

FusionXP

The ways we engage with each other **are changing.**

As expectations shift around how, where, and when people can connect with each other, we have an opportunity to raise the bar.

There has never been a higher demand for experiences and connection.

The world is craving connection and togetherness. There is an unprecedented demand for live events that cannot always be met, and events are not always accessible and convenient. While we think about immersive events differently in today's world, the technology to truly blend digital and live experiences is not quite there.

76%

of consumers want to spend their money on experiences, seeking inspiration and meaning from brands. ^[1]

70%

of millennials express that attending live events makes them more connected to others and their communities. ^[2]

20%

more consumers attended live concerts in 2022 than in 2019. ^[3]

To meet consumer expectations, differentiation is more important than ever.

Consumers are seeking personalized and exclusive experiences that are different from the secondhand versions that they see on social media. If organizations can reward their best customers with unique opportunities or create entirely new experience offerings, they will be able to increase brand love and customer loyalty.

The virtual experiences we have today **are** **underwhelming...**

Video conferencing tools like Zoom and Teams are overused and drive fatigue

People are craving getting back together, but we find ourselves still using the same software across professional and personal settings.

Moments and experiences often rely on in person presence and engagement

Experiences don't feel special and personalized unless they happen "in real life." It is difficult to generate real connections through virtual experiences.

Live experiences are disconnected from and warped by virtual channels

With the average social media user spending 2.5 hours daily on apps, our perceptions of live events are transformed through secondhand experiences and reactions.

The virtual experiences we have today are underwhelming...but what if they weren't?

Video conferencing tools like Zoom and Teams are overused and drive fatigue



What if...we could find a way to make virtual experiences as engaging and dynamic as live ones?

Moments and experiences often rely on in person presence and engagement



What if...there was a way to experience moments in a different and meaningful way from your home?

Live experiences are disconnected from and warped by virtual channels



What if...virtual and live experiences were designed together, changing our ideas about what's possible?



FusionXP

**is here to take your video
experiences to the next level**

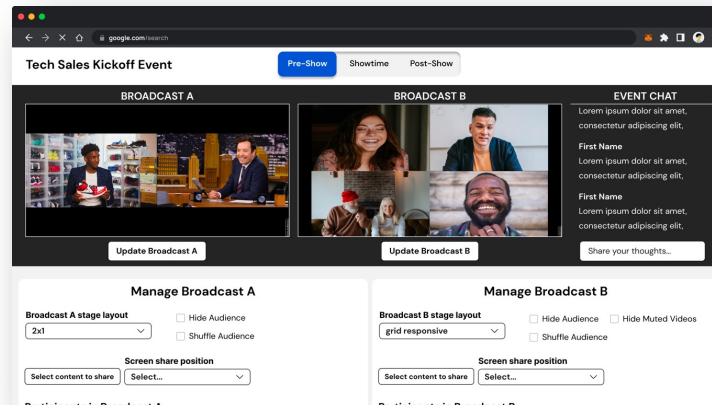
A video experience engine that allows you to create unique and personal experiences.

A New Experience



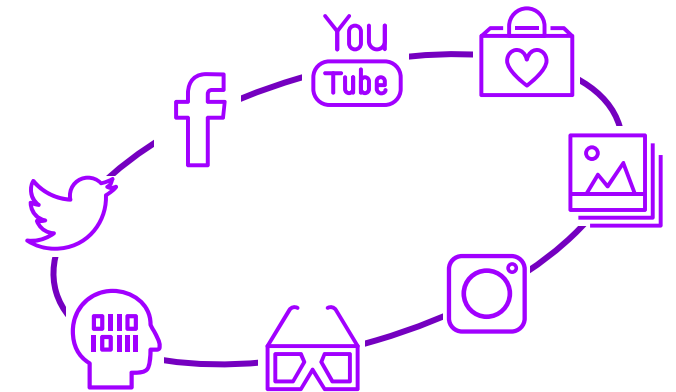
Whether your target audience is your customers, employees, or business partners, our platform can deliver an experience that sets new expectations around digital events.

Innovative Production Controls



Our platform includes robust controls that enable a producer to control what the audience sees and does throughout the event.

Unlimited Possibilities



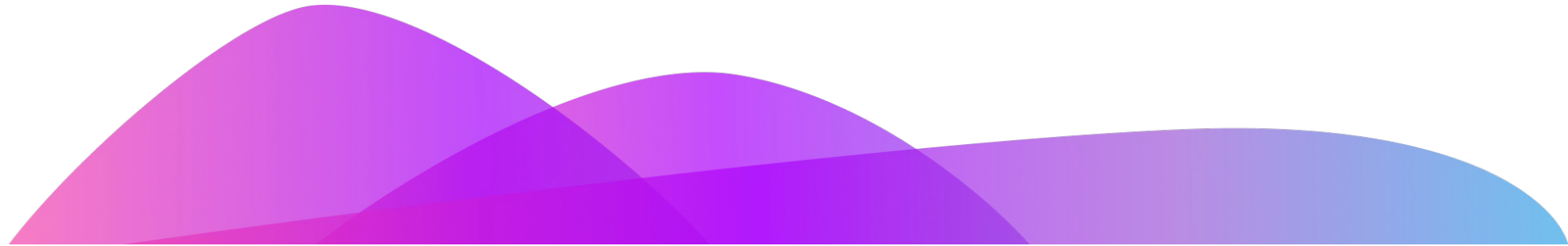
It doesn't stop here. We are continuing to experiment and iterate on the features that we build out to ensure that the experience continues to set the bar.

FusionXP can serve a wide range of industries

There is an opportunity for every industry to capitalize on the business of experience creation. Whether it's for customers, employees, and business partners, organizations can create value and loyalty by offering experiences within their business.



We can support **any target audience**



Customer Experiences

Offer your customers exclusive, personalized events that drive loyalty, engagement, and brand love

- Loyalty Rewards Program
- Enhanced Experience Offerings
- New Exclusive Offerings
- Product Launch Marketing
- Product Usage Tutorial
- Sweepstakes Raffle
- Subscription Event Series
- Intimate Breakouts from Large Events

Employee Experiences

Delight your employees and improve employee retention through unique perks and community engagement

- Employee Perk
- Internal Announcement
- Community Storytelling Event
- Training Delivery
- Panel Event

B2B Experiences

Enhance your interactions with business partners through added production value

- Announcements
- Brand Partnership
- Investor Updates
- Panel Event
- Press Release / Promotion
- Virtual Fundraiser
- Virtual RFPs

Imagine the possibilities for your customers

Loyalty Rewards

You check into your hotel and find that there's an exclusive event with your favorite band later that evening! You can't wait to join and chat with them from the comfort of your room.

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Product Launch

You've been waiting for months for the newest version of your favorite headphones to launch and it's finally here! You join a VIP event to learn all about the specs and sign up for pre-purchase.

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Monthly Subscriptions

You login to pay your credit card bill and notice that you're eligible for a monthly masterclass series with a famous chef! You're excited to use your points to help grow your cooking skills.

Tutorials & Coaching

You just received a new device for a recently diagnosed health condition. You're nervous and unsure how to use it correctly, but luckily there's an event you can join to get your questions answered and meet others going through a similar situation.



Imagine the possibilities for your business

Employee Perks

You and your global team are wrapping up a project that went very well. As a reward, you are all invited to a special virtual event with a well known comedian! You're excited to cap off a great project with such a cool perk.

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Virtual Proposal

You are working on a competitive bid to transform a client's customer experience. To bring your proposal to light in a new way and add production value, you leverage FusionXP to deliver your oral presentation.

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Brand Partnership

Your business is looking to establish a partnership with a related company to highlight the shared values across the brands. Several well known actors and actresses are sponsored by the brand so you host a joint panel event for the first 50 customers to sign up.

Accenture Song



Training Delivery

Your HR team has rolled out a new training program and you want it to feel different and more engaging than other work calls. You produce the training using FusionXP to engage employees and ensure that the content flows as expected.

Business Value Drivers

Beyond creating value for your customers, employees, or partners, there are significant benefits to your business that can be realized

Drive brand awareness and revenue opportunity

Generate unique and captivating content that increase social media impressions and, in turn, revenue. Capitalize on in-event commerce opportunities to drive sales.

Create cost efficient experiences

Drastically lower event planning expenses by shifting to a virtual setting without sacrificing experience quality.

Reduce effort and event lead time

Plan and execute your event in a much shorter timeframe and with fewer resources, enabling teams to quickly turn an idea into reality. Repeatable process to easy create an ongoing series.

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Thank you