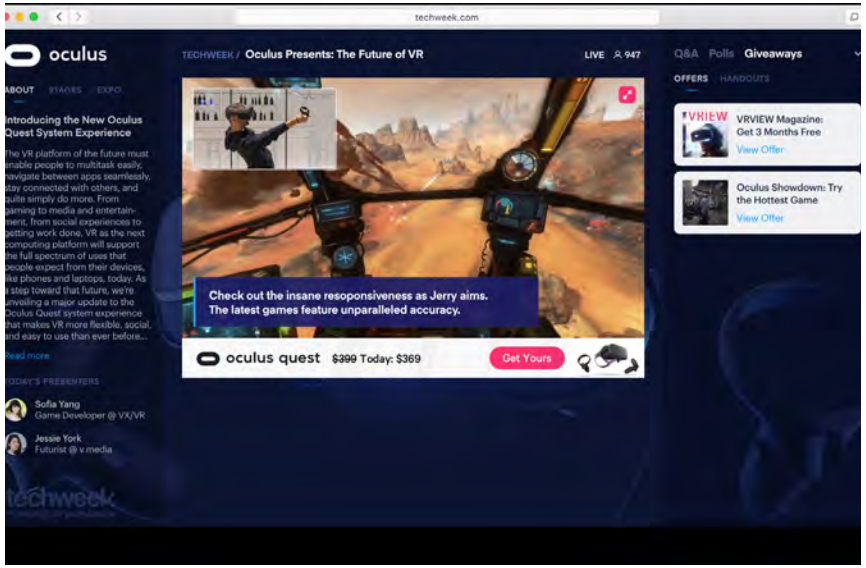
hive.
EXPO HALLS & EXHIBITS
Create a exhibition hall with a virtual "booth" for each exhibitor. Once inside the virtual expo hub, attendees can browse and click on the area they wish to visit.
EXHIBIT LOUNGE

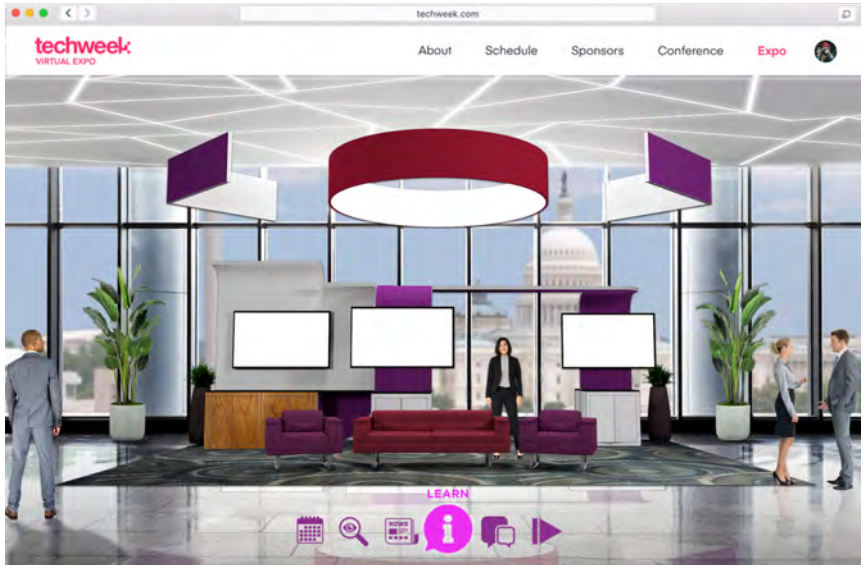
Expo halls and exhibitor spaces are fully customizable, and attendees can watch videos, and gather information about their products and services.

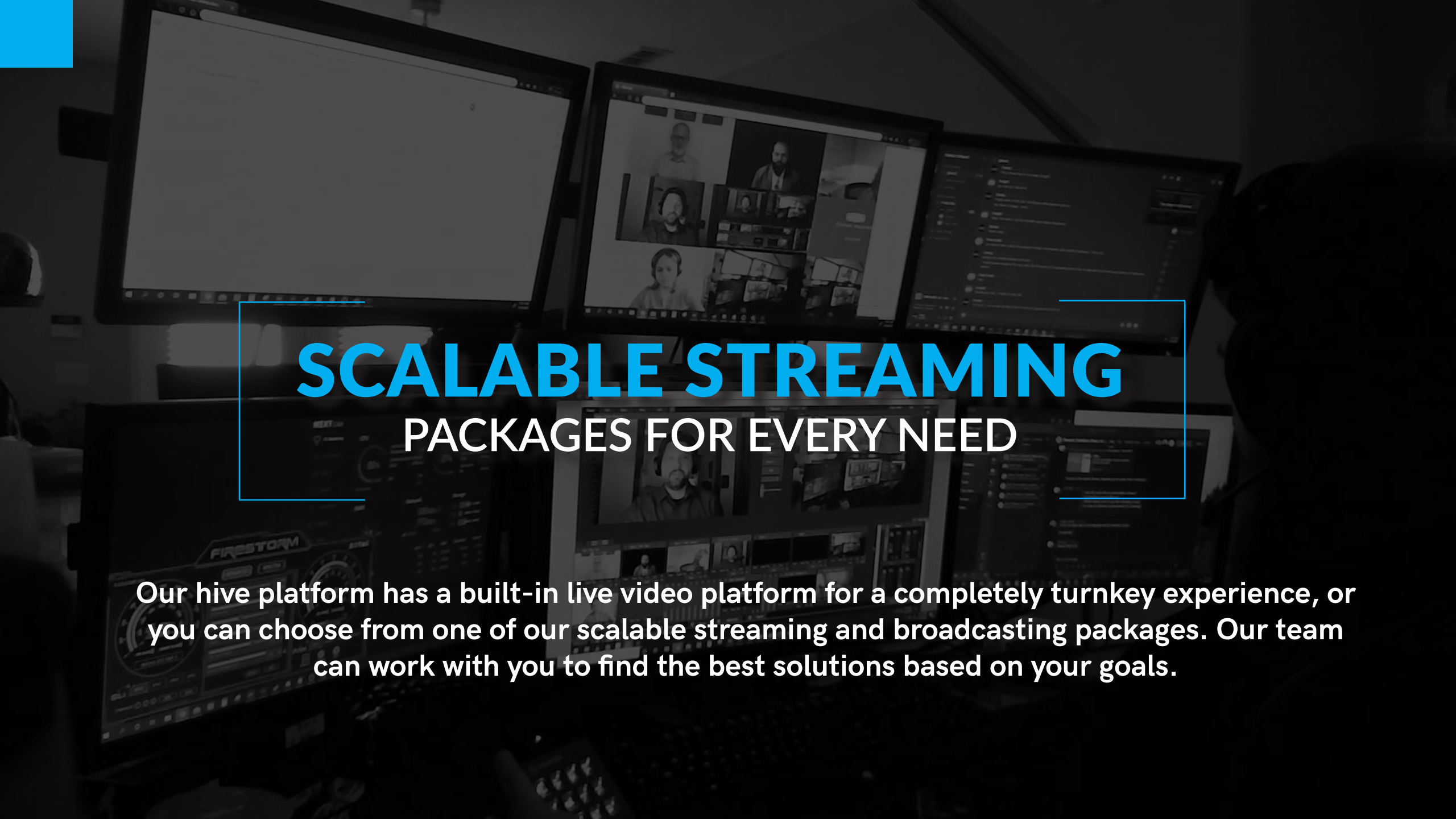
Exhibitors can integrate a live chat room with them to discuss and ask questions, as well as polling, offers, handouts, giveaways, and networking features.











SCALABLE STREAMING

PACKAGES FOR EVERY NEED

Our hive platform has a built-in live video platform for a completely turnkey experience, or you can choose from one of our scalable streaming and broadcasting packages. Our team can work with you to find the best solutions based on your goals.

Flexible Solutions

You have options. We offer a variety of custom, scalable streaming solutions, executed remotely from your home, from a studio, or as a live event. With these solutions, you can connect your audience with presenters and integrate both new and familiar technologies from live events like video playback, content presentations, and production support.

REMOTECAST

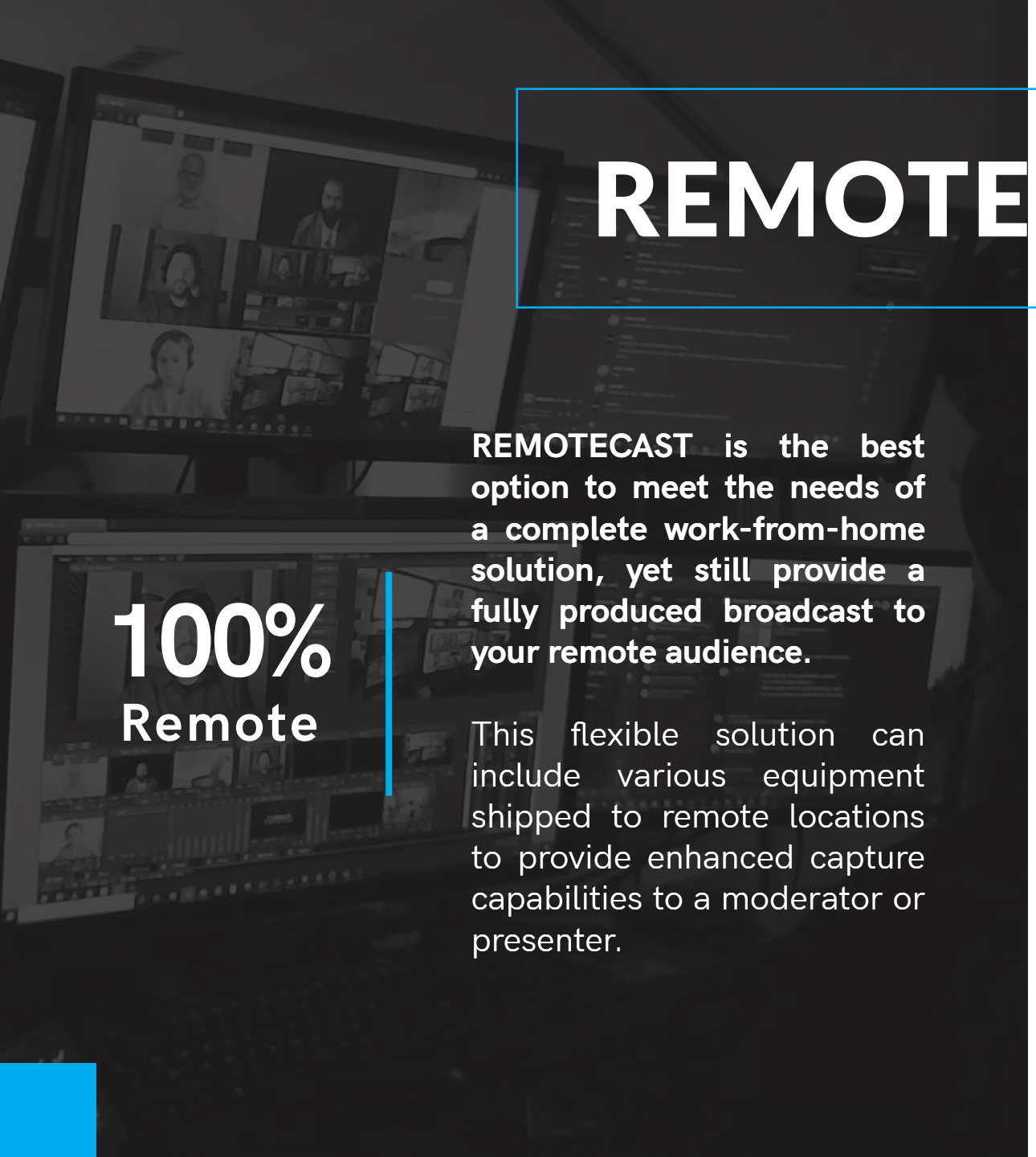
100% Remote Presenters, Attendees & Crew

BROADCAST

Mixes remote & studio spaces, sets with remote and onsite presenters

EVENTCAST

Hybrid event format that mixes both remote and live audiences



REMOTECAST

100%
Remote

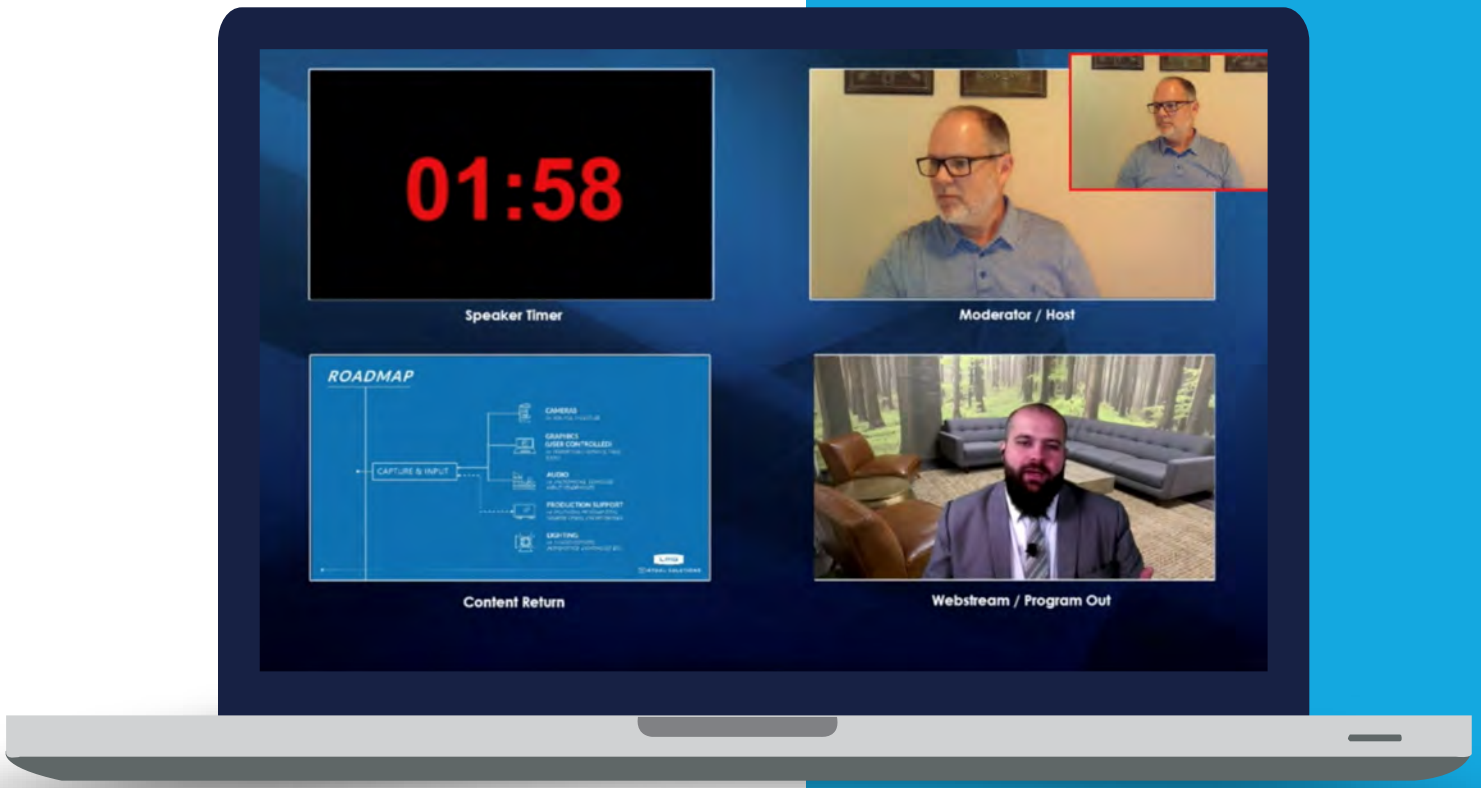
REMOTECAST is the best option to meet the needs of a complete work-from-home solution, yet still provide a fully produced broadcast to your remote audience.

This flexible solution can include various equipment shipped to remote locations to provide enhanced capture capabilities to a moderator or presenter.

- ✓ Remote Presenters, Attendees & Crew
- ✓ Scalable Package Options Designed for Different Needs & Budgets
- ✓ Customizable Output Views Based on Individual Needs with Traditional Broadcast Techniques/Options
- ✓ Virtual Master Control & Remote Technicians provide a Broadcast Quality, Streamed Production

WATCH OUR **REMOTE**CAST DEMO

Click here to watch our recorded web stream demo featuring remote moderator, presenters & technicians utilizing virtual master control with examples of playback, audience participation, green screen & more.

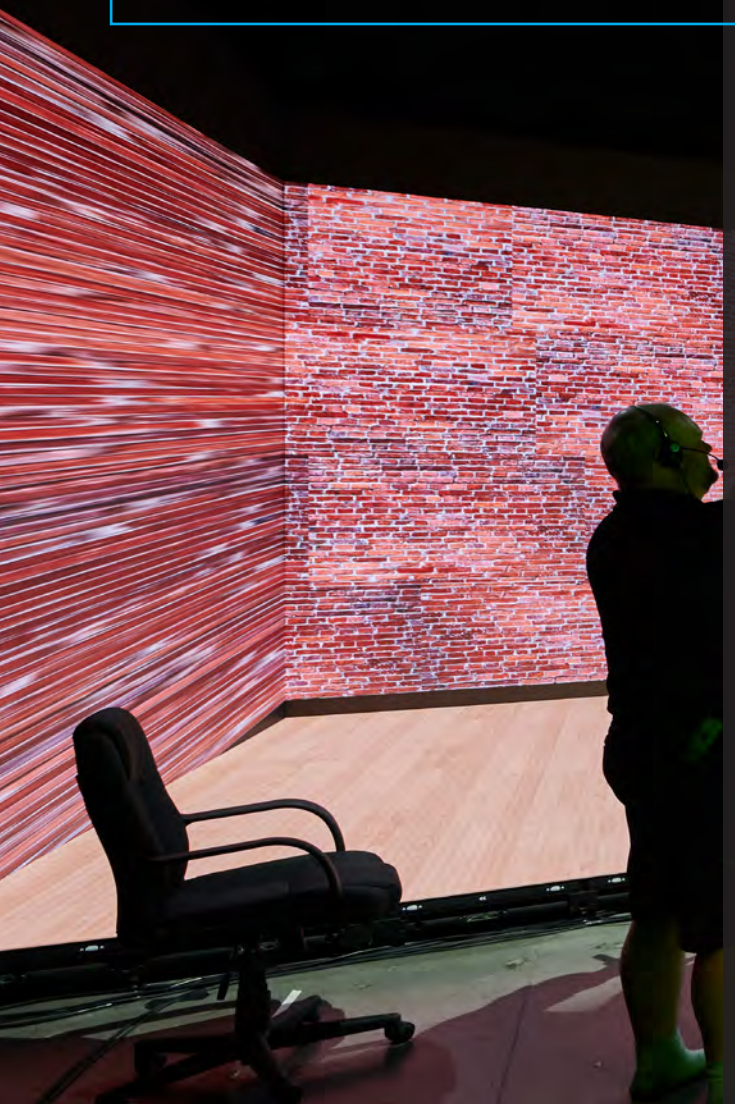


BROADCAST

Kick it up a notch for your remote audience.

Our BROADCAST solution uses virtual or traditional sets with on-site crew, in person and remote presenters delivered to remote attendees.

- ✓ Produce/Broadcast from a Studio with Onsite Crew and Integrate Both Onsite & Remote Presenters
- ✓ Scalable and Customized Solution offering Multiple Webcasting Options for Security, Paywall Integration, Engagement & Sharing
- ✓ Choose a Fully Virtual Green Screen Set, LED set, or Traditional Set in one of our facilities or yours



LED/Extended Reality Set

» Physical set using LED background & LED floor for tangible experience

» Enhance with XR capabilities for more expansive environment

» Camera tracking lines up graphic content with the live shot for proper perspective for viewer

Traditional Sets

» Broadcast in more traditional setting using physical items, such as chairs, podiums, tables

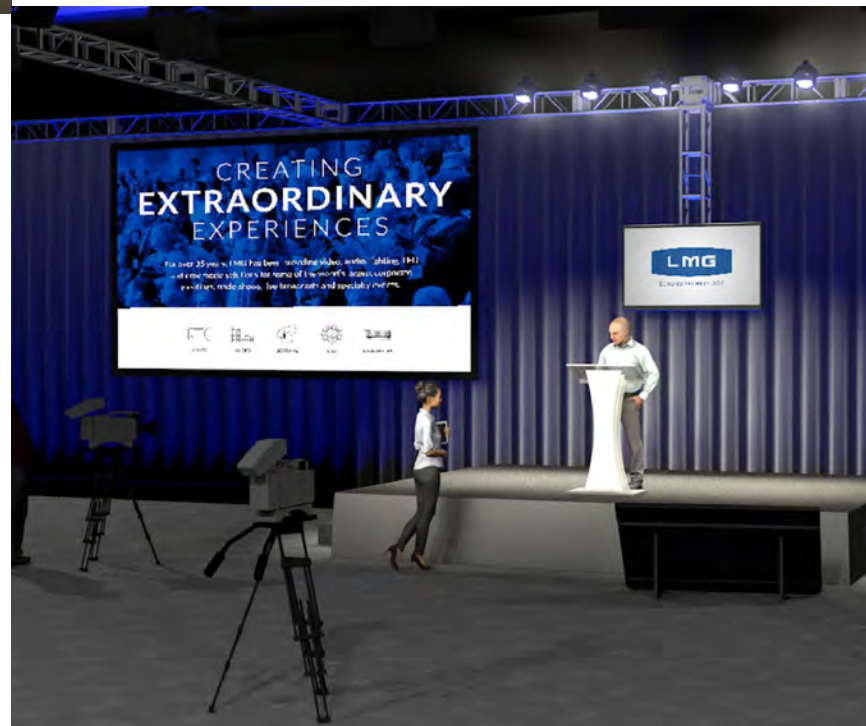
» Enhance with traditional scenic and display backgrounds - LED projection, monitors, touchscreens or virtual, remote engagement

Virtual Studio/ Green Screen Set

» Immersive production via VR environment using green screen or digital virtual environment

» Incorporates camera tracking, real time renderings driven by Ross Voyager media server

» Turnkey options or custom designs



EVENTCAST

Best of Both Worlds

EVENTCAST combines a live event with remote presenters, groups and attendees.

The next evolution beyond the studio broadcast.

Hybrid events include a live audience with produced staging elements (video, audio, LED, lighting).

Presenters, audience and crew are onsite and can include remote viewers and presenters from any location, as well as remote crew, if applicable.

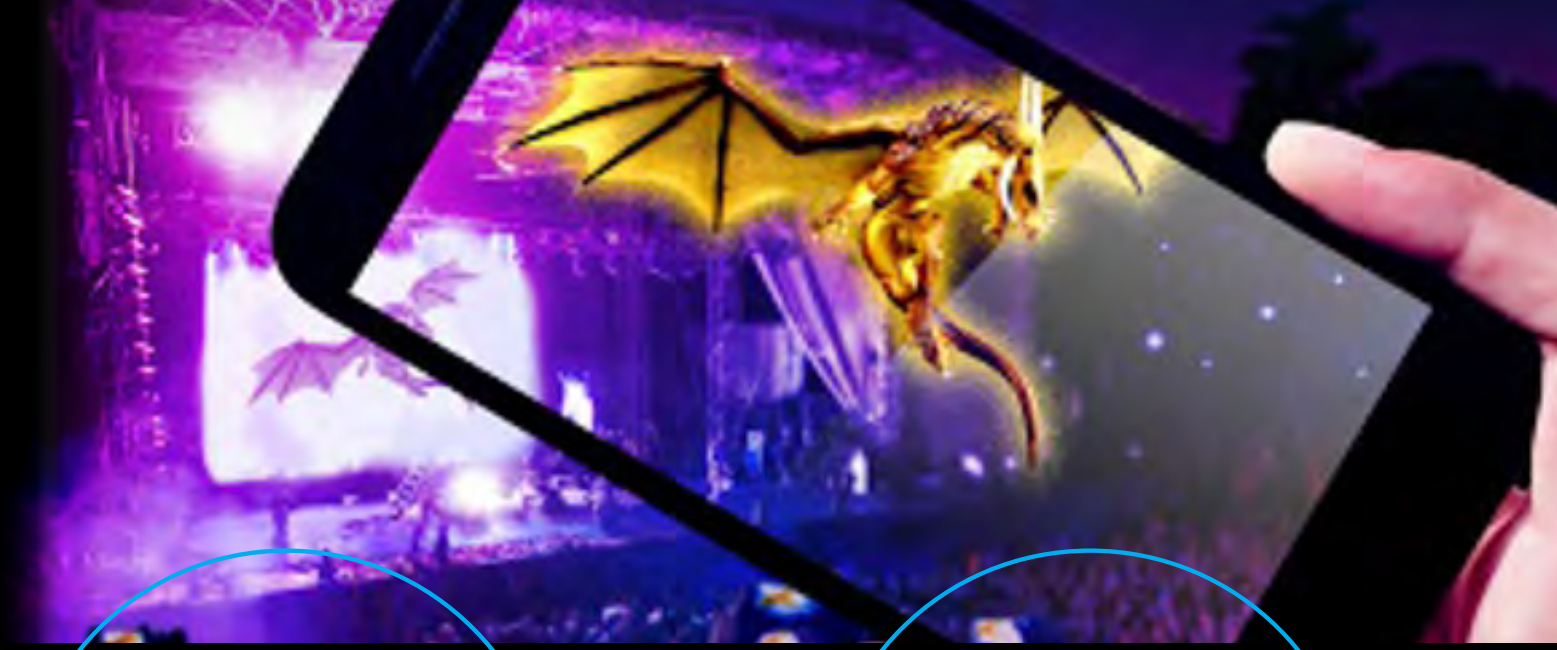
- ✓ Venue options are not limited to a studio environment
- ✓ Focuses on the live and remote attendee experience in equal measure
- ✓ Robust virtual environment can be streamed to individuals as well as other venues that have dedicated AV support

ENHANCED
REALITY TOOLS

Enhance the experience for the remote viewer with tools that can create any reality:

- Augmented Reality
- Virtual Reality
- Mixed/Extended Reality

What's the difference?



AR

Real-time computer-generated foreground and background scenes, graphics, and characters for live camera broadcast

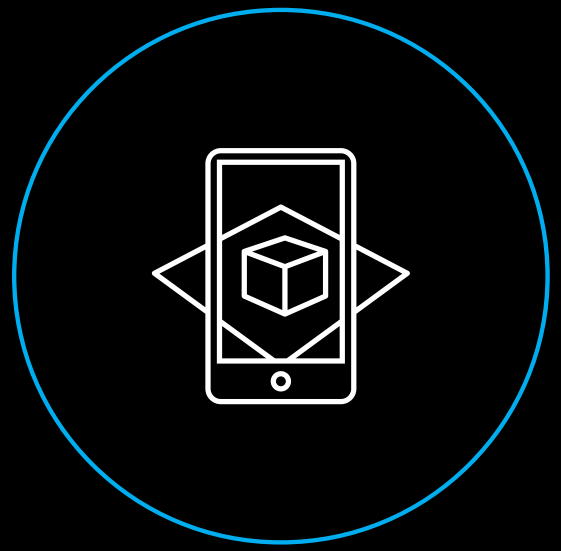
XR/MR

Real-time computer-generated backgrounds for live camera broadcast without green screen

VR

Computer generated 3D environment intended to be experienced with headset/goggles

AUGMENTED REALITY



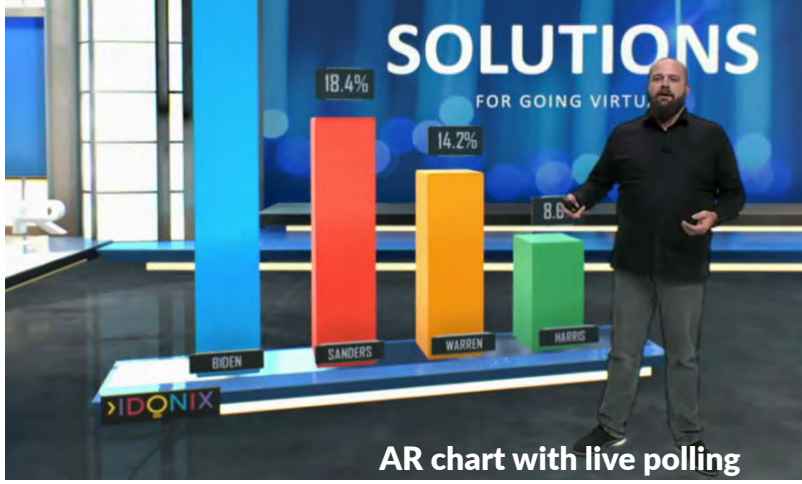
Enhance your remote production by adding augmented reality, either used in conjunction with Premier's virtual sets or to add emphasis to your presentation within any physical environment.

AR is done in real-time, enhancing the physical world with computer generated content such as sound, video, graphics, or location data.

» Typically experienced via a screen surface (e.g. phones & tablets for mobile content, TVs & projection or LED displays) for viewing

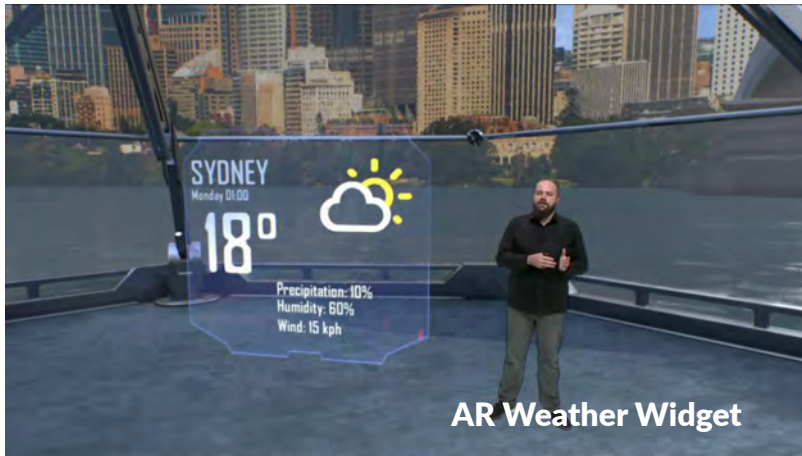
» Sophisticated media server and character generator broadcast solutions with location tracking cameras

» Provided using either Ross Voyager or disguise VX4 systems



AR chart with live polling

AR Virtual Desk



AR Weather Widget

WATCH OUR **AR** DEMO

Click here to watch a demo of our **Augmented Reality Solutions used with our Virtual Sets** driven by the Ross Voyager media server.

MIXED/EXTENDED REALITY

Mix the real and virtual worlds to produce new environments and visualizations where physical and digital objects co-exist & interact in real time.

Premier is able to provide immersive MR/XR experiences primarily media servers and LED to surround a presenter within a virtual environment.

» Typically deployed using disguise media servers and a three-side LED cube (shown in photos)

» Game engine and media server solutions with location tracking cameras (disguise VX4, Stype Red Spy, Notch)

» Experienced with TV displays, projection, or LED displays for viewing. Experience is often limited to a single camera perspective.

VIRTUAL REALITY

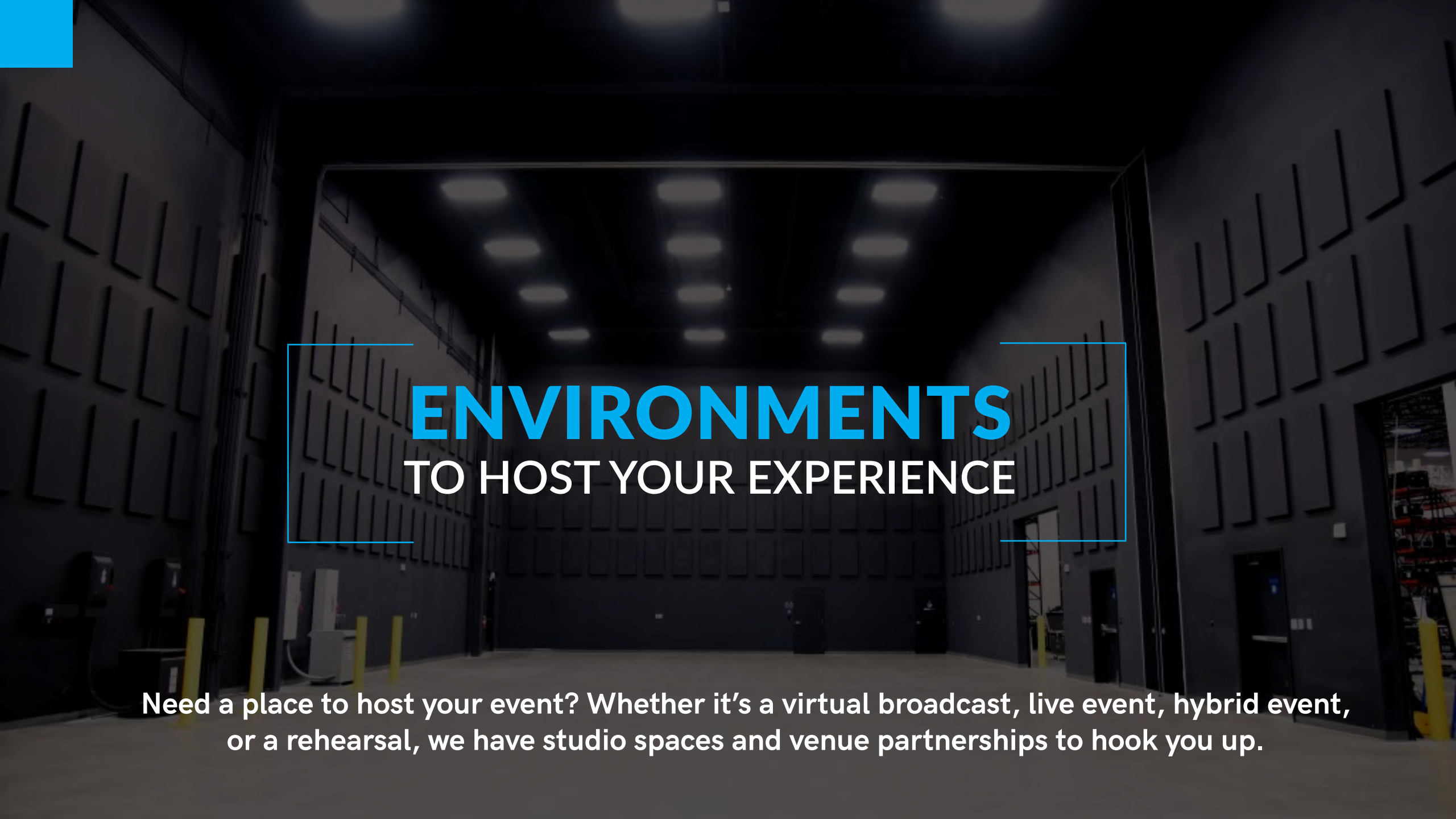
Create truly immersive experiences using reality headsets to replicate a real environment or create an imaginary world.

VR is typically focused on gaming, video conferencing, immersive video viewing, or web browsing, and can be isolating for the viewer, or collaborative with other users.

» Popular tools for experiencing are Oculus & HTC Vive headset products

» 3D generated environment created using design and content tools (Vectorworks, Cinema 4D, GrandMA3, disguise designer)

» Often used for previsualization to assist with client buy-in of a complex design, and avert costly on-site concerns like obstructed sightlines and poor visibility



ENVIRONMENTS
TO HOST YOUR EXPERIENCE

Need a place to host your event? Whether it's a virtual broadcast, live event, hybrid event, or a rehearsal, we have studio spaces and venue partnerships to hook you up.

CONVENTION PARTNERS

We are the onsite AV partner in premium convention centers across the United States.

Detroit

TCF Center

Nashville

Music City Center

Seattle

Washington State Convention Center

San Jose

San Jose McEnery Convention Center

Orlando

Orange County Convention Center

DEDICATED STUDIO SPACES

Our studio spaces in Detroit, Orlando, Las Vegas & London are fully equipped with amenities to host your virtual events.

Detroit

Partnership with The Garden Theater

Orlando

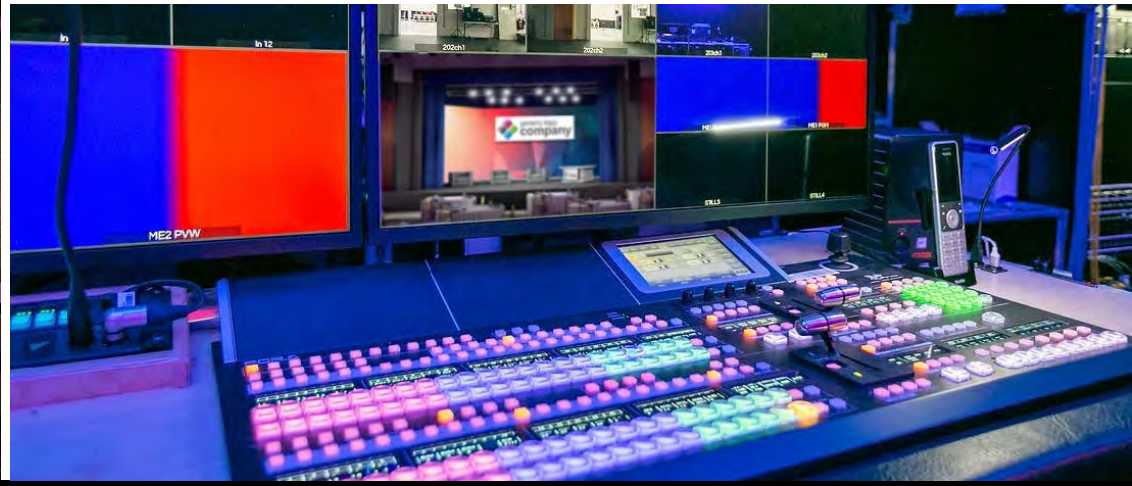
Located at our ETP Headquarters

Las Vegas

Studio Addition at our Office

London

Virtual Studios at John Henry's Complex



DETROIT

THE GARDEN THEATER

- ✓ Unique 8000SF venue with multiple rooms and spaces for remote or hybrid events, or small live events
- ✓ State of the art broadcast control center to seamlessly support remote & live content
- ✓ Main Stage offers nearly 1000SF, LED backdrop & optimal space for socially-distanced presenters
- ✓ Additional rooms with smaller footprint ideal for green screen, live shots, remote presenters, etc.

ORLANDO

STUDIOS & BROADCAST SPACE

- ✓ 5200SF rehearsal spaces consisting of two studios that can be separated by airwall, or combined
- ✓ Rigging and Power with 30′ Clearance under Ceiling
- ✓ Additional turnkey broadcast studio space with curved LED backdrop, small seating area & production/control rooms
- ✓ Onsite Production Office, Break Room, Restrooms with Showers

LAS VEGAS

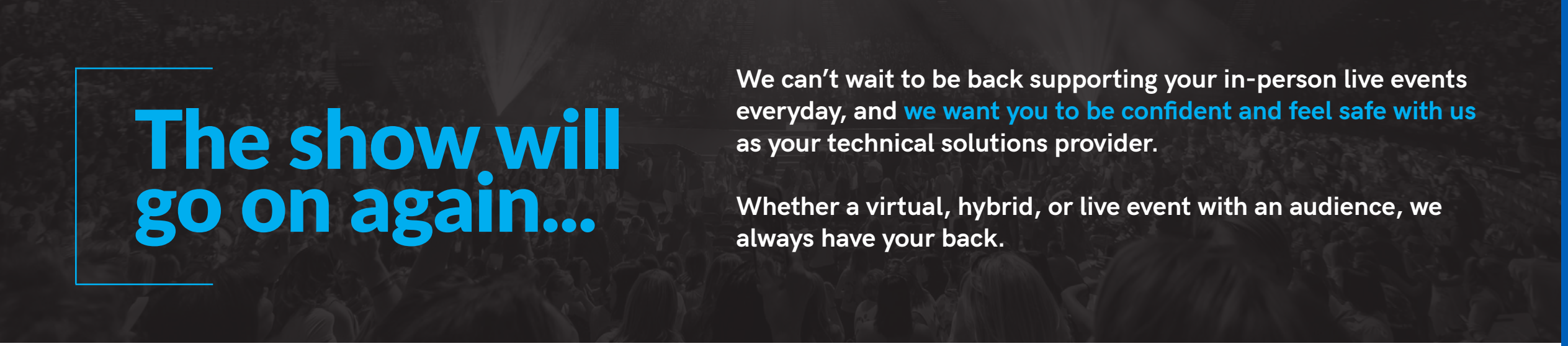
STUDIOS

- ✓ State of the art 9600SF studio/rehearsal space ready for arena-sized events/tours
- ✓ Capacity to fit 60′ x 40′ arena stage with wings
- ✓ Production Offices, Artist Suite, Dressing Rooms, Fully Equipped Kitchen & Bathrooms

LONDON

PIXL VIRTUAL STUDIOS

- ✓ Our sister company Pixl offers turnkey virtual studio spaces established in partnership with John Henry's in Central London for broadcast events
- ✓ Studios include spaces with virtual sets/green screen and XR/MR sets with LED background/floor. Traditional sets also available.
- ✓ Fully equipped studio with amenities including production spaces and other services



The show will go on again...

We can't wait to be back supporting your in-person live events everyday, and we want you to be confident and feel safe with us as your technical solutions provider.

Whether a virtual, hybrid, or live event with an audience, we always have your back.

Things might look a little different in the future. Here are a few things we expect when large gatherings come back to help you with planning and peace of mind:

Enhanced Safety & Security Protocols

Temperature checks, handwashing/ hygiene procedures, proper cleaning, PPE if applicable. We will do everything possible to keep our team and your team healthy & safe when supporting your events.

Continuation of Hybrid/ Virtual Event Model

Right now virtual events are a must, but when in-person events are back, offering a virtual component will become the new norm. Not everyone might feel safe right away, and planning a virtual offering can also act as a back-up plan.

Flexibility & Ability to Adapt/Scale

The timing of when large gatherings will be back is uncertain, and future plans may need to change or scale up or down. We would be happy to offer you assistance with different technology options for varying audience sizes and scenarios.

WHY US?

EXPERIENCE: We've been supporting clients with virtual solutions for years. We aren't just reacting to the current industry climate.

OUR TEAM & INFRASTRUCTURE: Our technical team is the best in the industry, and our internal support system offers unparalleled 24/7 customer service. Our job isn't done until you feel completely comfortable trusting us with your show.

DEPTH OF SERVICES: Our range of virtual solutions can support any vision, from simple streaming to complex virtual interactive experiences.

OUR FACILITIES: We are more than happy to help you broadcast from your home, office, production space, or anywhere, but If you need a facility, we have studio spaces and venue relationships to host your broadcast.

PREMIER
EVENT TECHNOLOGY

We would welcome the opportunity to discuss your goals in depth and find the best virtual solution that works for you.

To read more about our virtual solutions, please visit: premiereventtech.net/solutions

AN ETP COMPANY