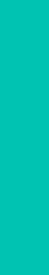


The future
has been
uncancelled...

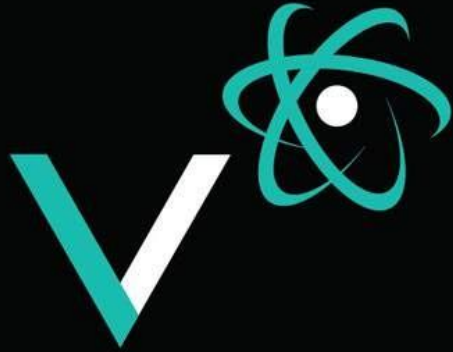


Introducing Pico Virtuosity
Virtual events for eventful times



Even before these eventful times, Pico was developing ways to make events more sustainable, accountable and accessible. Could we harness cutting-edge but proven technologies to optimise our clients' event marketing strategies? Seamlessly blending physical and virtual. We defined this new approach as "Agile Events".

Now we've given it a new name - **Virtuosity.**



Introducing Pico **Virtuosity**

A suite of innovative solutions to deliver high-performance, **virtual events** with real emotion.



Virtuosity is Pico's response to three questions:

How do we make events...

...more sustainable?

...more accountable?

...more accessible?

Pico Virtuosity provides an agile solution by drawing on three of Pico's core competencies: tech enablement, brand engagement - and our deep understanding of experience design.

Our solution for the age of connectivity

Simple but clever technology to create connected events that blend physical and virtual worlds, allowing remote audiences to engage deeply, wherever they are.

Removing the constraints of travel, maximising your event budget and creating your own, powerful brand content.

High-performance, virtual events with real emotion.



Virtuosity One



A secure, online brand platform, allowing guests to explore, collaborate, share, engage and contribute - primarily for the business community.



Virtuosity 360



A brand -new virtual reality experience system which brings an audience into a realistic 3D environment where they can explore and interact.



Virtuosity X



A rich-media, immersive & interactive event platform allowing brands to amplify big product stories to online and remote audiences.



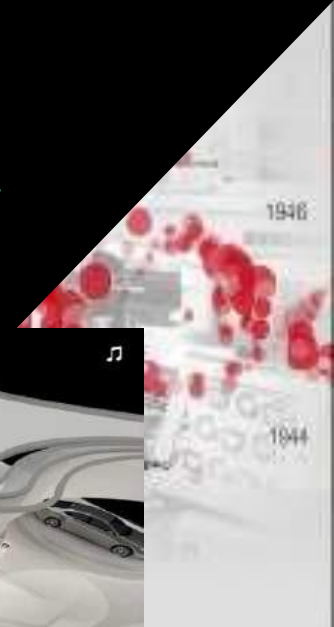
Virtuosity 360 - fly-through, panoramic mobility

Immersive virtual reality experience system based on a HTML5 3D engine brings audiences into a realistic 3D environment, offering 360-degree imaging and a rotatable interactive map.

It showcases the online space perfectly and allows guests to fully experience an event or venue.

FEATURES:

- Secure Registration
- 360-degree experience
- Mobile friendly
- Embedded video
- Virtual product demo





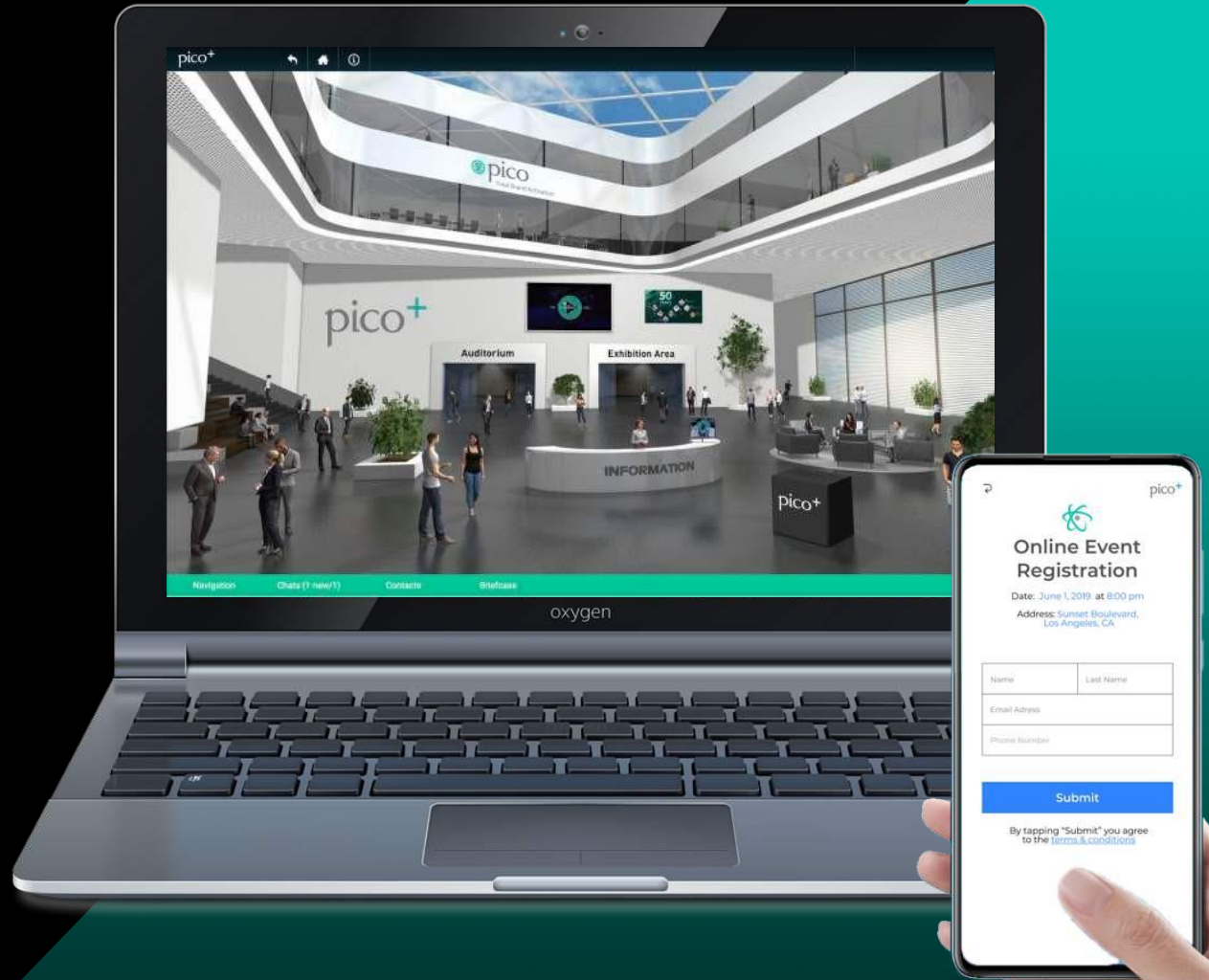
Virtuosity One – your interactive brand world

Create an online branded world for your guests, with interactive functions to meet, share ideas, ask questions, explore products, talk to brand spokespeople etc.

Ideal for conferences, trade shows, partner events.

FEATURES:

- Guest Recruitment and Management
- Secure Registration
- Virtual Event Venue
- Live Stream Video
- Chat with Experts : video or text
- Virtual Briefcase for info gathering
- Online Event Marketing
- Multi-language Support
- Dashboard Reporting
- Social Media integration





Virtuosity X - the blended event of the future

Virtuosity X - blending the best of both worlds, live and virtual. The unrivalled power of the live event - experienced remotely.

Virtuosity X is an integrated system of tried and tested technologies, connected to amplify and blend the power of live.

FEATURES:

- End-to-End Event Management
- Personalised experiences
- Virtual Event Venue
- Live Stream Keynotes
- Chat with Experts
- Virtual & Augmented Reality demos
- Instant translation





The true value of Virtuosity

ACCOUNTABILITY

Budgets are now focused on maximizing brand and marketing impact.

Full audience tracking gives you detailed analytics.

CREATIVITY

Free from constraints, focus is now entirely on the quality of event content.

Blend live and virtual, central and remote and individualise your audience experience.

SALIENCE

Stand out from your sector and your competitors.

Demonstrate your relevance by the intelligent use of technology.



The Pico Difference

At the heart of Virtuosity is Pico's 50 years of experience design, our understanding of brand and our technological expertise.

Our offer to you is at three levels:

- help to understand the value that virtual events can offer
- strategic support to develop a blended portfolio of virtual and live events, optimizing budget against business needs
- delivering high-performance, virtual events with real emotion

Case Studies

Uber Elevate Summit 2019



Uber Elevate Summit:
Eats Drone Delivery

June 12, 2019

Uber

This slide features a teal background with a city skyline image. The text is white and includes the event title, date, and the Uber logo at the bottom left.



←

Liz Meyerdirk
Sr Director, Business Development
Uber

Uber Elevate Summit 2019

A woman in a dark dress stands on a stage in front of this large central screen. The screen displays a large portrait of Liz Meyerdirk on the left, a navigation arrow, her name and title on the right, and the event name vertically on the far right.



Uber Elevate Summit:
Eats Drone Delivery

June 12, 2019

Uber

This slide is identical to the one on the left, featuring a teal background, city skyline, and white text.



CASE STUDY #1

Alibaba Cloud

Alibaba asked us to create a 3D Walk-throughs for their famous Brand Experience Centers.

We create an immersive walk-through tour highlighting the company's history and brand content.

The Tour allows visitors to access six different areas, offering multi-media presentations of Alibaba Cloud corporate history - alongside interactive 3D and VR demos of their products and services.

BRAND EXPERIENCE CENTER





Google

Pico provided design, fabrication, multimedia, live streaming, live broadcast, project management and other services for this unique event. The ancient game of Go – invented over 2,500 years ago – provided much of the creative inspiration for this event. Key visuals for the venue and the overall event featured images and icons from the game and the host city Wuzhen.





Huawei

Pico created a web-based H5 platform for Huawei developers with live content shot in Shenzhen Huawei Park Lecture Hall. The main venue was supported by a cloud exhibition area with customized videos and talks, to satisfy Huawei's ambition for deep communication, participation and interaction. Special features included : Lucky Draw Feature Engagement, code bean engagement, Live Q&A, code-labs and a developer play zone

DEVELOPERS CONFERENCE 2020



CASE STUDY #4



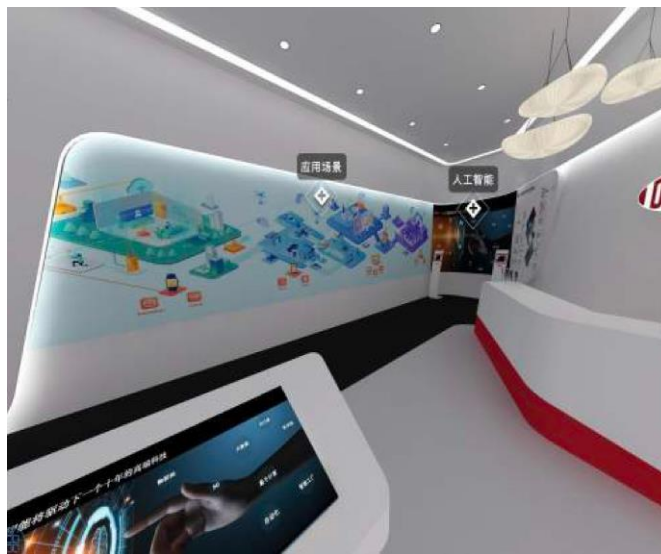
Dupont

Dupont wanted to target businesses across China with their presence at the China Import Export Fair.

Virtuosity 360 allowed visitors to visit a futuristic stand which presented Dupont as a leading innovator in chemicals and coatings.

It integrated imagery and modeling of its sponsorships to demonstrate the relevance and penetration of its products, with clients treated to 3D modelling of its F1 partnership and virtual takeaways for online guests.

CHINA IMPORT EXPORT FAIR 2019



CASE STUDY #5



Microsoft

Microsoft were looking for a new way to promote their enterprise-class security technology. We recommended an unorthodox merge of VR gaming and marketing within a team-played virtual reality escape room. Why? Because VR was the perfect way to present the Microsoft Security Products offering in a truly unforgettable way. An escape room that brings together up to five participants in a shared virtual space to solve various puzzles in a race against the clock.

INTERSECTION 2019



CASE STUDY #6



Takeda Pharmaceutical

Extended the brand's presence to six months vs. the original five day traditional exhibition.

Hybrid Offline & Online

Attendees can view the booth with VR headset, or on Desktop or Mobile.

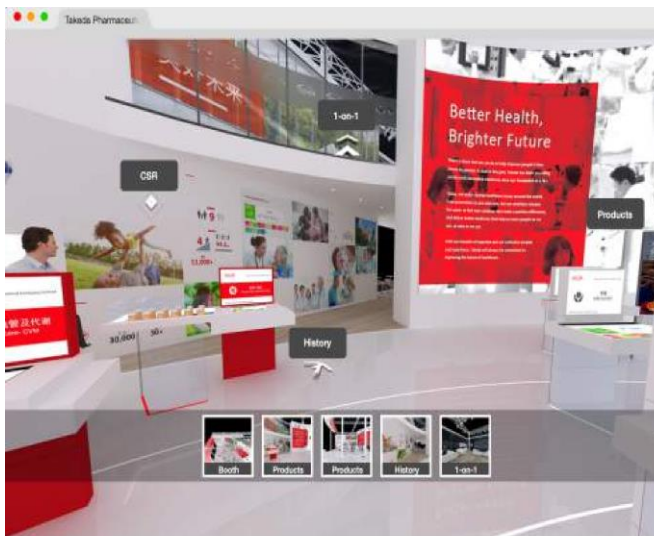
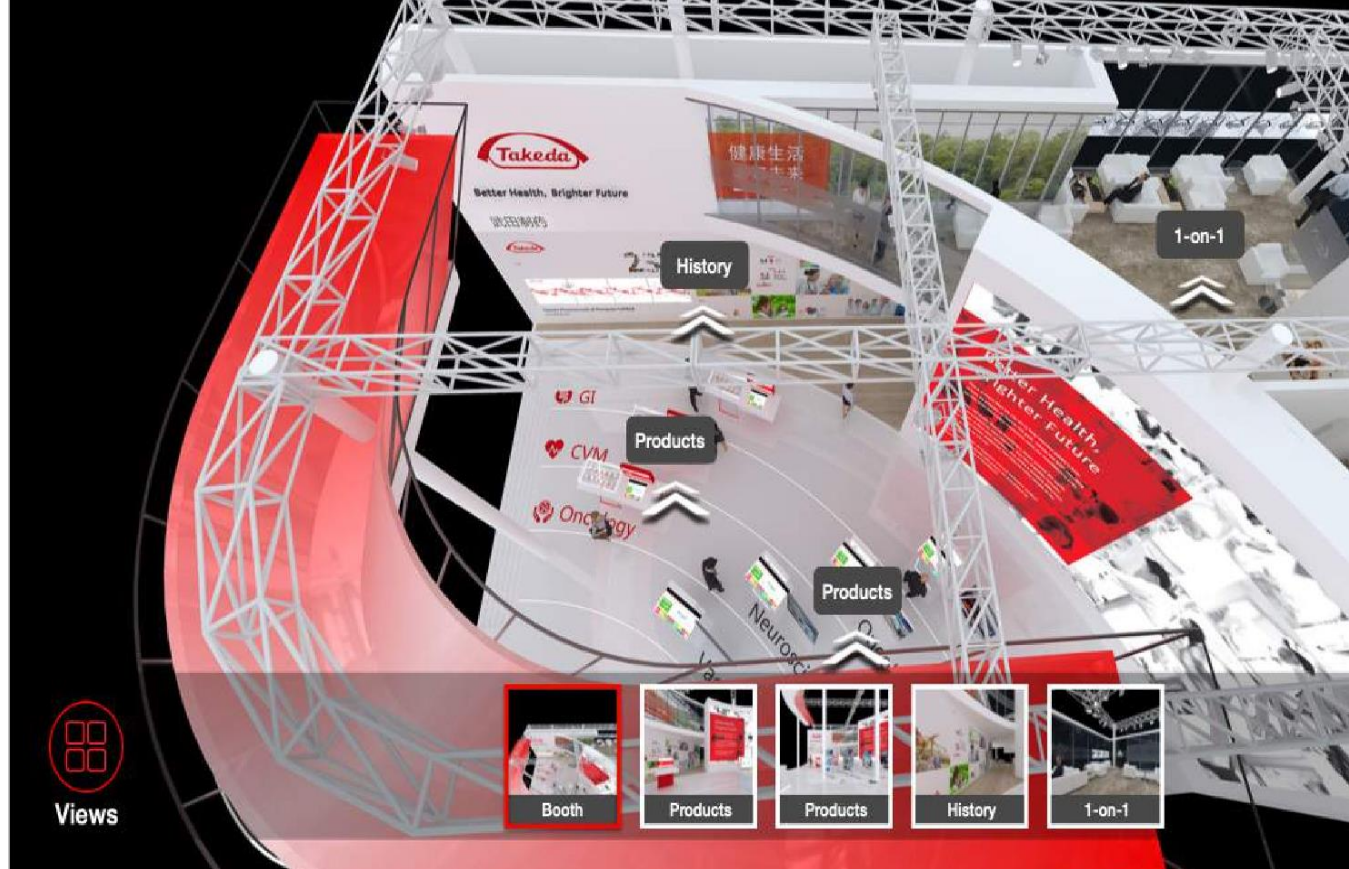
1 on 1 Meetings

Attendees could book a 1-on-1 conversation with sales and company representatives.

Customizable Content

Attendees can browse customizable Company Info and Product modules.

CHINA IMPORT EXPORT FAIR 2019





When the show must go on... Go online with Pico **Virtuosity**

For more information, please email
at activate@pico.com

<http://www.pico.com/virtuosity>

pico⁺