

# Polystream

## Instant Launch & Play Experience

3D application and game streaming technology that delivers marketing conversion

Every 3D application and games company is competing to convert and retain users. Barriers to trial use impact conversion rates, a critical KPI for CMOs and Product owners. When faced with lengthy downloads and installations, users simply switch off due to the expectation created by an instant, on demand world.

### Two clicks to content, not too many!

Polystream is a patented cloud streaming platform used by clients to transform audience engagement and customer acquisition by removing downloads and installs, allowing users to instantly launch and play full size, complex 3D software from the cloud instantly at low cost and at mass scale.



### Why customers use Polystream

- Instantly run full titles.
- No downloads, no installs, no updates.
- High power teasers that you can instantly play and use.
- Instant use creates conversion.
- Fast, high efficacy A/B audience testing.
- Boosts confidence in marketing campaigns.
- CMOs can do more with marketing budgets.



### Conversion Revolution

Users instantly experience full applications and games, creating a frictionless path to acquisition.

We deliver a full software experience in two clicks and <30sec.



### Beat the Competition

Compete with big names at a fraction of the costs, spending on users who want your application or game.

Instant launch and play validates marketing in real-time.



### Retention and Winback

Enable use and play of your application or game anywhere regardless of client downloads.

Win back churned users with an instant fix at low cost with no barriers.

*Polystream will be considered the industry standard when it comes to streaming 3D applications from the cloud. With a unique launch-and-play technology it opens up new channels and opportunities for Publishers and Independent Software Vendors to increase user acquisition and retention at a fraction of the cost. It will allow these companies to dominate their market within the next five years.*

Warwick Hill, CEO, Microsoft Accelerator London

# Polystream's technology deployed on Microsoft Azure allows software companies to take advantage of scalable 3D application and game streaming at a fraction of the cost.



## Polystream and Azure protect against piracy

- 3D application or game runs in the cloud – no download.
- Polystream users never have a copy of the game/application.
- Maximise sales in the market.



## Polystream drops technology barrier

- Ability to run stream largest and most complex 3D applications and games.
- Zero storage requirement and reduced CPU strain.
- Opens new markets and demographics.



## Instant global scalability with Azure

- Worldwide data centres across 50 regions and growing.
- Reduced latency for instant launch and play.
- Auto scale to meet campaign demand.

## Polystream's Offer

### Our promise to you

We are deeply passionate about 3D application and game streaming. Games Publishers and Independent Software Vendors are vital to what we do and we are excited to share the advantages of Polystream with you.

### An offer to get you started

- We will deliver your first 1000 streams for **free**.
- Polystream will help you deliver your content through your existing channels to your audience
- Request a demo today to see how your company can benefit from Polystream's technology.

## Desired Outcomes

- Increase sales in a hyper-competitive market.
- Maximise ROI by increasing conversion and LTV.

## Why Polystream?

- Market leaders in cloud-based 3D game streaming.
- Led by former OnLive Head of Engineering, and founder of Criterion.

