



VIRTUAL CROWD

SETTING THE BAR FOR CUSTOMIZED
INTERACTIVE LIVESTREAMS



THE WHAT

VIRTUAL CROWD IS A FULLY CUSTOMIZABLE AND SCALABLE MULTIMEDIA TECHNOLOGY. IT ALLOWS ARTISTS, SPEAKERS, AND PERFORMERS TO INTERACT WITH THEIR FANS, EMPLOYEES, OR CLIENTS IN REAL TIME WHILE SEAMLESSLY SHOWCASING HIGH-QUALITY PRODUCTION VALUE AND DESIGN WITHIN THE ONLINE EXPERIENCE.

[CLICK HERE TO WATCH A QUICK VIDEO DEMO](#)



VISION

THE CHALLENGE OF COVID-19

The COVID-19 pandemic has created monumental challenges in the entertainment and live event industries. This pandemic has created significant obstacles to corporate product promotion and sponsorship. Businesses struggle to meet with their employees, network with new leads or even entertain key clients in a safe and accepted way. Performers, in-

cluding musicians, athletes and actors, are simply unable to perform live in front a packed house, and they have no safe way to interact with their fans in real time.

At its core, the pandemic impacts the consumer, dramatically limiting opportunities for much needed socialization and entertainment.

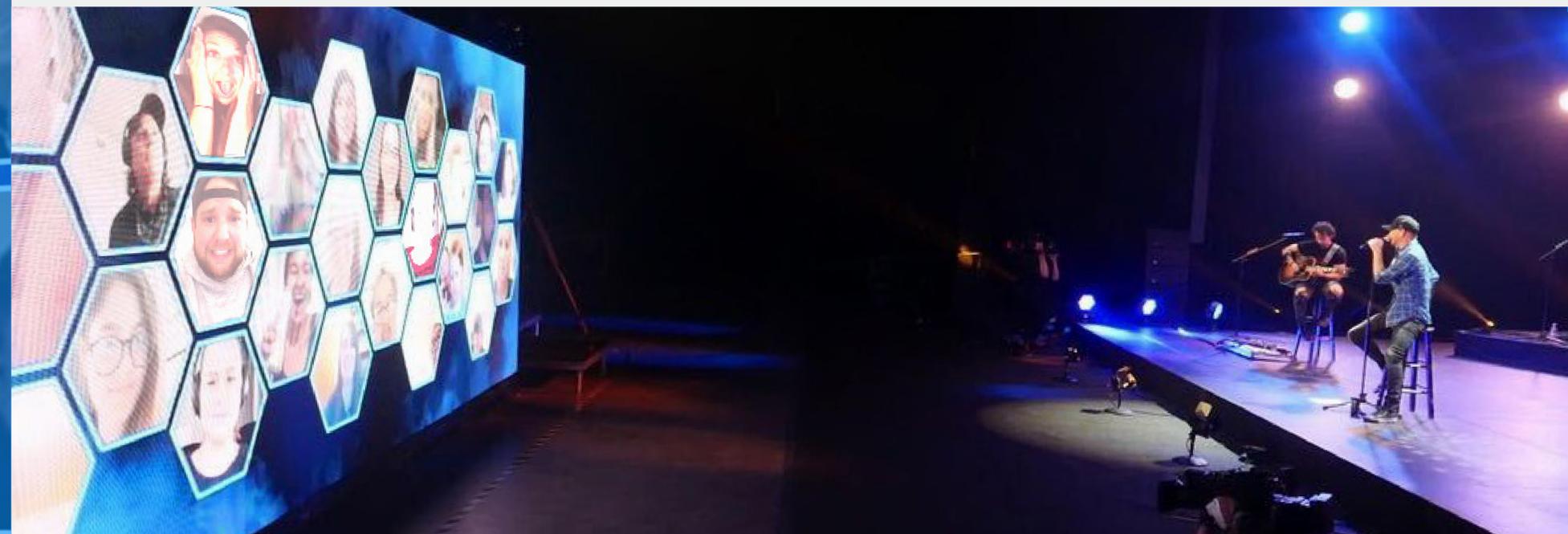




A VIRTUAL LIVE AUDIENCE SOLUTION

Virtual Crowd is the unique, creative and flexible solution to these unprecedented challenges. Whether the audience is entirely virtual or a hybrid mix of real and virtual members, the performers are able to see their audience on large video screens (LED or similar) and interact with them as they would with a traditional live audi-

ence. Simultaneously, the fans experience a live performance with professional production value and interact directly with the performer. The Virtual Crowd configurations and the display screens are fully customizable, allowing a plethora of creative opportunities for monetization and sponsorship.





CUSTOMIZATION IS KEY

Virtual Crowd is singularly unique in its customizable appearance. By design, content displayed on the Virtual Crowd system can be creatively curated to blend seamlessly into any set or production design. Simultaneously, the aesthetic versatility of the Virtual Crowd system

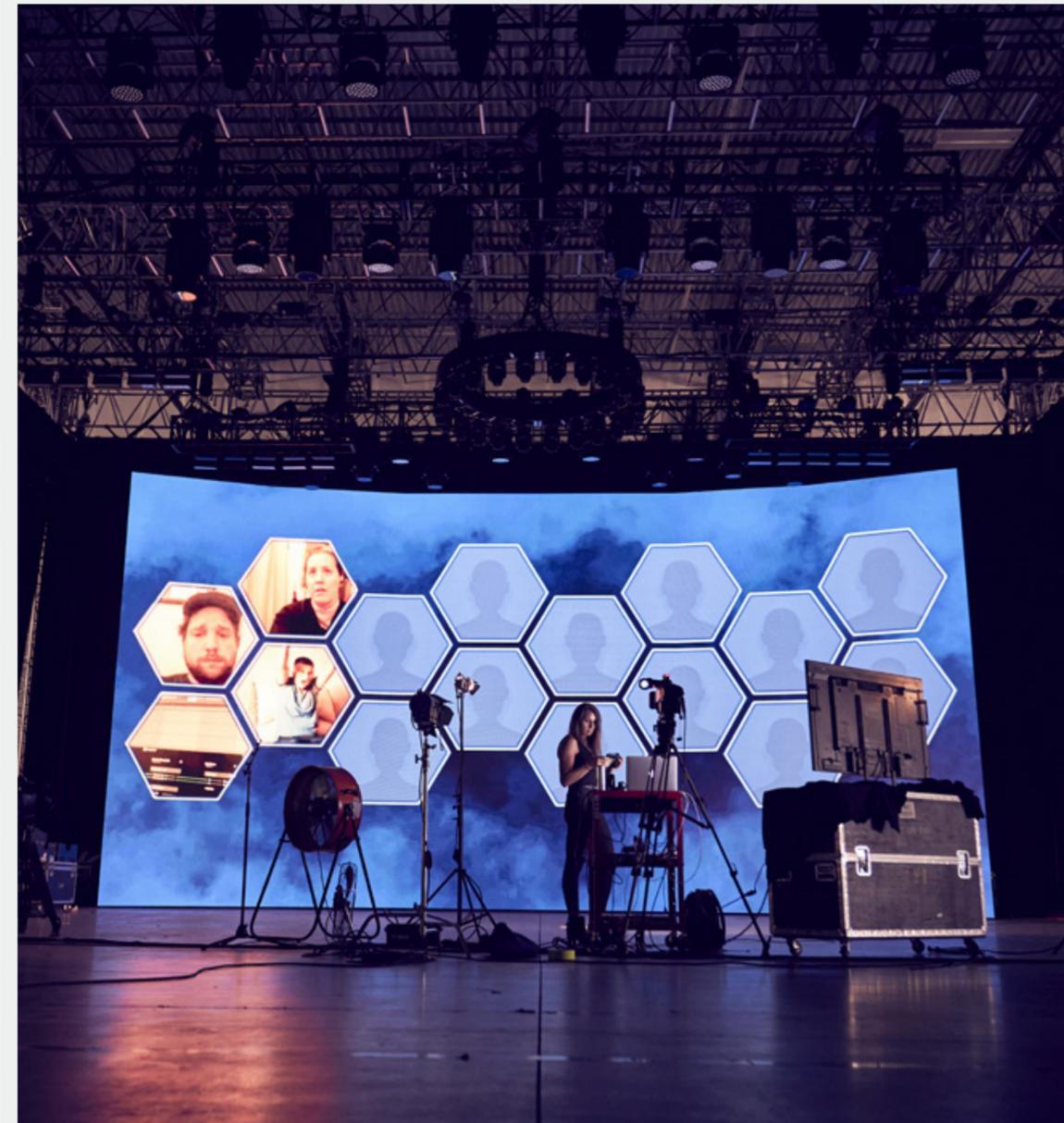
provides the building blocks for deeply immersive environments and captivating storytelling. Sponsors will also be thrilled with Virtual Crowd's ability to incorporate their information and content into the show environment in new and exciting ways.



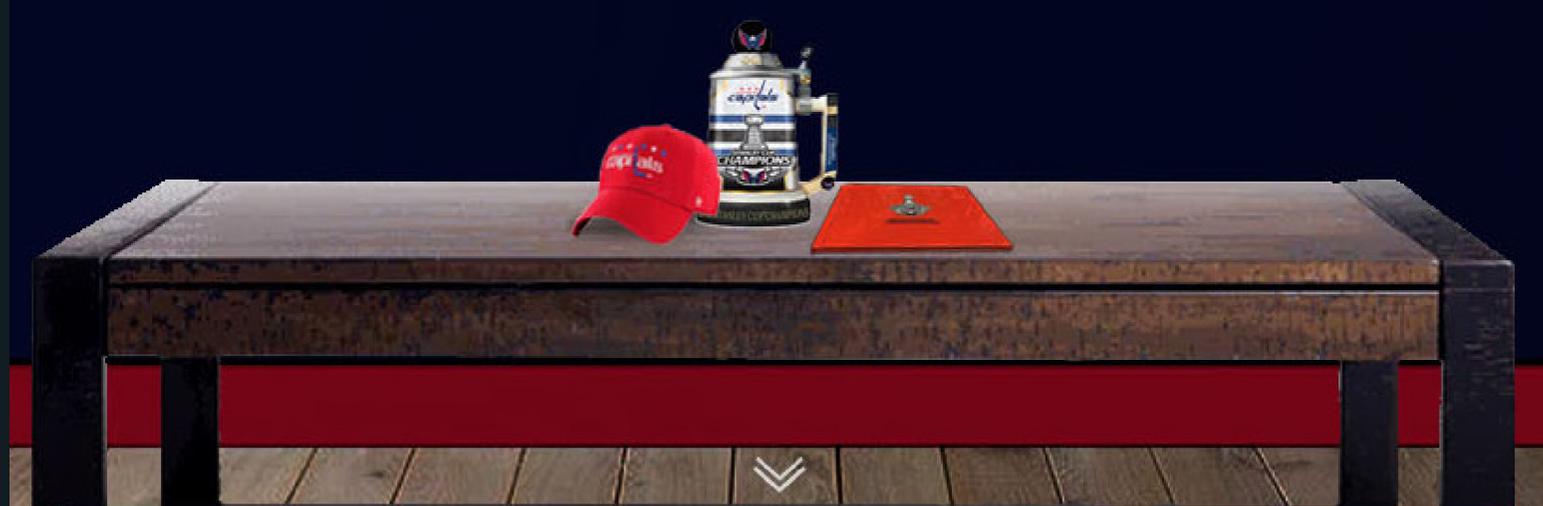


VIRTUAL CROWD

HOW IT WORKS



SAMSUNG



VIRTUAL CROWD

END USER EXPERIENCE

For the end user/virtual attendee, Virtual Crowd is a completely web-based system. No apps, no downloads -just a web browser. A user will be directed to a website on which the platform is hosted. This can be an existing client website or a new page that we create. Options include VIP Ticketing (which inserts the user into the Virtual Crowd display) or GA Ticketing (which just allows the user to view the Pay-Per-View stream. Alternatively, we can simply provide a link to join.

Every webpage can be customized and branded to fit the client's needs to ensure brand visibility and consistency throughout the process. Once the users are directed to this webpage, they must first agree to a simple "Terms and Conditions" form. Next, they must grant access to their individual cameras and microphones.

Once the users have completed this step and pressed "Join", they now enter the Virtual Crowd Experience. The system places the users into a dedicated page for viewing the live stream. At this stage, the users can see themselves in a camera view to ensure that they are in frame. Once they are actively viewing the stream, they always have the option of muting their microphone and/or muting their video source as well.

THE BACK END

When all the fans have entered the system and are enjoying the live stream, the Virtual Crowd Back End systems are processing the signals with remarkable efficiency.

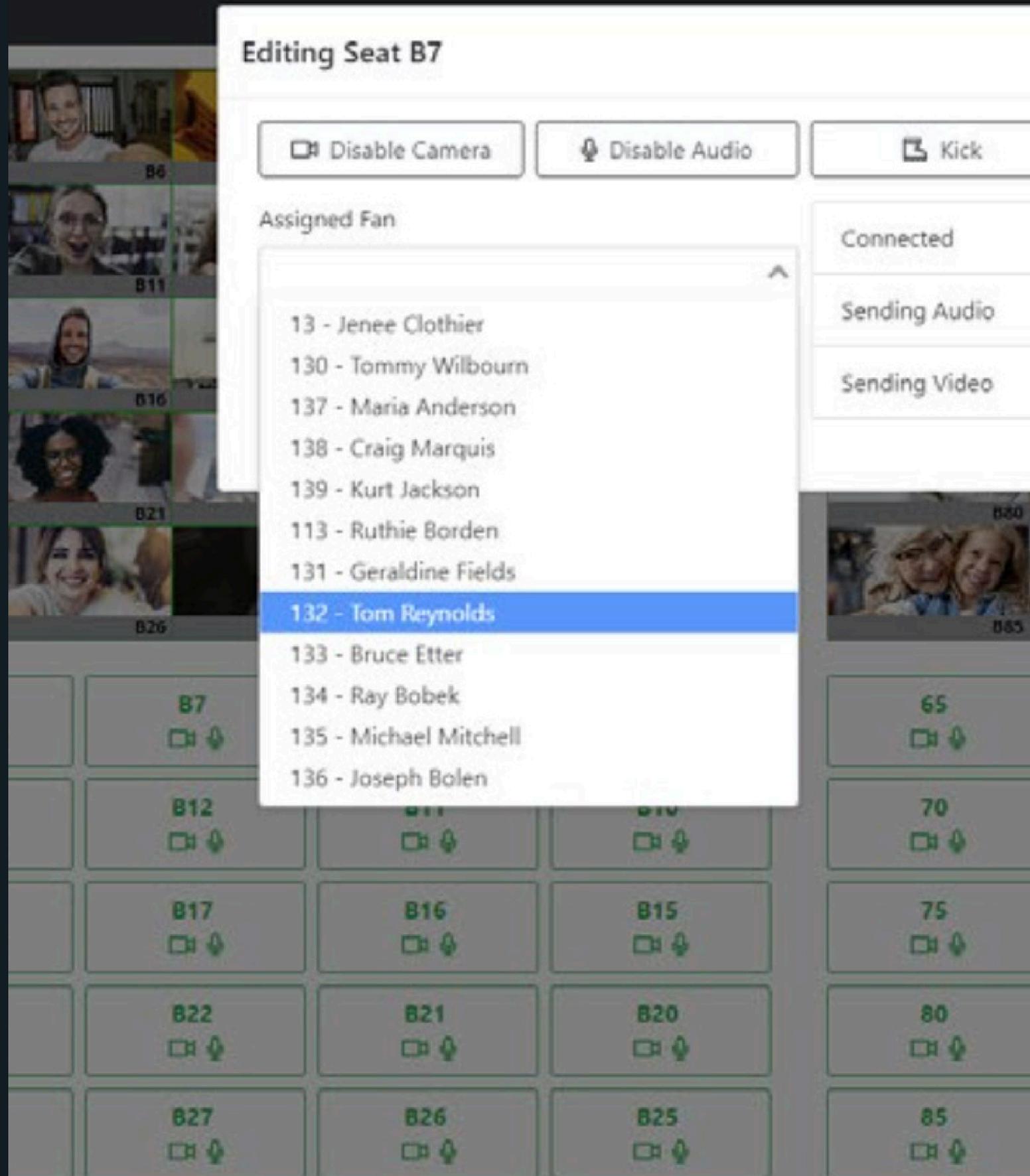
Our fleet of Cloud Servers compile the microphone and webcam feeds from each and every user and quickly stream them to our Localized Rendering Servers.

Located on show site, the Localized Rendering Servers extract the feeds from the cloud and compile them into our proprietary format. This configuration allows for minimal latency and ultimate flexibility in the overall system.

The Localized Rendering Servers feed the formatted streams directly into our Creative Servers which are also located on show site. These servers drive the various media sources utilized by the production (LED walls, Projection Screens, monitors, etc.). This is where the magic happens, setting Virtual Crowd apart from others.

The dedicated Creative Servers are the tools we use to curate our content with unique style and creativity. Animations, layers, shapes and blends are just some of the tools we have at our disposal.





MODERATOR VIEW

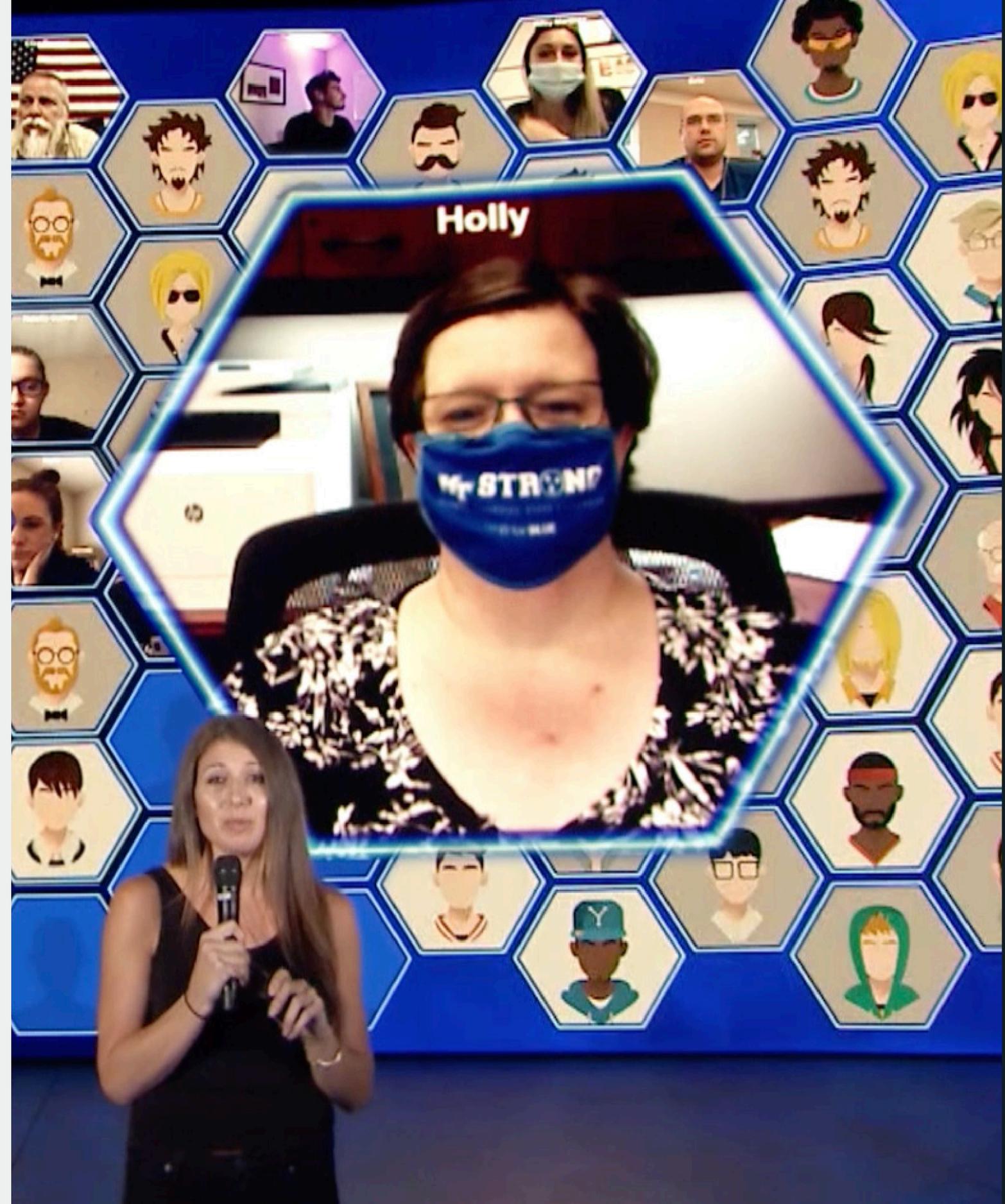
A unique and major feature of the Virtual Crowd platform is the Moderation Mode. During each event, a team of dedicated moderators will be monitoring each user's web feed as it comes out of the cloud to identify any type of behavior that is deemed inappropriate. Once someone is flagged as inappropriate, they are immediately removed from the wall and banned from the system for the remainder of the event. Moderators also have the ability to mute/unmute individual microphones and disable video feeds as necessary.

Moderator View allows multiple moderators to view both a Live Grid (subset of users passed to the Creative Servers) and the Waiting Room Grid (users who are watching the live stream but not presently appearing on the Virtual Crowd display). The Moderators can then assign individual users from the Waiting Room to a particular Live Grid location (and vice versa), remove and ban users, and mute/unmute users. Moderators can also interact one-on-one with each user to verify the quality of their audio and video signal. Acceptable signal quality is indicated with a simple green dot for each user.

This is a critical component of Virtual Crowd as it allows for full control over who is participating and can quickly and efficiently remove any un-wanted behavior from the event.

INTERVIEW MODE

Interview mode is a unique, customizable feature that allows the client (or production team) to choose one or two guests and interact with them. All other guests are muted or ducked, allowing for memorable moments like interactions between lucky fans and performers. This feature is also well suited for keynote addresses, press conferences, and media events.





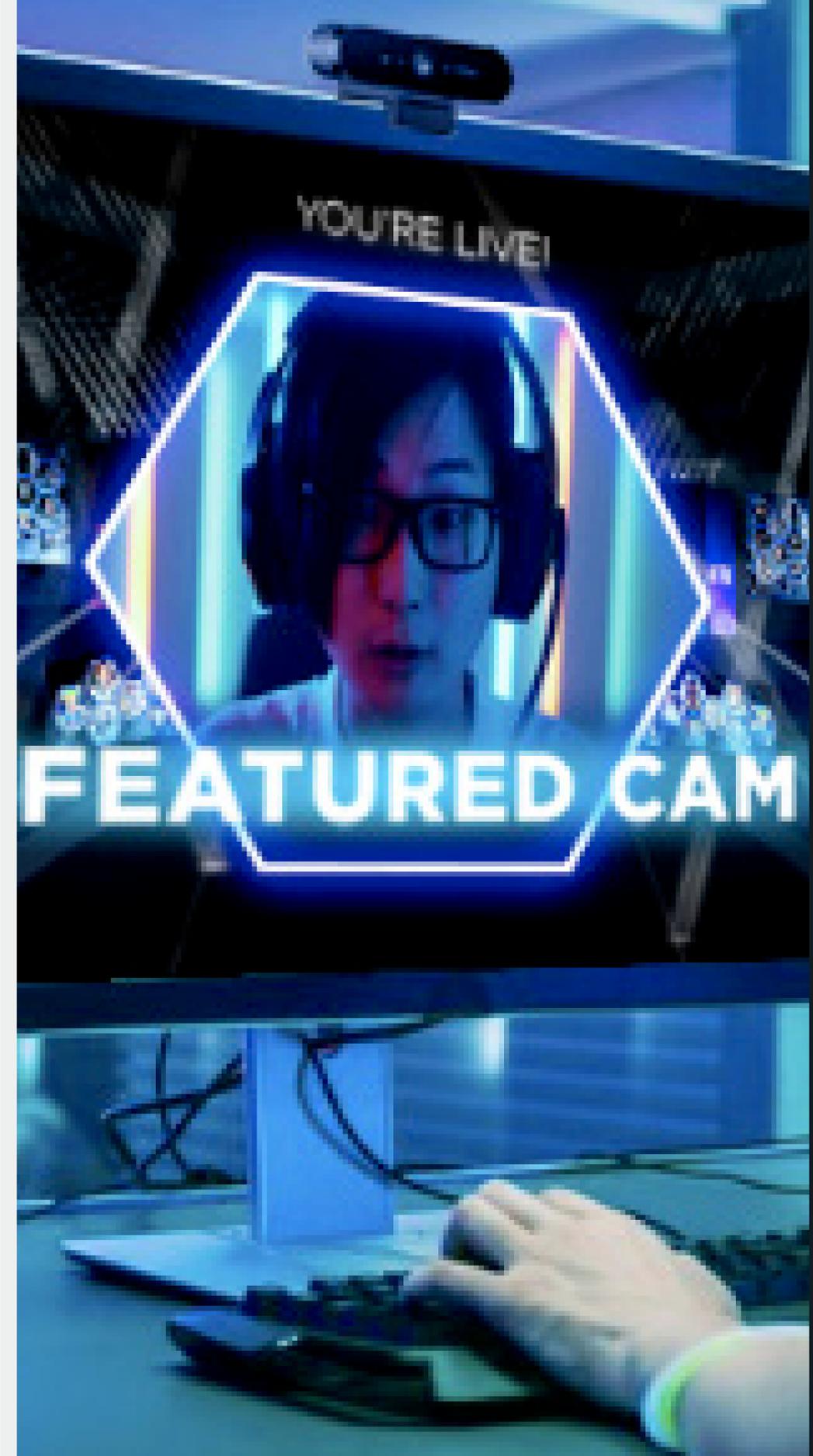
OUR ADVANTAGES

- Operates on a reliable framework with latencies as low as 200ms
- Allows for a wide range of ticket levels and premium options
- Provides a queue or “waiting room” for audience participants to replace other participants for screen time, allowing events to sell more VIP tickets than spots on the wall
- Permits instant replacement of audience members if their signal quality drops out
- Allows production to select a replacement user to backfill removed audience members
- Allows mute and cluster audio feeds per production needs
- Supports multiple simultaneous stream feeds (allows user to choose from multiple camera angles)
- Integrates natively with AR, VR, and XR workflows
- Provides the ability to gather participant data at log-in and arrange users in predetermined regions based on the data
- Displays collected user data on screens if desired (i.e. names, locations, etc.)
- Currently allows up to 1000 participants on screen at once, with no technical limitation on number of overall users viewing the live stream
- Provides effortless on-boarding: User clicks provided web link - no app required
- Supports any device (computer, phone, tablet)
- Allows access through multiple supported web browsers
- Provides two-way communication with event and moderation team



INTEGRATION GUIDE

1. Appropriate Site Visit/Internet Speed Test completed to ensure location has suitable infrastructure to facilitate Virtual Crowd and all related equipment.
2. Event Team arrives on load-in day with everything required to execute Virtual Crowd to client requirements.
3. Virtual Crowd technical lead verifies adequate connection for the local servers based on preliminary venue tests.
4. Virtual Crowd team deploys system and integrates with local media playback source (LED wall, Projection Surface, TV).
5. Virtual Crowd team executes multiple system tests and ensures a quality connection to cloud based servers.
6. Virtual Crowd technical lead meets with client-specified event Moderators for detailed overview and operating instruction of the moderator systems.
7. Once users begin logging into the system, Moderators and Virtual Crowd technical team begin monitoring the system, including troubleshooting and customer support.
8. Event uses Virtual Crowd, with technical team executing programming and transitions as determined by client. Moderators continue to monitor/action inappropriate behavior and bad connections.





VIRTUAL CROWD

SIGN IN PROCESS

Welcome!

You are about to be seen, and you are about to be heard!

Please check the box agreeing to our terms and conditions, and click CONTINUE. A pop-up will appear asking for permission to use your device's camera and microphone. Be sure to allow access so the artist can see and hear you in the venue.

In order to ensure the best possible experience, please mute yourself using the on-screen controls if you are around any distracting background noises. Oh, and keep your clothes on!

Clap, laugh, dance, and enjoy the show.

Make sure your headphones are connected

Select Camera and Mic

Microphone

 Default - Inte 

Camera

 HP HD Camer 

Refresh Devices



Join Show

VirtualCrowd.joincrowd.tv wants to

 Use your microphone

 Use your camera

Allow

Block

Head

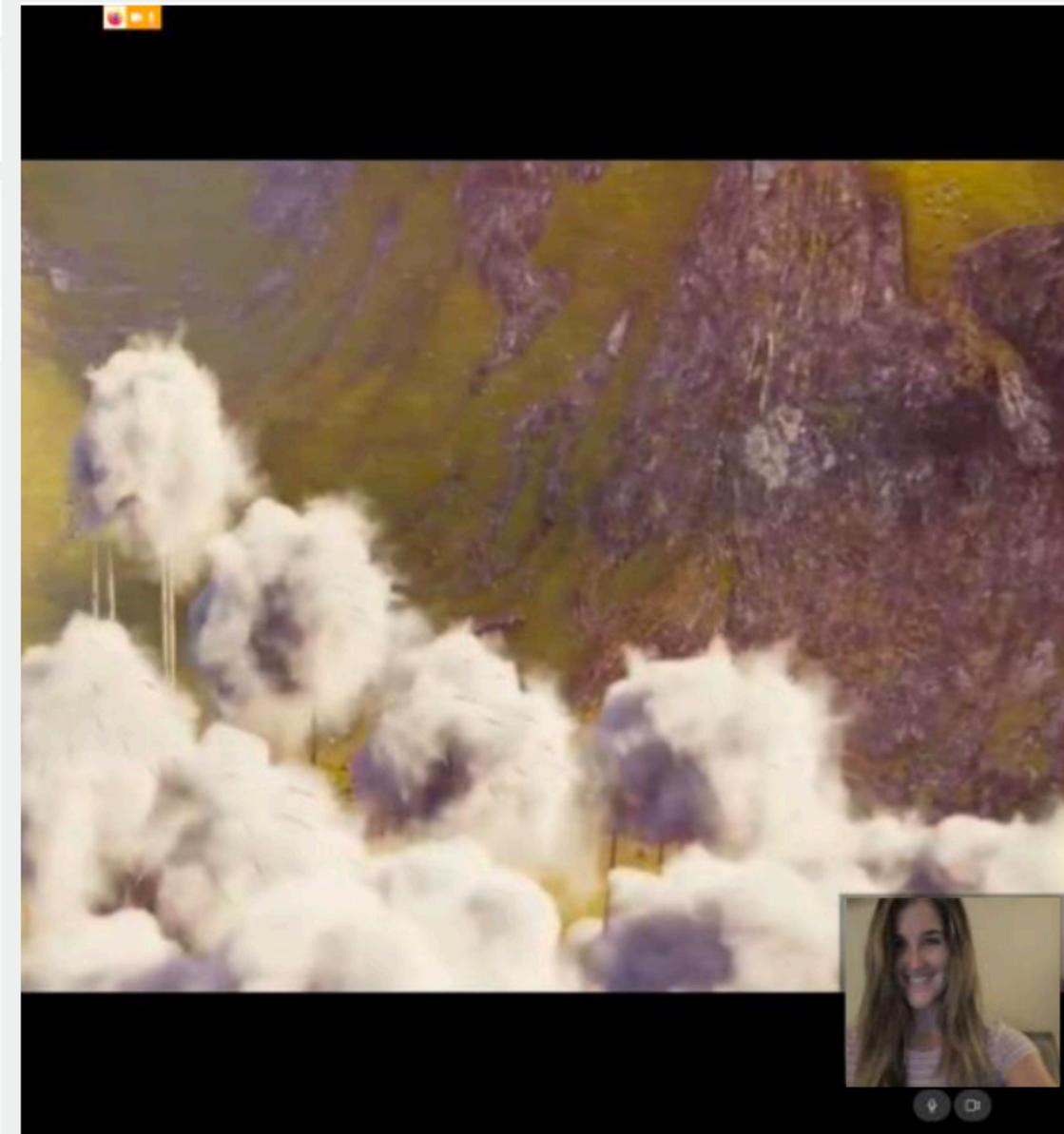
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screens at the show.





SPORTING EVENTS

Elevate a broadcast game with exciting curated content that seamlessly integrates the virtual fans, sponsorship presence, and fun content that highlight team colors and branding.



CONCERTS

Performers can offer premium ticketing that allows for meet-and-greets, "front row" screen presence, and the ability to select from multiple camera feeds - giving the premium viewer the ultimate fan experience.





CORPORATE KEYNOTES & CONFERENCES

Whether it's an internal Town Hall, an exclusive press event, or a large-scale product launch, Virtual Crowd's infinite scalability and customization allows for a highly intentional, brandable, and immersive event.



E-SPORTS & GAMING

Virtual Crowd can live virtually inside any gaming-streaming platform, or it can enhance the excitement and futuristic design of any live gaming event. Really bringing the fans back to the player.





THEATRE

Imagine hundreds of LCD screens, each filling an individual seat of a theatre performance as though the fan on the screen was watching in person. Then imagine the performers having the ability to see their faces, and hear their reactions in realtime. Powerful!



TELEVISION

Beautiful, customized content design mixed with our Interview Mode makes Virtual Crowd very attractive for talk shows, reality shows, and beyond.



THANK YOU

CONCIERGE@VIRTUALCROWD.LIVE

