

VIRTUAL ENVIRONMENT AND VEEP PLATFORM

FAQ AND IT QUESTIONS

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FAQ | PAGE 1

- **QUESTION:** How long does it take to set-up an event?

ANSWER: Simple events can be set-up in two to three weeks. Branding needs to be applied, content needs to be imported and organized, chatbots need to be programmed and some technical stuff needs to get sorted under the hood. Bigger events with more moving parts and customization can take 2-3 months.

- **QUESTION:** Does this run on mobile?

ANSWER: It does, this platform is designed as a responsive solution to mobile phone, tablet and desktop. You will need WIFI, as it is a rich, web-based experience.

- **QUESTION:** Does your platform do live streaming?

ANSWER: YES! Although, it is not part of the standard package.

We will need to know the number of live stream sessions, their length, whether they run concurrently and the expected number of virtual attendees.

- **QUESTION:** Does your platform support live chat?

ANSWER: YES! There is live 1:1 chat service offered as an add-on. With live streams we enable moderated group chat with the virtual attendees watching the stream.

- **QUESTION:** Do you provide a custom registration process?

ANSWER: YES! We provide a basic registration package, or we can integrate into other 3rd party registration services (add-on cost).

FAQ | PAGE 2

- **QUESTION:** I have an interactive demo/app/widget I want to include in my virtual event, how can I include it?
ANSWER: We will need to have our development team assess this request. It would be helpful if source files exist. Additional integration for re-programming fees may apply.
- **QUESTION:** Can I make my own updates on content?
ANSWER: Yes you can, using our content management system (CMS).
- **QUESTION:** Does your platform support localization?
ANSWER: It does for languages that read left to right.
- **QUESTION:** What if we want to keep the event site up past the event dates?
ANSWER: Not a problem, we offer month-to-month and maintenance plans to keep your virtual event online. Additional monthly fees apply.
- **QUESTION:** Can virtual attendees download content on the platform?
ANSWER: YES! We provide a cart system which allows them to download any content they want (PDFs, PPT, etc.)
- **QUESTION:** Can you make a custom environment for our event based on our needs?
ANSWER: YES! Let's talk. We have a talented 3D team that can take on the challenge.

IT QUESTIONS | PAGE 1

- **WEB STANDARDS** | VEEP platform solution is based on a standard web stack environment, protected by HTTPs (and SSL for virtual attendee registrations) and requires no special plug-ins or installs from the User. It is responsive and optimized for desktop, tablet or mobile.
- **BEST-IN-CLASS LIVE STREAMING** | Powered by IBM's video streaming service that provides the power of Watson with fast/accurate closed captioning, moderated group chat features, additional content delivery features and best in-class video streaming services whether it is one-to-one, one-to-few or one-to-many live engagements.
- **CONTENT MANAGEMENT SYSTEM** | Our platform allows you to manage what content (ex. copy, media, documents, etc.) is available throughout each touchpoint in the experience whether it is hosted on the platform or somewhere else.
- **THIRD PARTY INTEGRATIONS** | We understand you may have interactive content previously developed by other agencies or partners. Our team can evaluate these solutions to understand how it may be included in the platform experience and what type of costs may be incurred.

IT QUESTIONS | PAGE 2

- **INTERNATIONAL PRIVACY** | We are compliant to international online privacy rules (such as GDPR). Since we have not collected user data on our VEEP platform (*to date) we can not apply for certification yet.
- **STANDARD WEB ENGAGEMENT TOOLS** | Enable or disable the ability to add a chatbot, LIVE chat or a simple email form on individual pages. Allow virtual attendees to schedule a meeting with an MSL or SL in the platform.
- **REGISTRATION AND ADVANCED METRICS** | Our experiences can be connected to an existing congress event or expo, or have its own registration, or we can integrate an existing registration service. Beyond registration our platform architecture is built on supporting two core principles; allow easy guided experiences (branded, unbranded, disease state, etc.) that roll directly up to the business goals for the event and capture those actions into a prioritized engagement index that support defined KPIs. We use Google Analytics for tracking web metrics.
- **CUSTOM INTERACTIVE DEMO AND EDUCATIONAL ACTIVITIES** | We can create custom interactive panels, demos and educational activities that are scientifically accurate and provide reportable results in the platform.

TECHNICAL SPECIFICATIONS | IMPORTING CUSTOM 3D ASSETS

- **3D File Formats:** Our 3D team can import and manipulate various file formats. We recommend a conversation and testing prior to you producing output. The final file format is 3DS.
- **GEOMETRY:** All internal faces that aren't seen need to be deleted including internal booth structure as well as back facing polys that are never seen
 - Geometry from CAD files do not always come over very well | Check items with names like "Block..." to make sure that they have visible geometry
 - Boolean geometry is not very clean | Convert to poly and delete unnecessary faces
 - Ground planes should not have a bottom
 - Geometry created for pre-renders such as reflection or light reflectors needs to be deleted
- **MATERIALS:** All Materials need to be the standard material. No Corona, Vray or any external renders should be used | If you're using a PBR pipeline, then you could use the Physical Material or a DirectX shader
- **TEXTURES:** need to be power of 2, ie 512 x 512, 1024 x 1024, 512 x 1024 | The only exception should be tv screens which can be a 16 x 9 format
- **TEXT:** needs to be converted to textures, unless it is extruded 3d text | If necessary, an alpha channel can be used for transparency
- **All UV shells:** constrained within the confines of 0,1 space
 - 2nd UV set with nonoverlapping shells for light baking
 - 'Screens' textures in UV0 channel should encompass full 0,1 space



Thank You!

For further information or quote, please contact your ADEX account representative or marketing@adex-intl.com

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