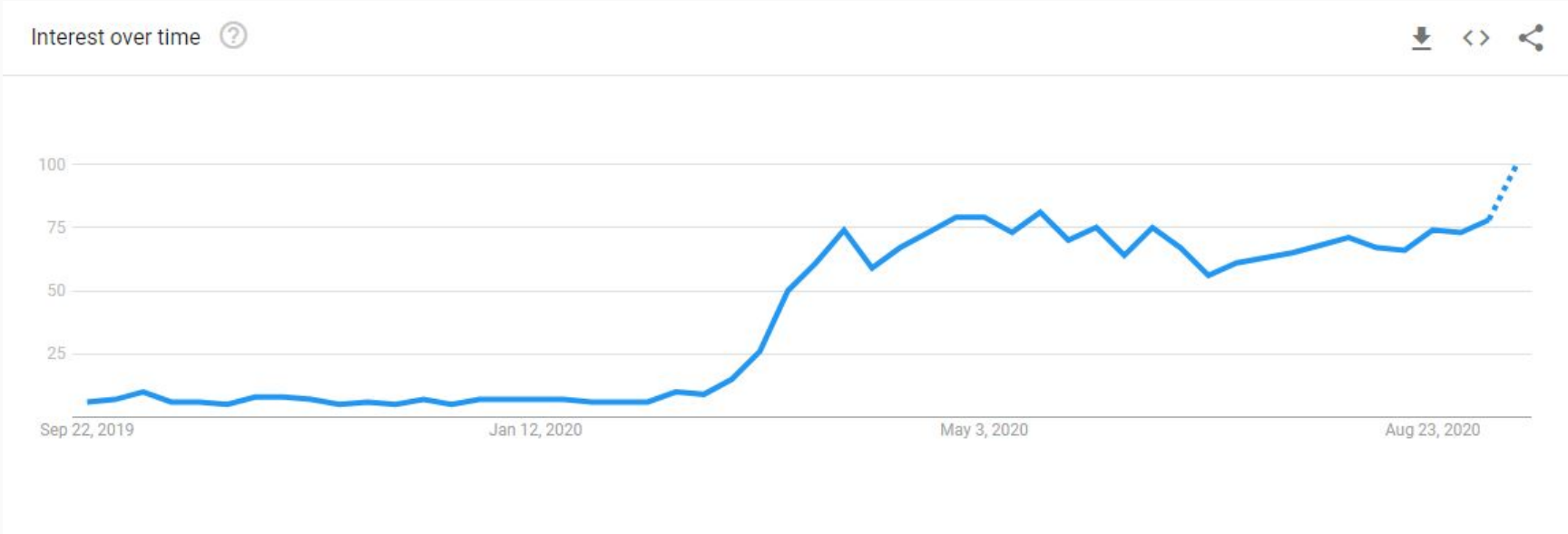
MOOTUP

How to Pivot from Physical to Virtual Events

Safely and securely collaborate, engage, learn and connect!

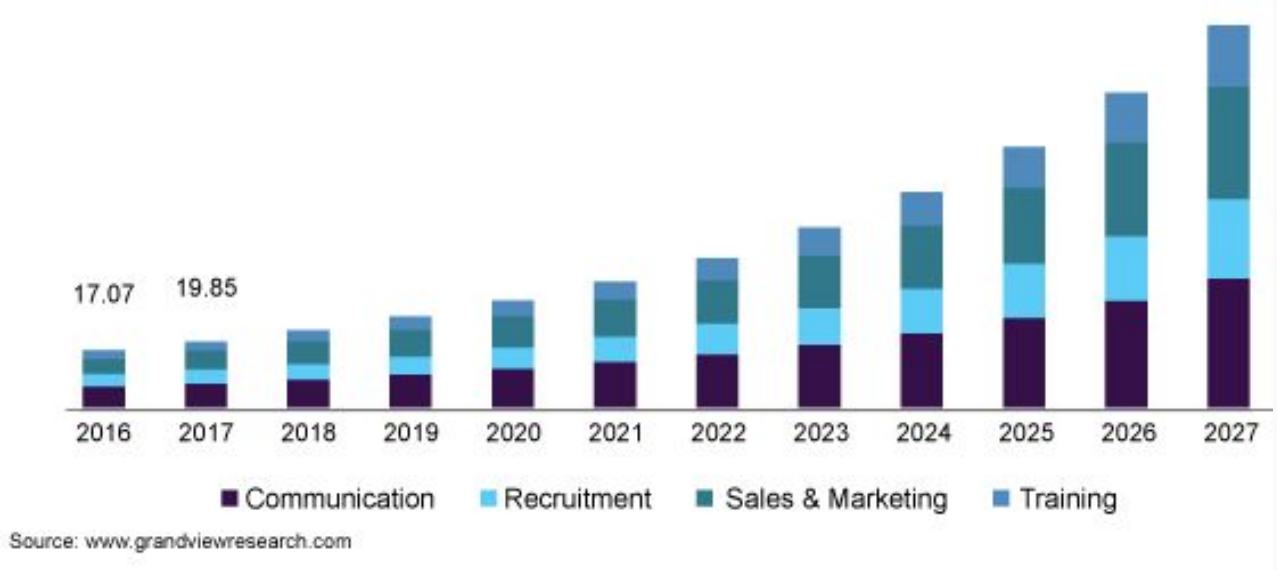
Demand for virtual events has unprecedented growth



Source: Google Trends

Market Growth $94 Billion in 2020

Growing at 23.2% to $404 Billion by 2027



#ZoomFatigue

Video conferencing leads to fatigue.

Joining a virtual event with the same format feels no different from work.

Everybody has exactly the same view, there is no user-centered experience, nothing unique to remember or recall.

Think of it as watching a movie of a conference vs actually being there.

Of Event Organizers are Frustrated

Audiences are not engaged

Almost 50% of event professionals describe their biggest frustration as

“virtual events platforms failing to match live engagement”

MOOTUP

Introducing MootUp

The immersive virtual events platform

#Engagement

MootUp puts attendees at the center of their experience.

Enabling deep connections and interaction between participants, exhibitors and presenters.

MootUp delivers robust, cohesive, personal, dramatic, and transformative experiences.

Why 3D?

3D, avatar-driven environment allows for increased interaction and engagement

With so many events going virtual and Zoom fatigue becoming the norm, we're now seeing a need to push past traditional 2D platforms in an effort to provide fuller immersion and engagement. MootUp offers true immersive spaces, created from 3D building blocks and allowing for free movement within a virtual environment.

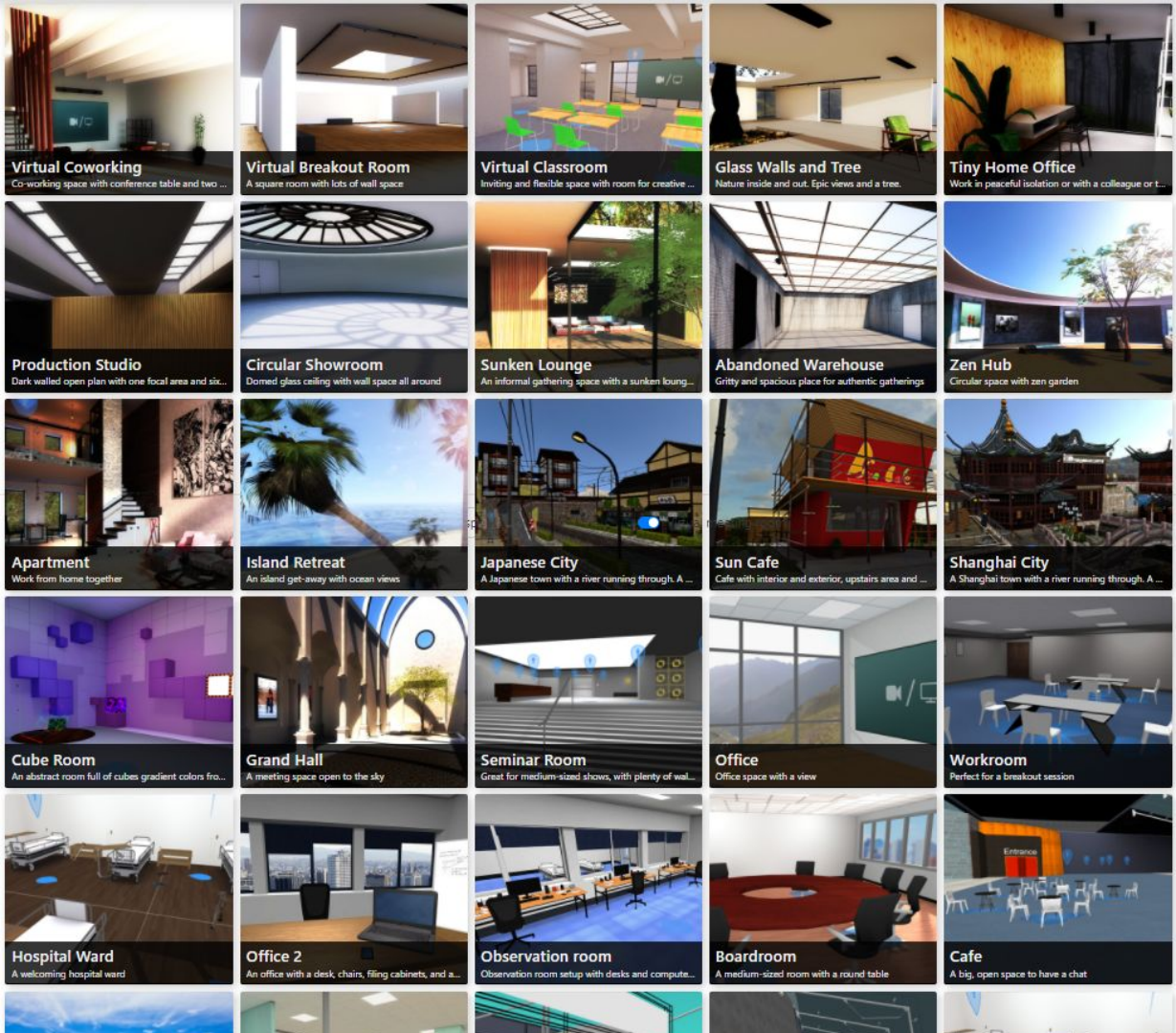
You can access the platform not just with a VR headset but also via multiple devices, including smartphones and laptops, allowing for differing levels of immersion within the same event or experience. This helps make your virtual event strategy future-proof as more and more users move toward VR solutions for at-home work and productivity.

Cross Device Accessibility

The event platform is HTML5 compatible enabling access on all smartphones, tablets, laptops, and VR headsets, without requiring downloads or software installation.

Branding & Customization

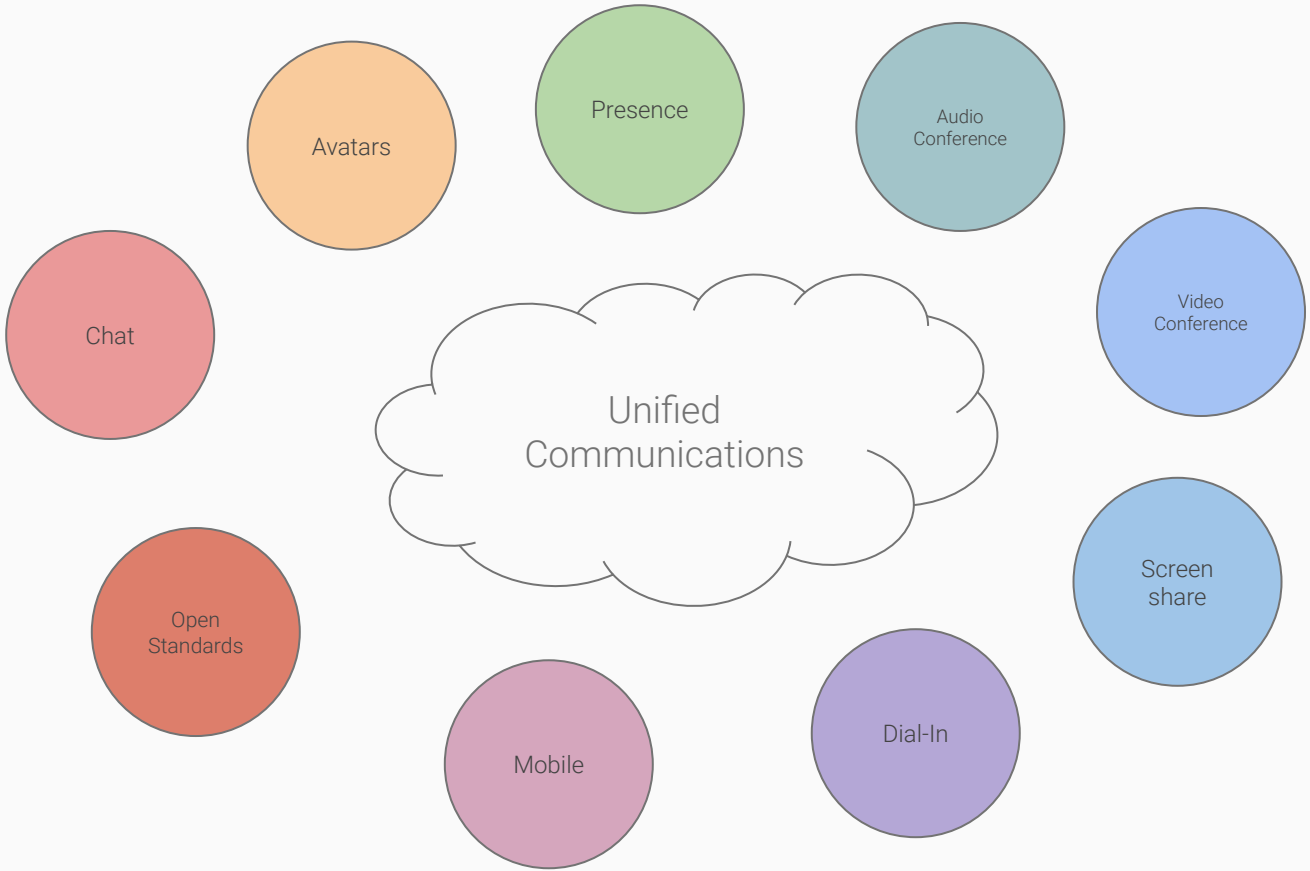
Decorate, brand or white-label 50 different stages, expos, breakouts and lounges, or bring-your-own 3D model



1 Billion Avatar Styles - Full Diversity and Inclusion

1000 Gestures, Poses and
Facial Expressions

Unified Communications and Collaboration



40+ Integrations

Safety & Security

Connect safely from a distance, enjoy increased presence without risk

Built for enterprise level data privacy and security

Ensuring the physical safety of attendees to today's events is a concern, a virtual event is the best way forward to ensure that social distancing and other Covid recommendations are followed. However, an online virtual event rightly raises concerns regarding data security and privacy.

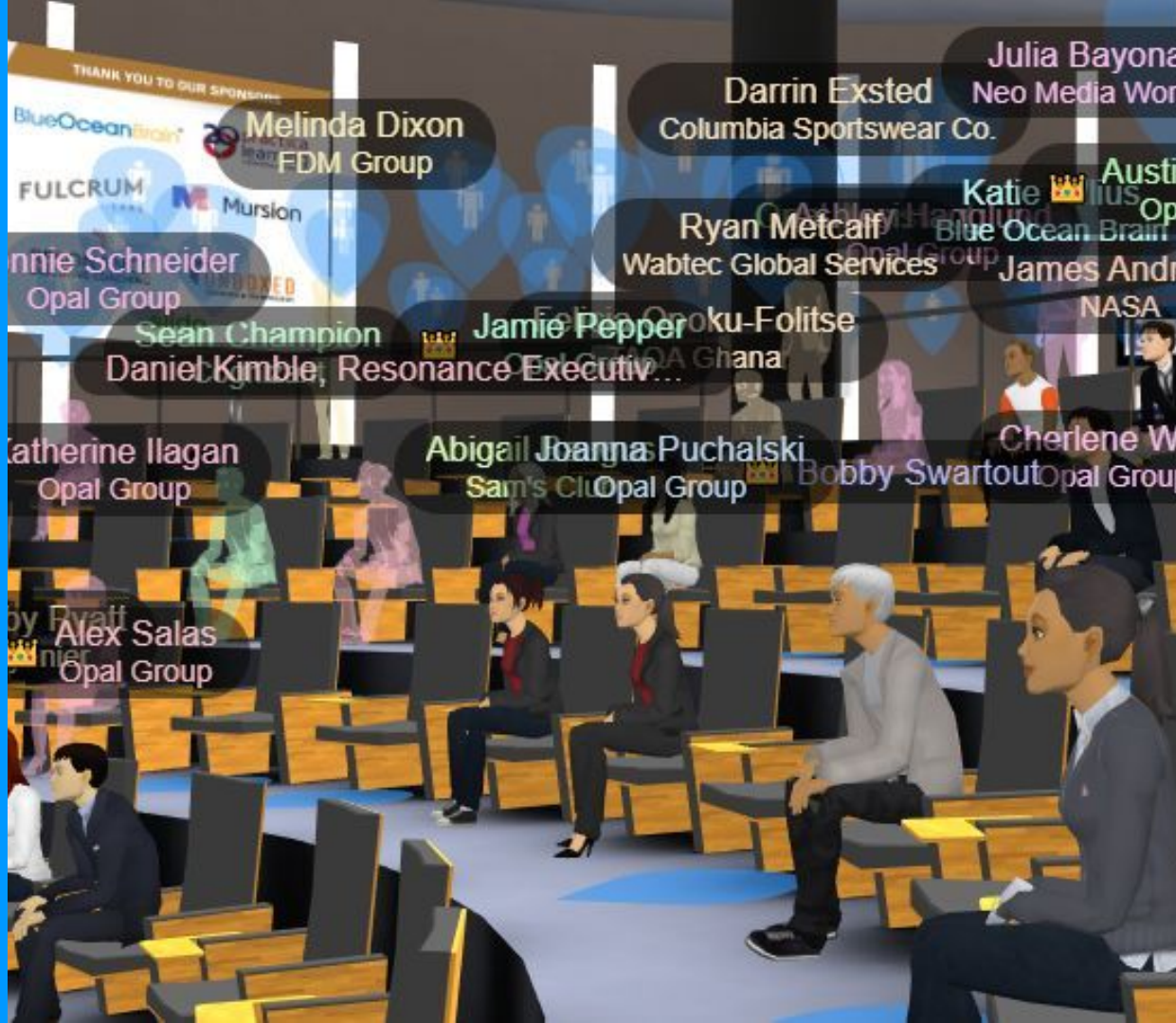
Clients are always happy to hear about our "privacy by design" approach to processing personal data. It's comforting to know that only necessary data is collected and it is not shared with third-party companies.

Services we partner with are carefully chosen to meet the same high standards for data privacy and security.

With both transparency and accountability in place your organization can move forward with your event with confidence.

Scale

Reach 10000+ simultaneous users across all devices, including all major VR/AR headsets

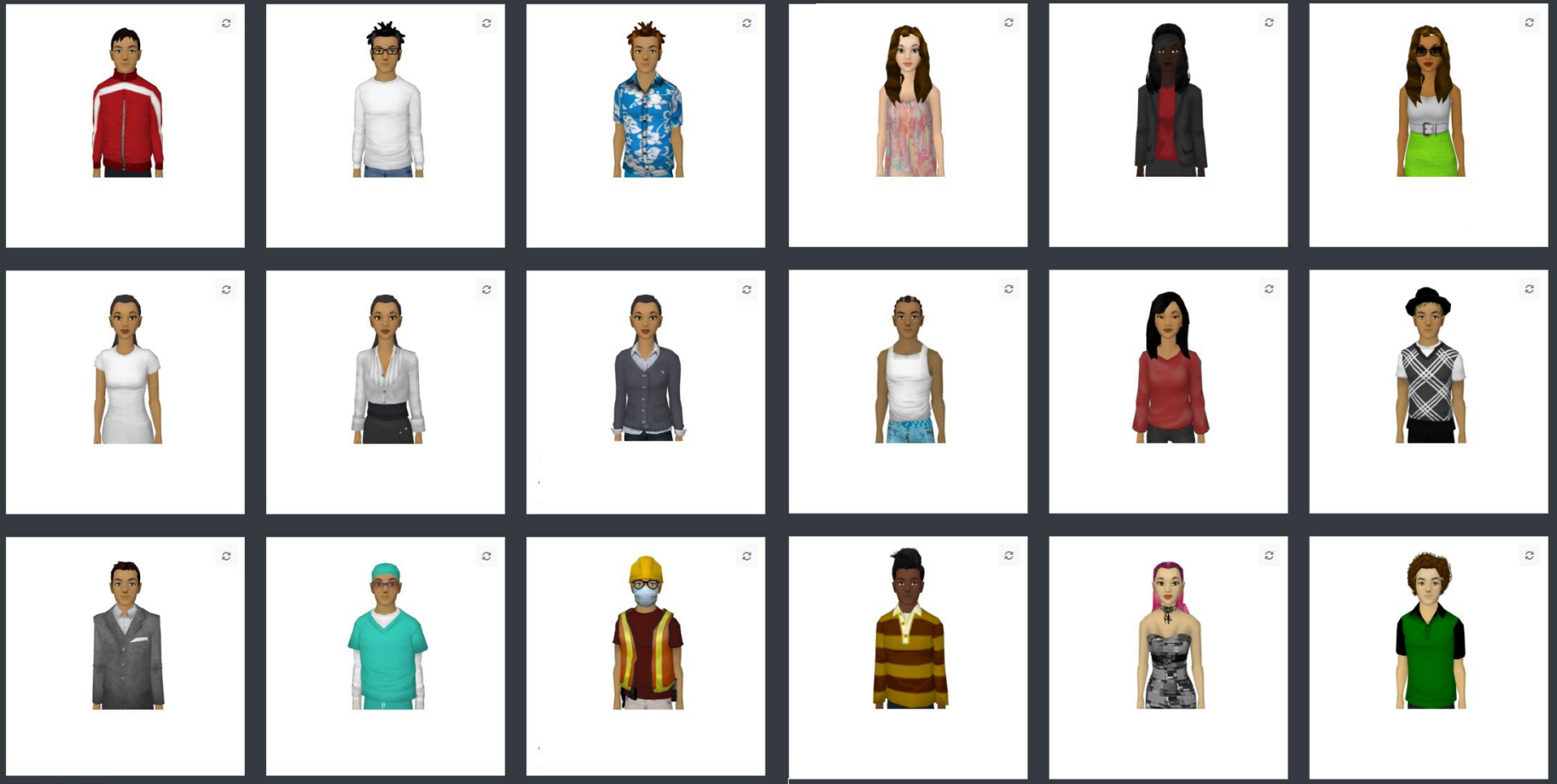


Social Networking

Gamification and Incentivization

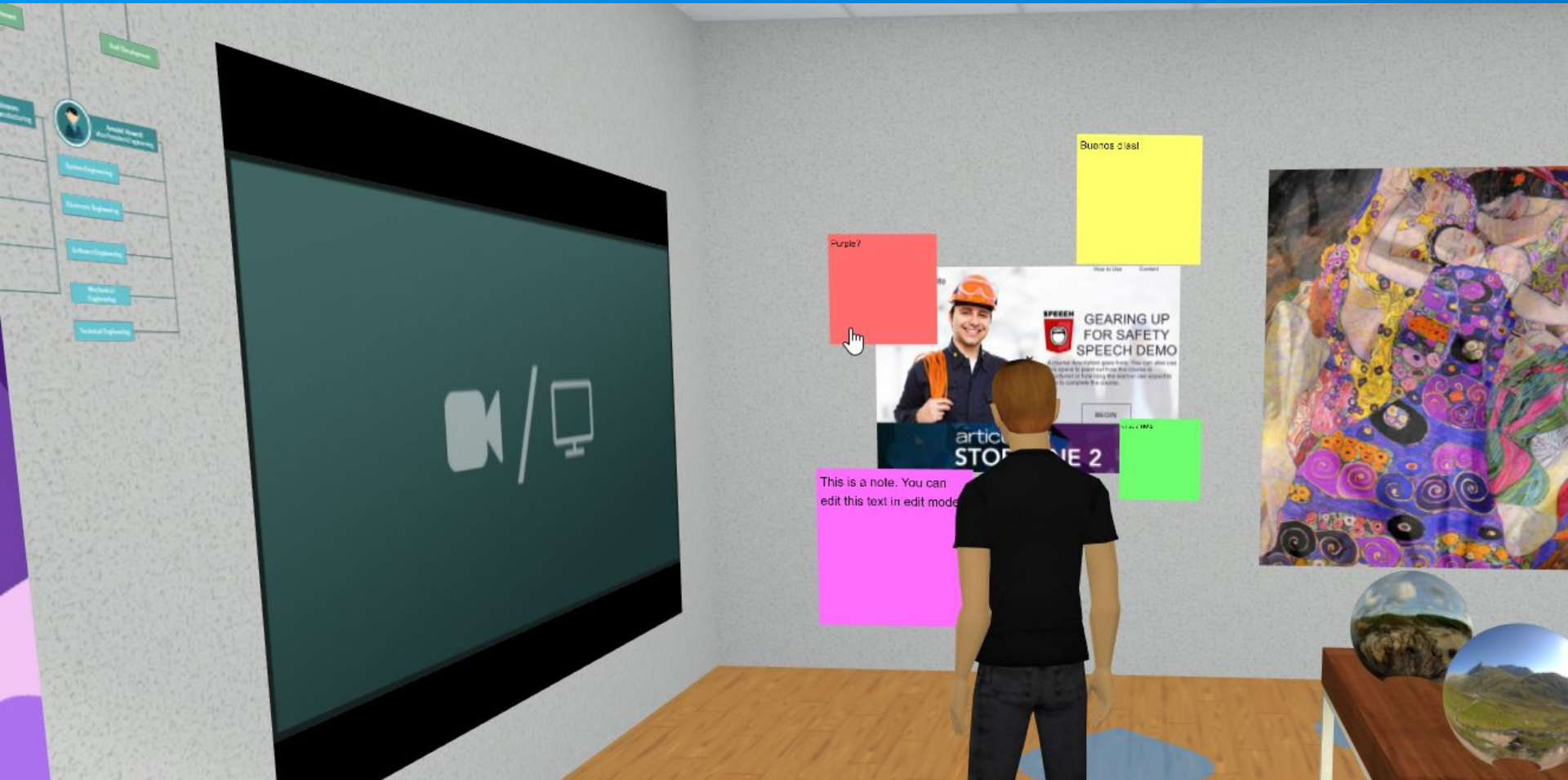
Scavenger Hunts and Rewards

AI Virtual Agents & Chatbots



Interactive Whiteboards

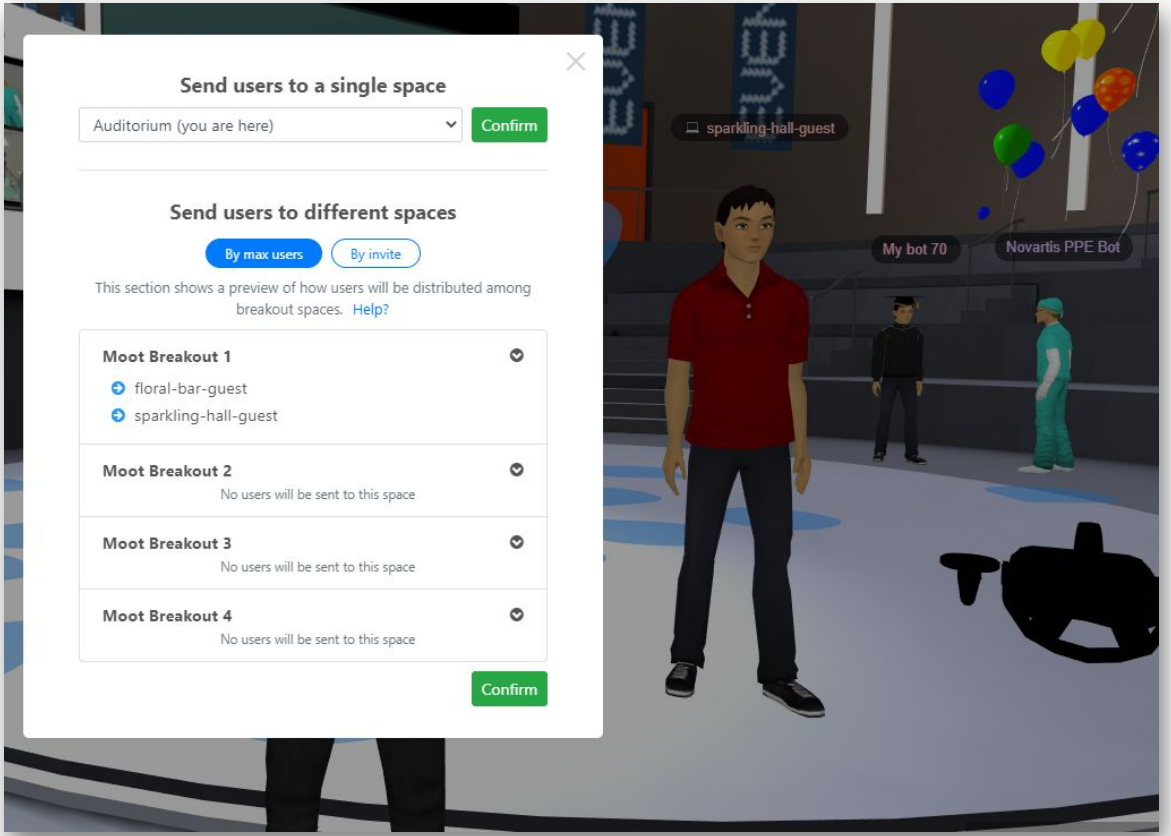
Sticky Notes



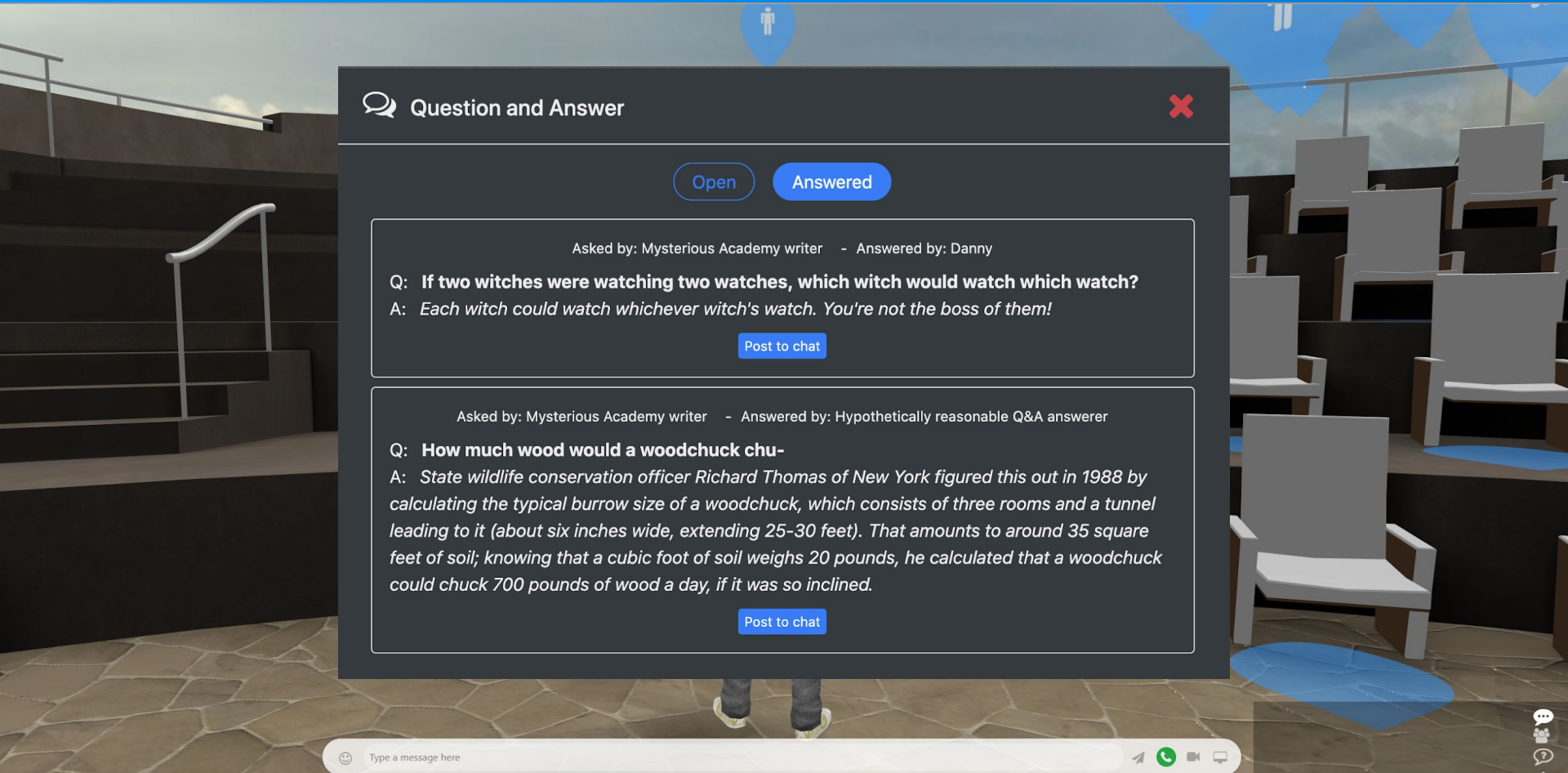
One to One conversations

Easy Broadcast Video Sessions

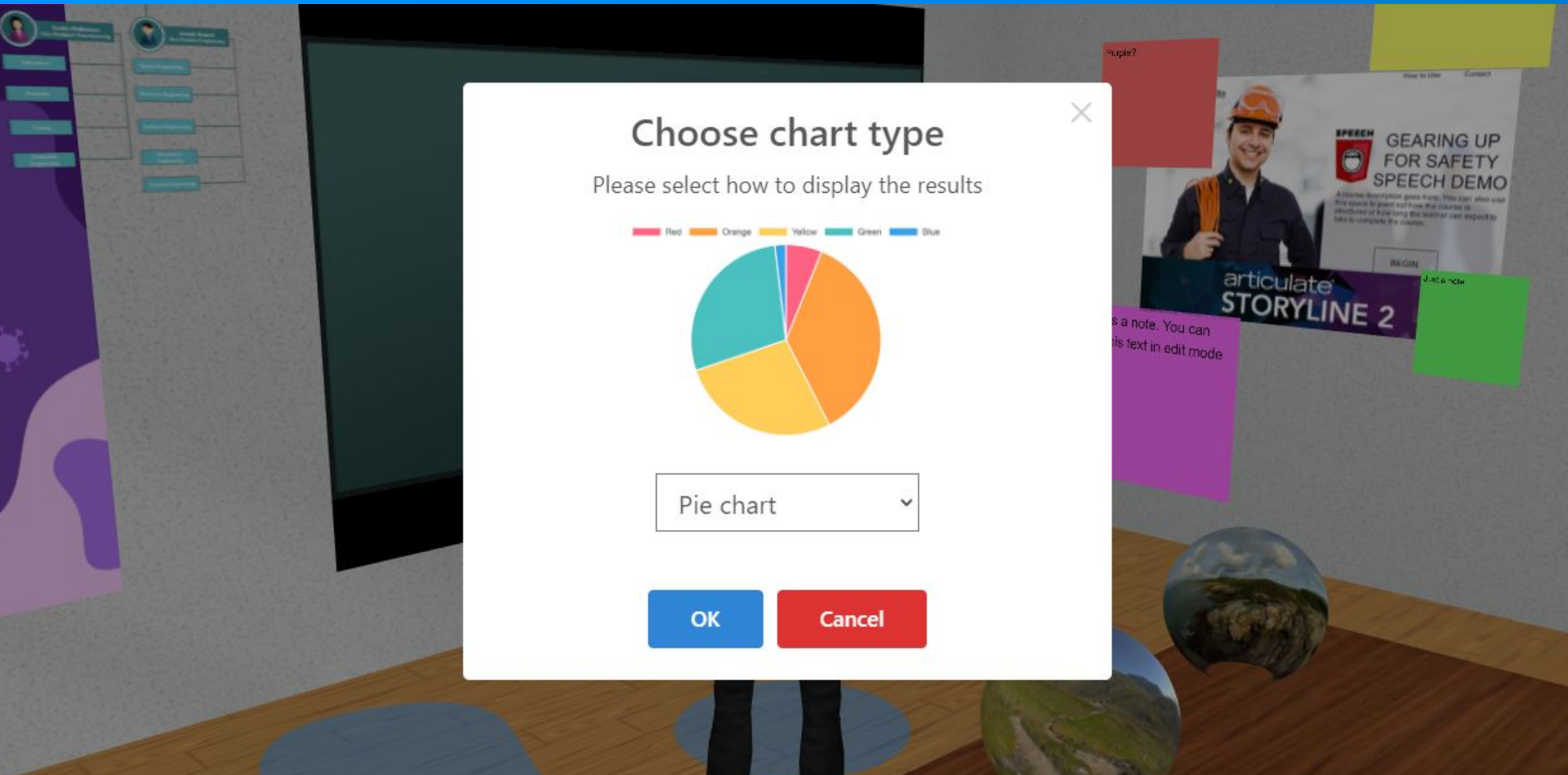
Breakout Rooms



Q&A


Question and Answer
Open
Answered
Asked by: Mysterious Academy writer - Answered by: Danny
Q: If two witches were watching two watches, which witch would watch which watch?
A: Each witch could watch whichever witch's watch. You're not the boss of them!
Post to chat
Asked by: Mysterious Academy writer - Answered by: Hypothetically reasonable Q&A answerer
Q: How much wood would a woodchuck chu-
A: State wildlife conservation officer Richard Thomas of New York figured this out in 1988 by calculating the typical burrow size of a woodchuck, which consists of three rooms and a tunnel leading to it (about six inches wide, extending 25-30 feet). That amounts to around 35 square feet of soil; knowing that a cubic foot of soil weighs 20 pounds, he calculated that a woodchuck could chuck 700 pounds of wood a day, if it was so inclined.
Post to chat
Type a message here

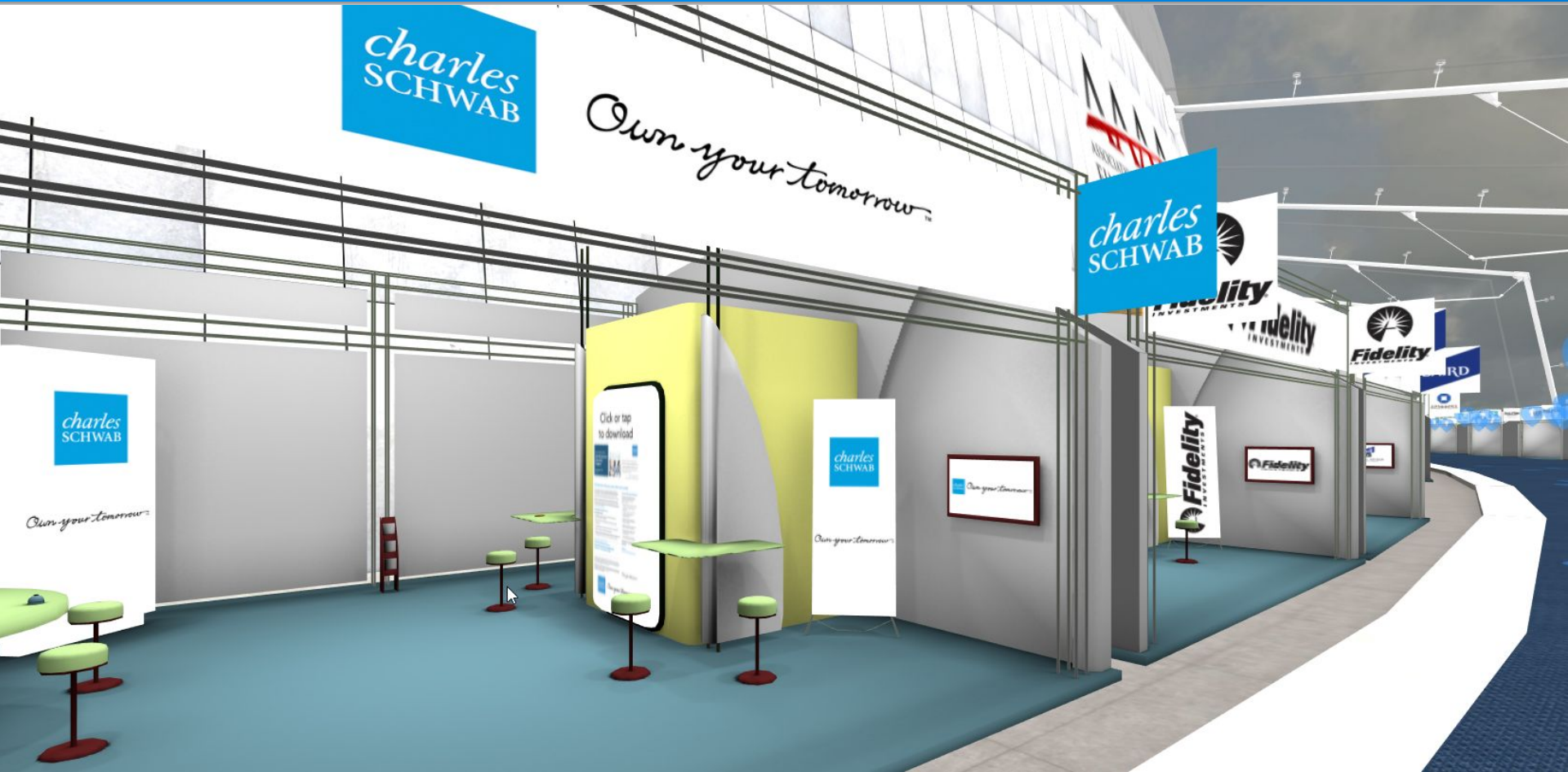
Polls


Choose chart type
Please select how to display the results
Red
Orange
Yellow
Green
Blue
Pie chart
OK
Cancel
GEARING UP FOR SAFETY SPEECH DEMO
articulate STORYLINE 2

Sponsor Visibility

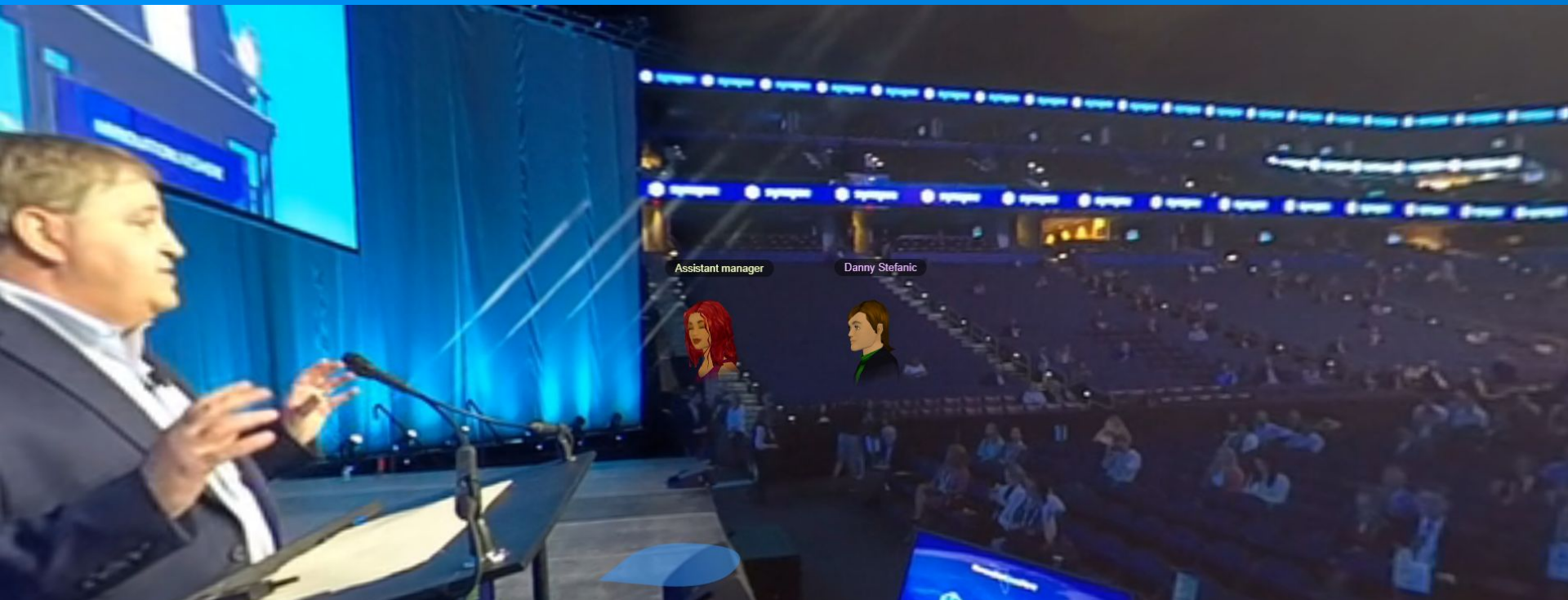
Exhibitor booth communication

Generate exposure & leads for exhibitors and sponsors



Hybrid Events

Virtual events are expected to run along with physicals, if not wholly replacing them in coming years
Live streaming from physical locations - 360 immersive video streaming



Virtual Reality

Support for all headsets

Facebook	Oculus Quest 2 and family
HTC	Vive and family
Microsoft	Mixed Reality HMDs
HP	Reverb G2
Valve	Index
Google	Android Cardboard
Apple	iPhone Cardboard

Augmented Reality

Support for all headsets

Microsoft	Hololens and family
Apple	iPhone & iPad
Google	Android
Magic Leap	
Nreal	

MootUp provides Engagement above and beyond

	MootUp	Virbela	Zoom	Hopin
Immersive	✔	✔		
No download	✔			✔
Mobile & VR/AR	✔			
Avatars	✔	✔		
Networking	✔	✔		
Spatial Audio	✔	✔		
Audio/Video	✔	✔	✔	✔
Q&A, Polls	✔	✔	✔	✔
Breakout Rooms	✔		✔	
Hybrid Events	✔			
Sponsor Visibility	✔	✔		
Completely Customizable	✔			

You’re in good company, MootUp is hosting 1000’s of organization events

Mark Livelsberger

Volvo Construction Equipment

“MootUp bridges the experiential gap by offering a solution that can create immersive and impactful experiences. The platform is super intuitive to use. It even has conferencing, screen sharing, and discussions so if you’re looking for a creative way to have a virtual meeting or conference, MootUp has you covered”

Neil Nathanson

New York Life Insurance

“The future is in the hands of people like the MootUp team. They have the vision and a head start on the field by pushing on web VR and now XR. Tell them your goals and benefit from their experience”

Assistant Director

NDA

"We have implemented a virtual Expo for our new hires over the past two weeks. The results and engagement has been FABULOUS! I have not received a single negative comment about the space, functionality, experience, etc. This certainly differentiated us from our competitors. Everyone I have talked to about the tool think it is the coolest thing and the idea hamsters are already off thinking of new uses, not just in learning, but in other areas of the firm. Thank you for such a powerful tool!!"

Christan Nwasike

Association of African American Financial Advisors

“MootUp is a standout because they moved in front of a coming trend and created an accommodation before the mass migration in 3D space for corporate events started.”

MOOTUP

Schedule a free consultation or demo

Schedule a Demo