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Slide Deck

# Interactive Intelligent Video

VML
Technology

# Who we are

**VML Technology is a company based in Belfast and Dublin pioneering new levels of video communication with the world's first patented AI Player Technology for interactive intelligent video.**

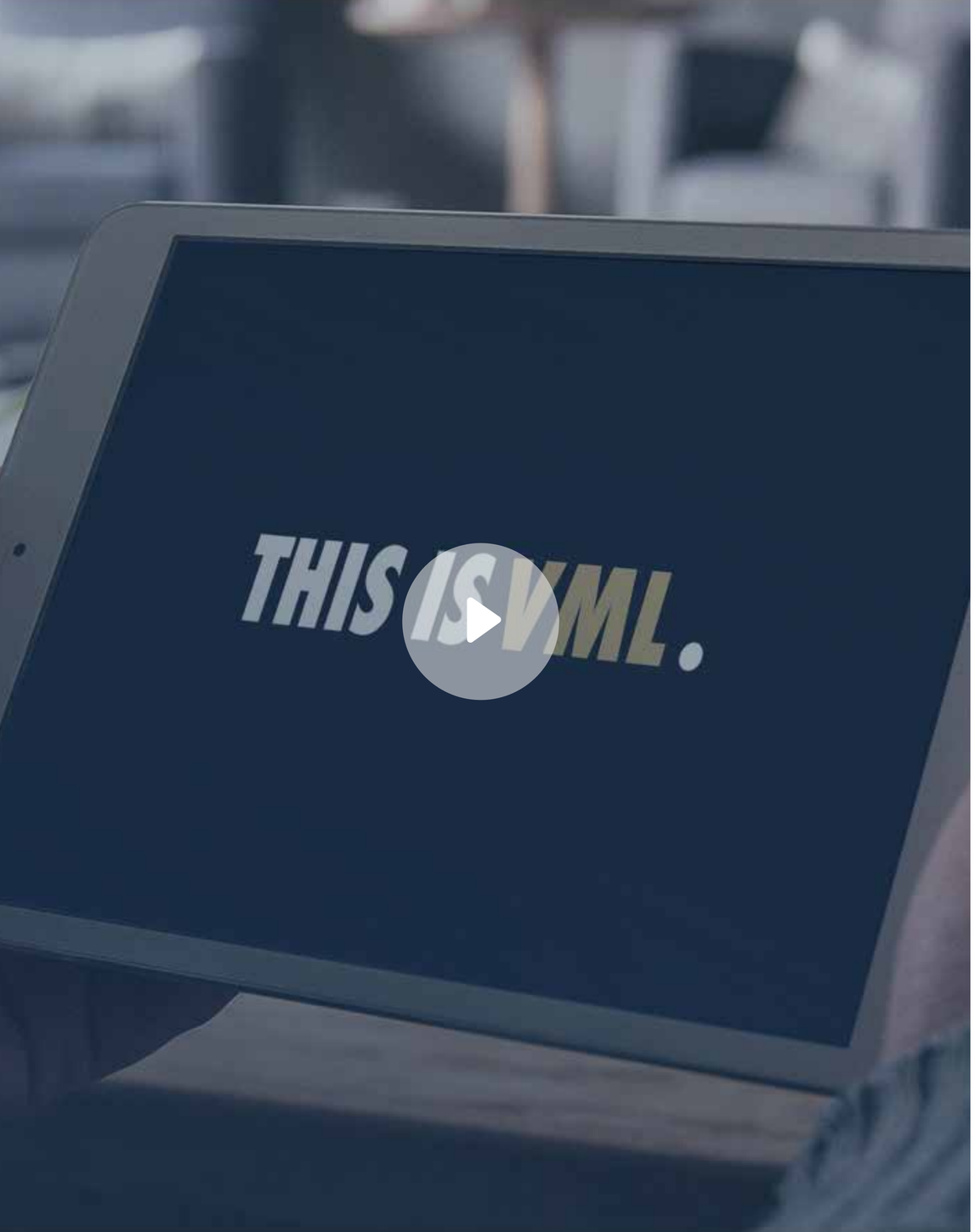
VML revolutionises the possibilities of video by enabling the real-time convergence of video and data maximising viewer engagement.

Videos are **created, managed** and **distributed** in a **secure video platform** ensuring full data compliance and control over all video assets. **VML Technology is the only ISO 27001 certified video management** and **distribution company on the market that can guarantee full data privacy law compliance (GDPR, CCPA etc).**

The company has developed and patented ground breaking video technologies by investing heavily in R&D and utilising the extensive skill base of its international, award-winning software engineers, film production specialists and graphic designers.

The team have been together and grown substantially over the last 5 years led by **CEO Helen Lennon** and **CTO Kris Jones.**

The company currently **employs 25 staff members** and plans to expand geographically to the US & Europe to achieve global growth.




# The Web within Video

Watch content with **real-time connected data**, local / global information all **unique to you** within video, as you view the content on any device.

Communication, interactive engagement and buying while you view is **finally possible**.

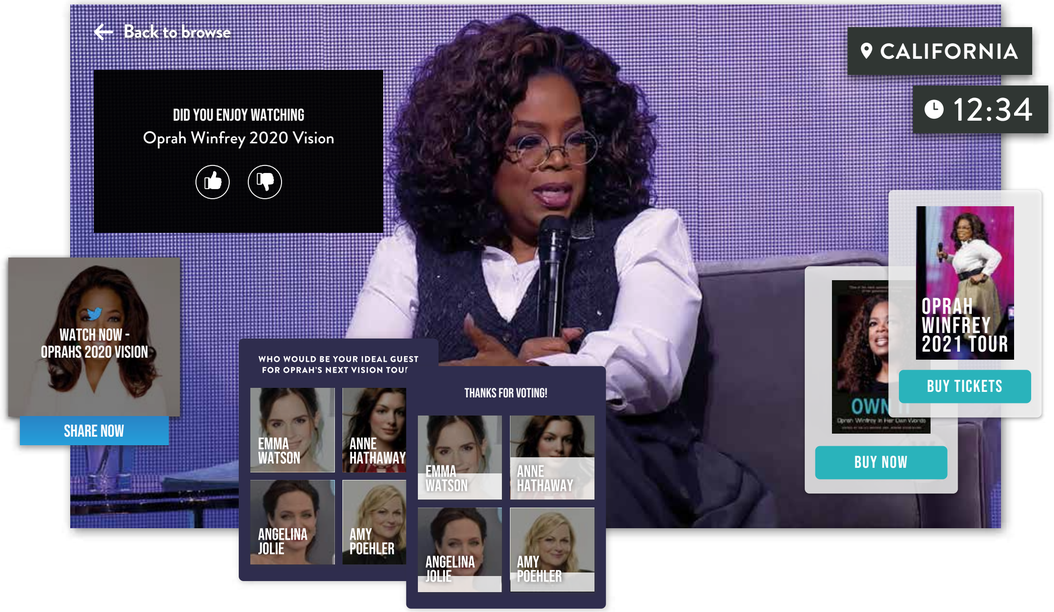
From one video source, VML offers truly **personalised, interactive video** to unlimited numbers of users in a connected screen experience that hyper-connects and **engages every single person and audience**.

One video becomes a **uniquely different experience** for every single connected user.

# Video is One Way

Today's video is a **one-way, passive** form of communication.

Viewers are limited to pressing play, pause and stop but **can't take action within video.**



# VML allows 2 Way Communication within Video

VML paves the way for **two way communication within video.**

Audiences now have the opportunity to respond to what they're watching in **real-time**, they can **fully engage** and **interact.**

It can adapt video sequences in real-time optimising the individual viewer experience.

# Todays Communication Challenge

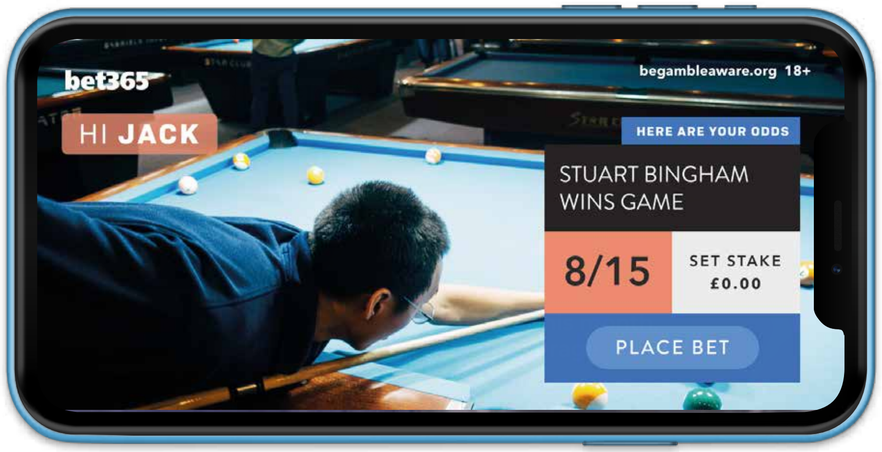
1. Video ads have an average **click-through rate (CTR)** of only **1.84%.**

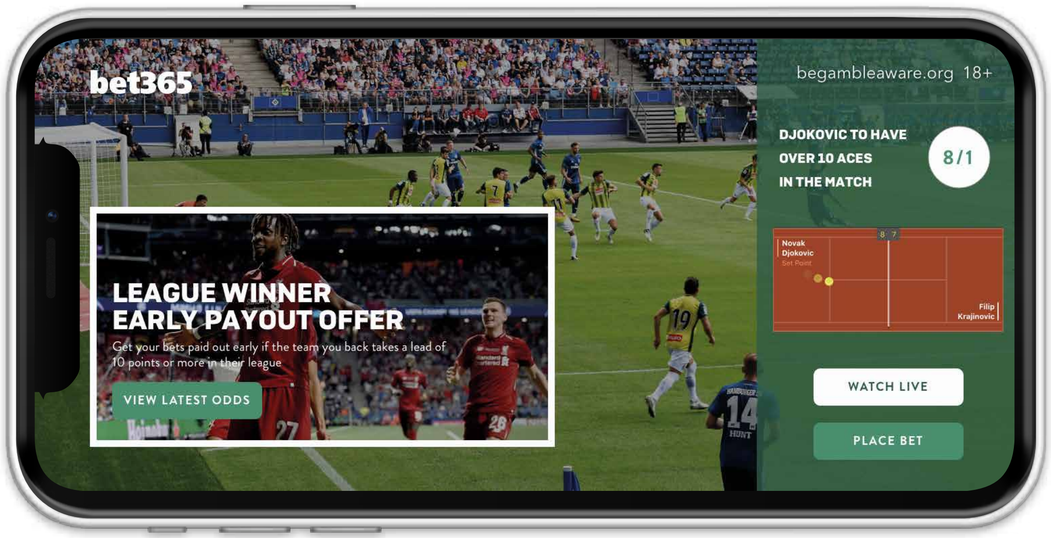
2. The reliance on existing one message to all production methods results in scaling restrictions in terms of **time, cost and efficiency.**

3. Video production for a range of target audiences means there is increasing pressures on **media storage** as well as **associated environmental concerns.**

4. With the enforcement of **GDPR, CCPA** and other data privacy and security regulations, protecting consumer data has never been so important.

5. How and where we work, learn and collaborate has fundamentally changed. Every organisation is faced with these combined challenges to successfully communicate and engage with one another.




# How VML Addresses the Challenge

### Media

- An **interactive viewing experience** with video sequences adapting based on the viewer data and actions they take.
- **Video only exists on device as it's viewed,** a huge reduction in server capacity requirements and associated energy consumption.

### Retail

- Utilise a **full range of individual consumer data** to produce customised videos unique to the viewer.
- Reduce customer journeys capitalising on **viewer engagement levels** to **increase conversions.**

### Enterprise

- Solve all of the pain points and concerns for **remote comms, remote selling** and **remote team collaboration.**

### Education

- Meet all the challenges of **remote learning, student interaction and educational experience.**

### Health

- An environment that builds **patient care** and **interaction** with the guarantees of **data privacy** and **security.**

# AI Player Technology

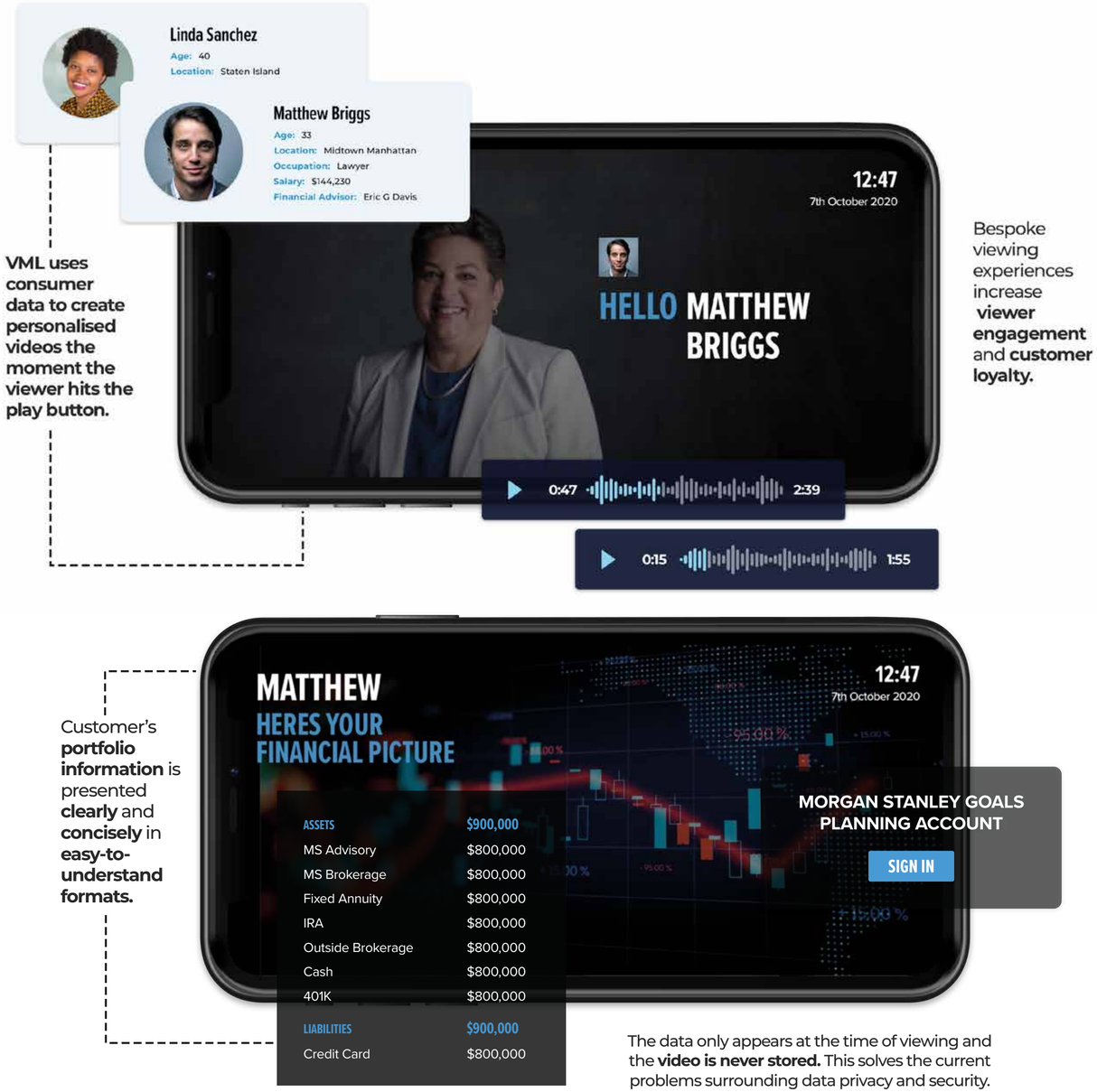
Video is **unique** to each individual.

**AI player technology** learns in response to **user interaction and preferences.**

Created on the users device **the moment the viewer hits play**, with only their data displayed.

**Personalised real-time video,** created and distributed instantly at any scale, **not possible with any existing technology.**

## Morgan Stanley Case Study -
Customer Real time personalised Communication

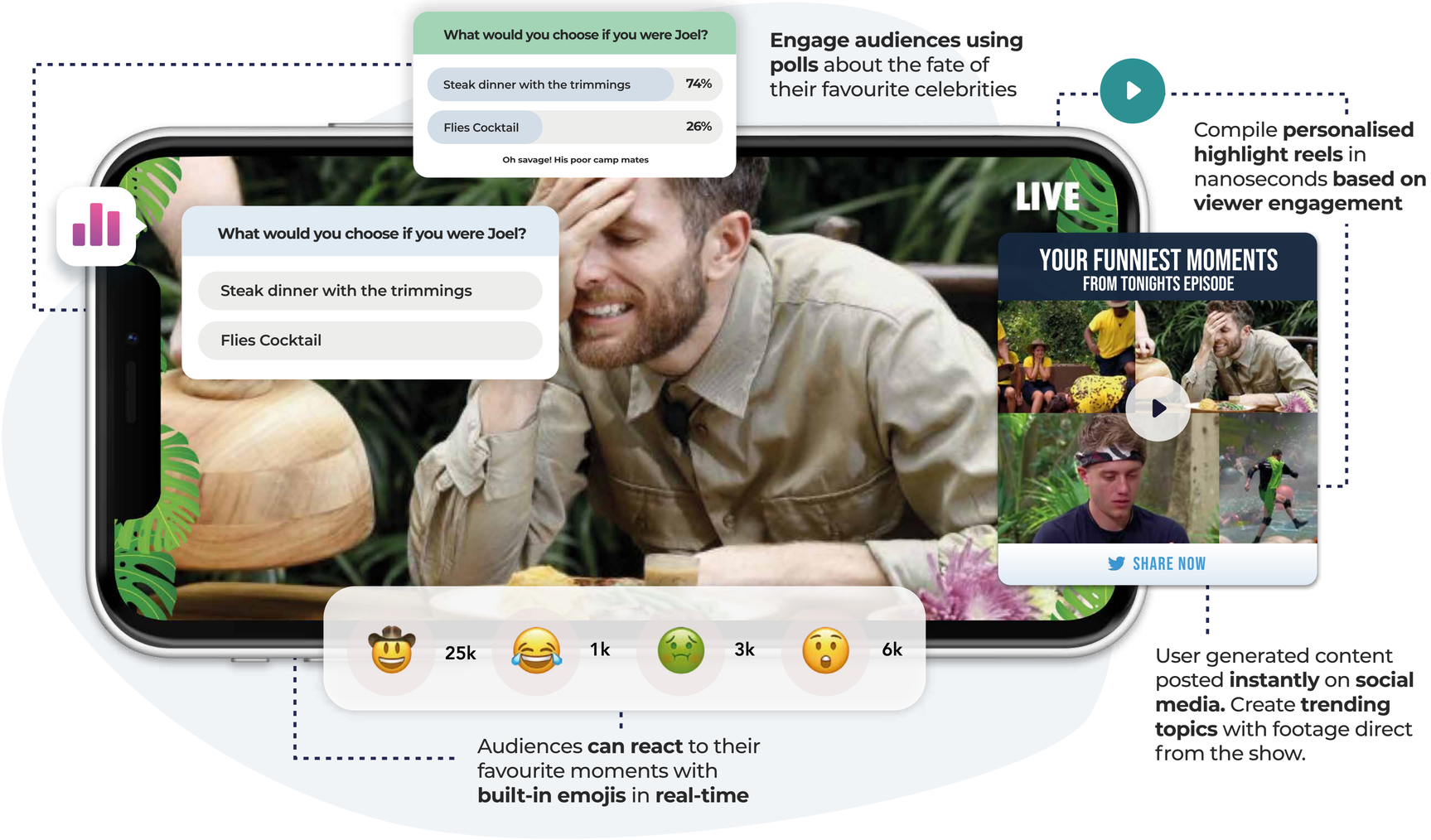



The data only appears at the time of viewing and the **video is never stored.** This solves the current problems surrounding data privacy and security.

# Audience Interaction Use Case

For the first time, audiences can fully interact with video in real-time.

Interactive elements such as polls, questionnaires and reactions can be embedded to increase engagement and offer audiences a viewing experience like no other.

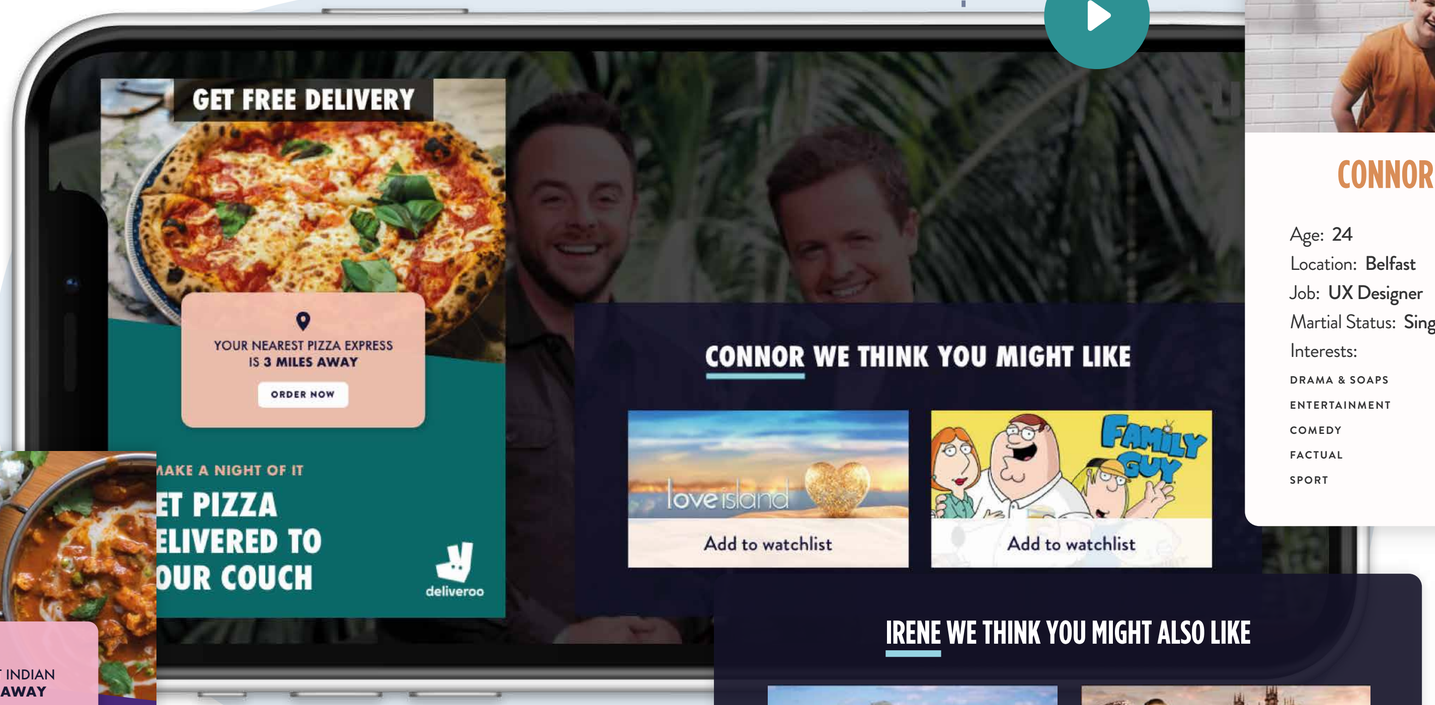


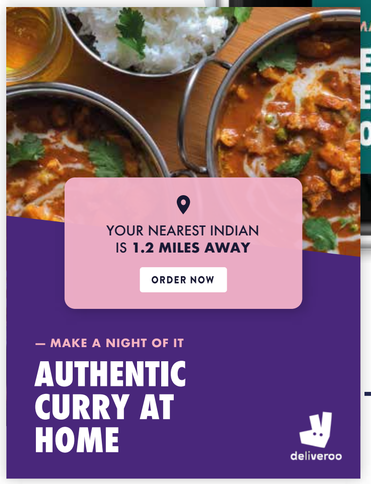
# Advertising Use Case

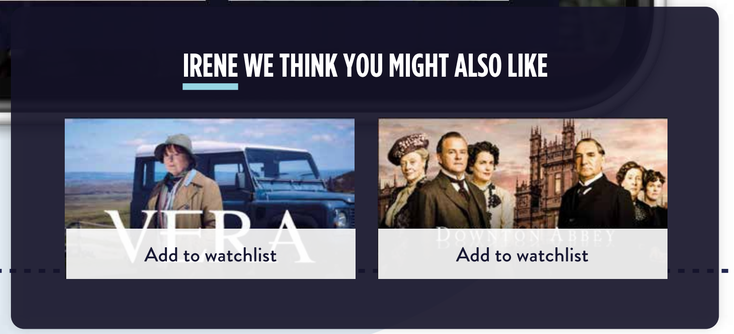
Deliver **personalised ads** increasing **engagement**

Interactive elements such as **click to buy, app download** or **links to websites** can be included.

Increasing conversion rates and ROAS (return on ad spend).




Adverts using **specific location data**

## CONNOR ROSS

Age: 24
Location: Belfast
Job: UX Designer
Martial Status: Single
Interests:

- DRAMA & SOAPS
- ENTERTAINMENT
- COMEDY
- FACTUAL
- SPORT

**Target key demographics** based on specific **user interest** and **watch history**

## IRENE GRAHAM

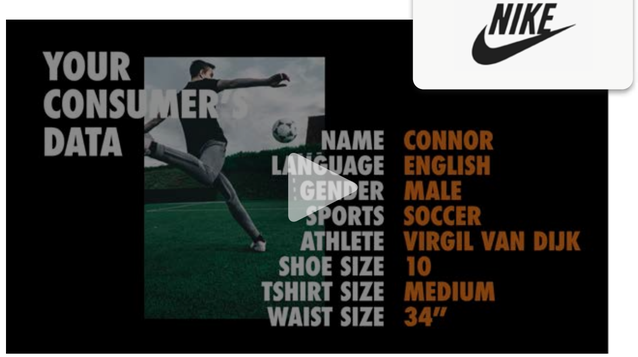
Age: 65
Location: London
Job: Sainsburys Shop Assistant
Martial Status: Widowed
Interests:

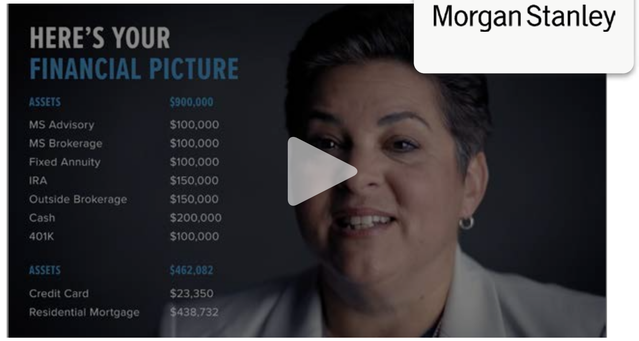
- DRAMA & SOAPS
- ENTERTAINMENT
- COMEDY
- FACTUAL
- SPORT

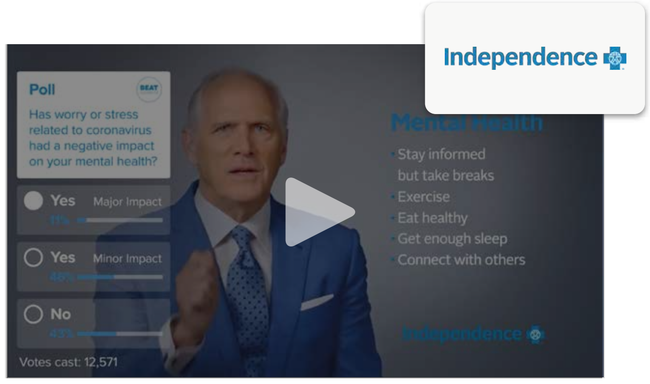
# Industry Selected Use Cases

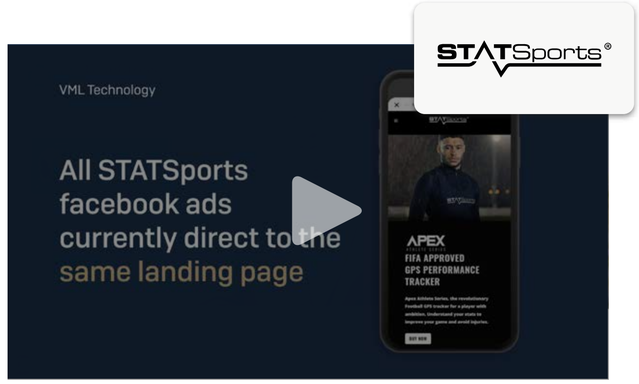
VML Technology is centred around data control, privacy and security; personalised videos can be created at the moment of viewing using data which can be updated in real-time.

Below are a selection of demo videos presented to each prospective client as a **potential use case** for their organisation.





# Revolutionising Engagement

## Sample data we can use to personalise video

- Name
- Location
- Language
- Age
- Purchase History
- Account Details
- Weather
- Stock Marke
- News
- Date
- Time
- Any other da

### Increasing

- Engagement
- Audience Interaction
- Customer Retention
- Repeat Sales
- Brand Loyalty
- Increased Revenue

### Video Completion Rate

| CURRENT VIDEO | VIDEOS WITH VML |
|---|---|
| 8% | 58% |

### Click-through Rate

| CURRENT VIDEO | VIDEOS WITH VML |
|---|---|
| 12% | 37% |

### Conversion Rate

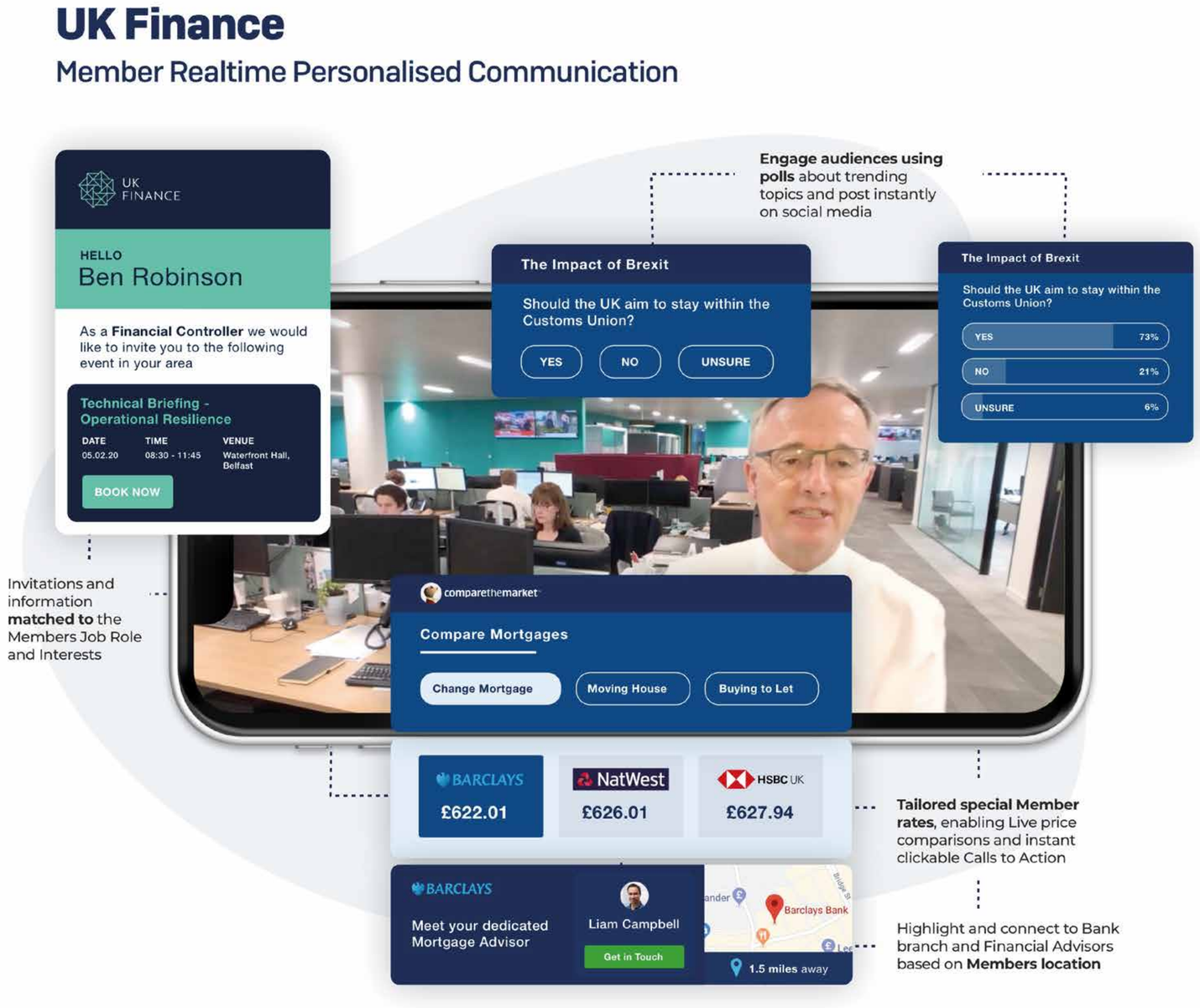
| CURRENT VIDEO | VIDEOS WITH VML |
|---|---|
| 1.8% | 5.6% |

# Maximising Data

With online banking, when you view your account within the banking webpage, as soon as you leave that web page, the HTML page containing your information no longer exists, apart from within the database which it was pulled from.

In the same way, **VML only exists in an app or web page at the time of viewing.**

It is never rendered or stored in any file and disappears as soon as the viewer leaves the page it is being viewed on.



# Unique Selling Points

## Engagement

VML video offers **a new level of engagement.**
It engages, analyses and **re engages** with the viewer in real-time.

## Data Privacy & Security

The only solution that meets all **global Data Privacy requirements**, including **GDPR.** The video only exists when it is being viewed. VML video is **never stored**. Source data **only resides on client side systems**, enabling it to be used in **complete confidence**.

## Real-Time Data

VML is the only video solution that allows any data layer to be updated as **the viewer is watching it.** All data secure via API with client only access.

## Cost & Environmental Savings

One video becomes billions of personalised videos **without the cost, time and server space currently required,** with no scaling limitations nor environmental impact.

# Enterprise Video Platform Overview

VML Technology provides blue chip corporate organisations with SaaS platforms for the creation, management, control and distribution of video

- Enterprise **Recurring License Fee**.
- **Reseller model** automated.
- Licensed based on a per platform / per territory / per business function basis.
- **Value Added Services (VAR)** incremental revenue.
- Client set-up in minutes **(No scaling limitations)**
- **Automated support**.

This enterprise level SaaS platform has been designed and built by VML Technology and has applications for iOS, Android, desktop and web.

It is fully self service and removes the cost, lag-time, sign-off and media control limitations experienced with existing in-house video resources and third party production.

The platform enables the ingestion of a company's video archive integrates into third party production companies.

This ensures all corporate video is GDPR compliant, securely stored and can utilise the power of VML.

# VML Technology's Offering

| | Video Personalisation | | | | | Security | | | | | Compliance | | Other | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Render in real-time on device | Personalise Video with Real-Time Data | Inbuilt Creation tools | Automated Video Branding | Automated Subtitling | Secure Video Storage | Secure Video Conferencing | Deep Levelled Tiered User Access | CDN for Delivery | Data ownership retained | Fully GDPR Compliant Personalised Video Delivery | ISO27001 Certified | Video Analytics | White Labelled |
| VML Technology | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| brightcove | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✓ |
| KALTURA | ✗ | ✗ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ |
| idomoo | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ |
| zoom | ✗ | ✗ | ✗ | ✗ | ✓ | ✗ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Panopto | ✗ | ✗ | ✓ | ✗ | ✓ | ✓ | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ |
| SUNDAY SKY | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✗ | ✗ | ✗ | ✗ | ✓ | ✗ |
| vimeo | ✗ | ✗ | ✓ | ✗ | ✗ | ✓ | ✗ | ✗ | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ |
| vidyard | ✗ | ✗ | ✓ | ✓ | ✗ | ✓ | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ |
| QUMU | ✗ | ✗ | ✓ | ✗ | ✓ | ✓ | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✓ |
| JWPLAYER | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✗ |
| WISTIA | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ |
| BITMOVIN | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ |

→ ✓

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# Security by Design

## Privacy

VML Technology is an ISO27001 accredited company which can advise organisations on meeting the requirements for digital assets.

ISO 27001 is the premiere information security management accreditation. International best-practice information security processes mitigate all security threats and securely protect customer data.

VML Technology provides organisations with full control over their digital assets. Each customer has a Broadcast Centre to full control the content and compliance procedures. It stores a digital footprint of all interactions as well as other compliance based features, such as expiring content and granular access control.

This technology ensures that nothing can enter or leave the platform without management approval, enabling organisations to meet the requirements of ISO27001 for digital assets.

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