Virtu

Connecting People & Global Communication
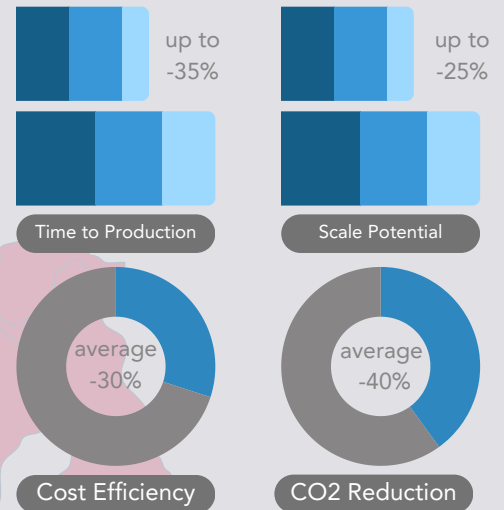
Information

Usecases

Contact:
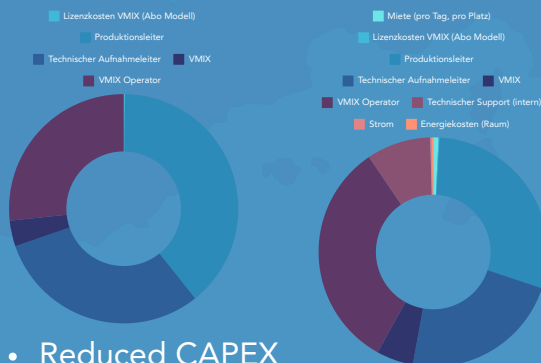office@crearex.net
www.crearex.net

ViRTU

IMPACT

- Empowering collaboration from anywhere
- Centralized management of resources
- Enhancing production chain efficiency
- Focusing on creative tasks and content
- Enabling flexible working conditions
- Efficient testing without pre-sales effort
- Reducing administrative overhead

up to -35%

Time to Production

up to -25%

Scale Potential

average -30%

Cost Efficiency

average -40%

CO2 Reduction

USECASES

- Decentralized media production, for internal and external communication
- Connect different locations easily, share infrastructure and licenses
- Broadcast grade media content creation from production to distribution

- Corporate Content Production
- Corporate Event Production
- Fast and Crisis Communication

- More infos in attached examples
- Let's talk about your needs

EXAMPLE

- Lizenzkosten VMIX (Abo Modell)
- Produktionsleiter
- Technischer Aufnahmeleiter
- VMIX Operator
- VMIX

- Miete (pro Tag, pro Platz)
- Lizenzkosten VMIX (Abo Modell)
- Produktionsleiter
- Technischer Aufnahmeleiter
- VMIX Operator
- Strom
- VMIX
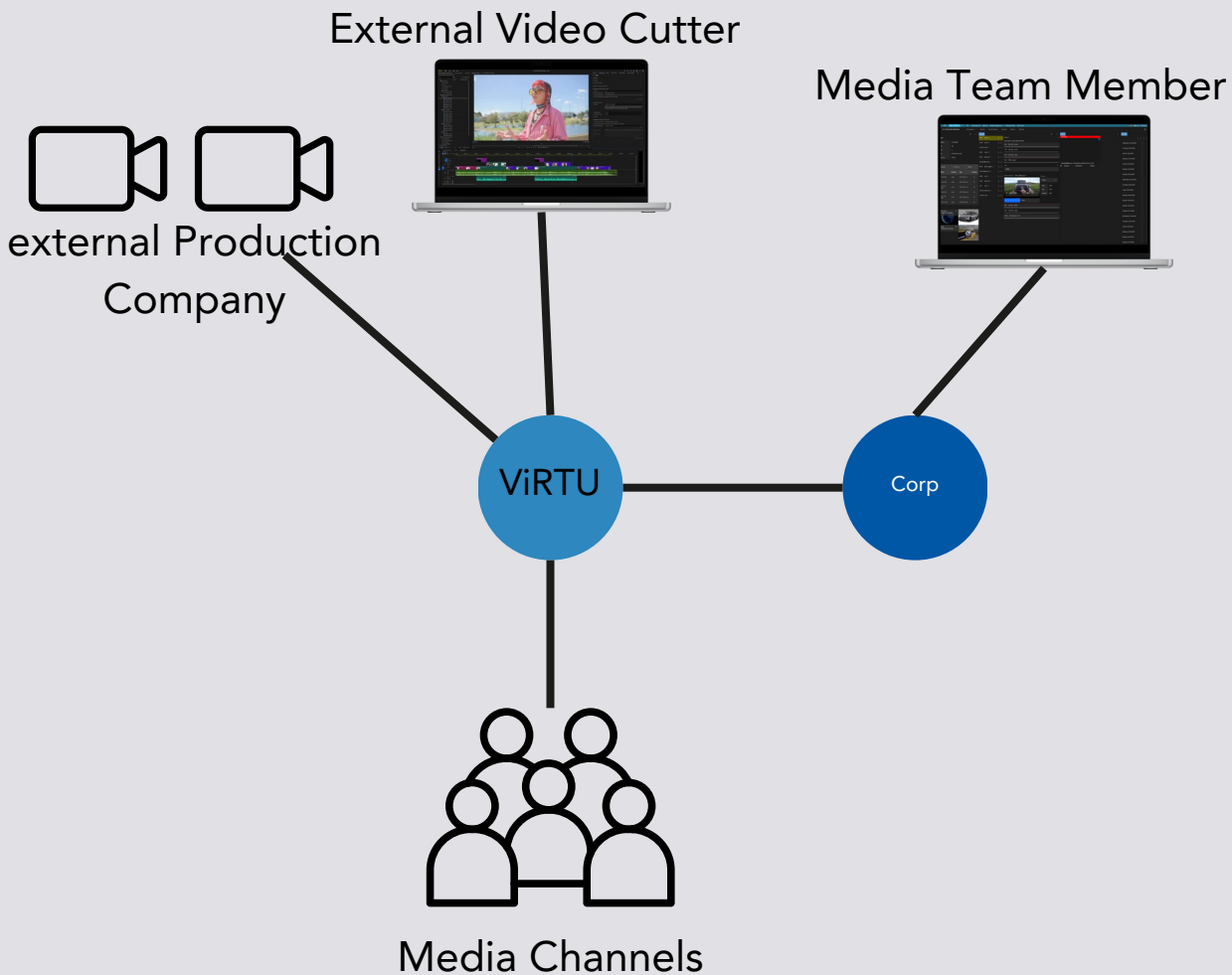- Technischer Support (intern)
- Energiekosten (Raum)

- Reduced CAPEX
- Reduced Operational Costs
- Less Time to Production

BENEFIT

- Significant cost reduction and increased efficiency
- Supports flexible and decentralized working conditions
- Enhanced collaboration capabilities across different sites
- Focus on creative content production with reduced operational bottlenecks

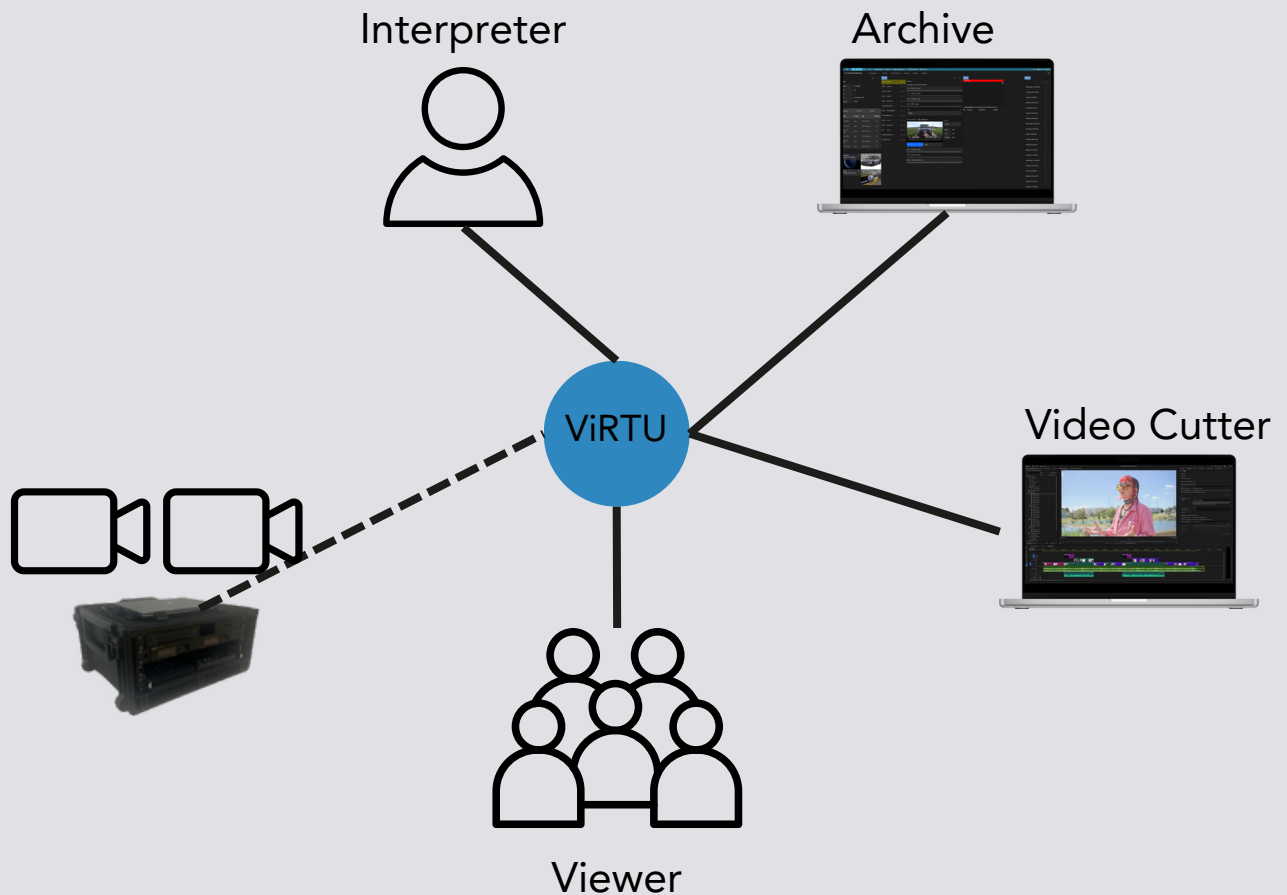Empower your team with ViRTU's cloud-based media solutions

Multiple Communication Channels

External Video Cutter

Media Team Member

external Production Company

ViRTU

Corp

Media Channels

Multiple Communication Channels

- The production footage gets transferred
- A media team member looks at the footage
- After defining the story and selecting the content, the cutter can start
- The final cut is ready
- From the original cut, different versions are generated based on templates
- A media team member can check the generated versions and approves them
- After approval, the different versions get published on selected channels
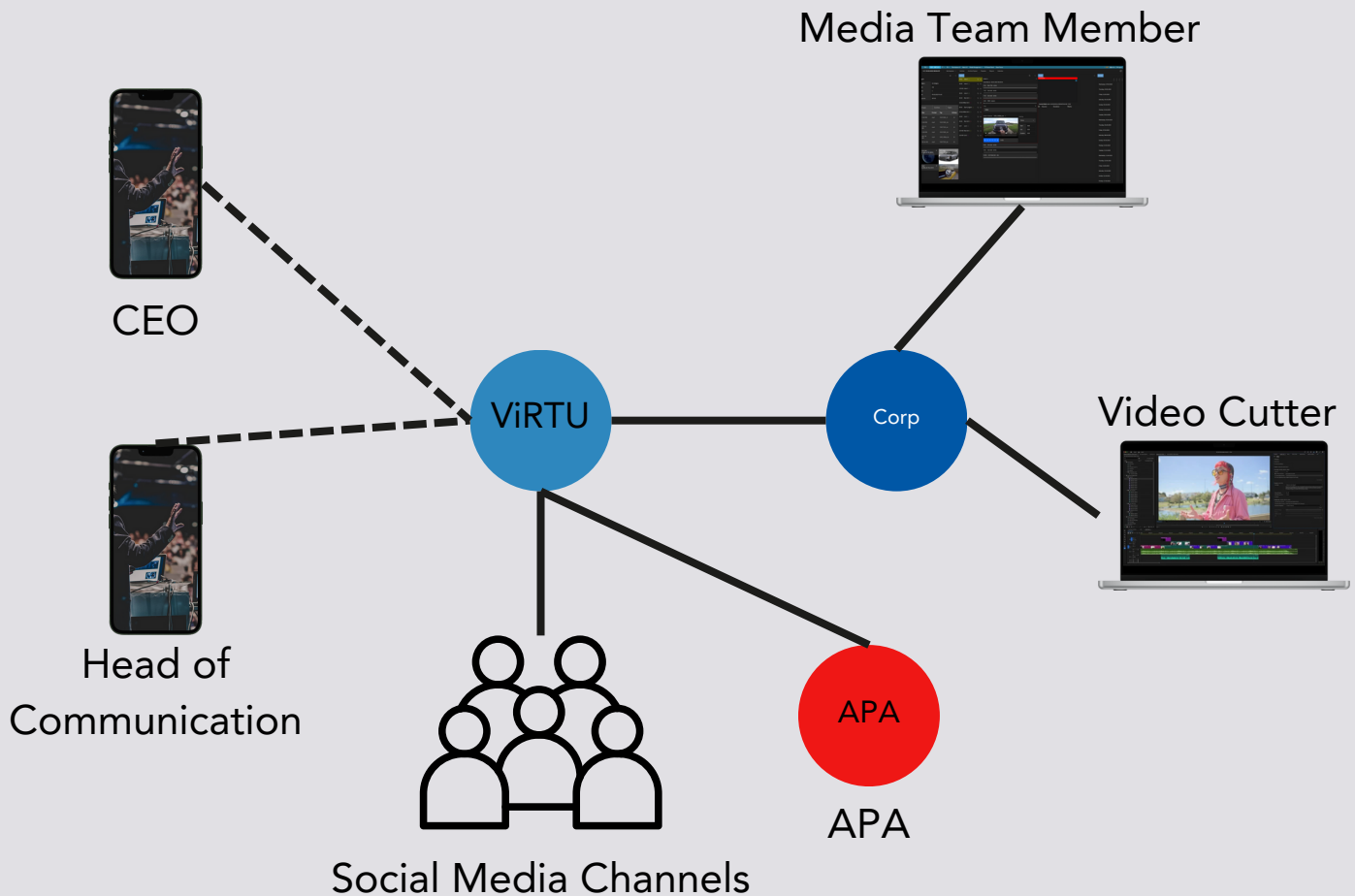
Corporate Information Event

Interpreter

Archive

ViRTU

Video Cutter

Viewer

Corporate Information Event

- There's an Information Event
- On site there's a Mobile Production System to produce the stream
- The stream gets transferred to ViRTU
- An Interpreter connects to ViRTU and translates the event in realtime
- The complete stream gets distributed to the viewers
- The content gets recorded into an archive for on demand usage
- A video cutter accesses the archive to create highlights of the event
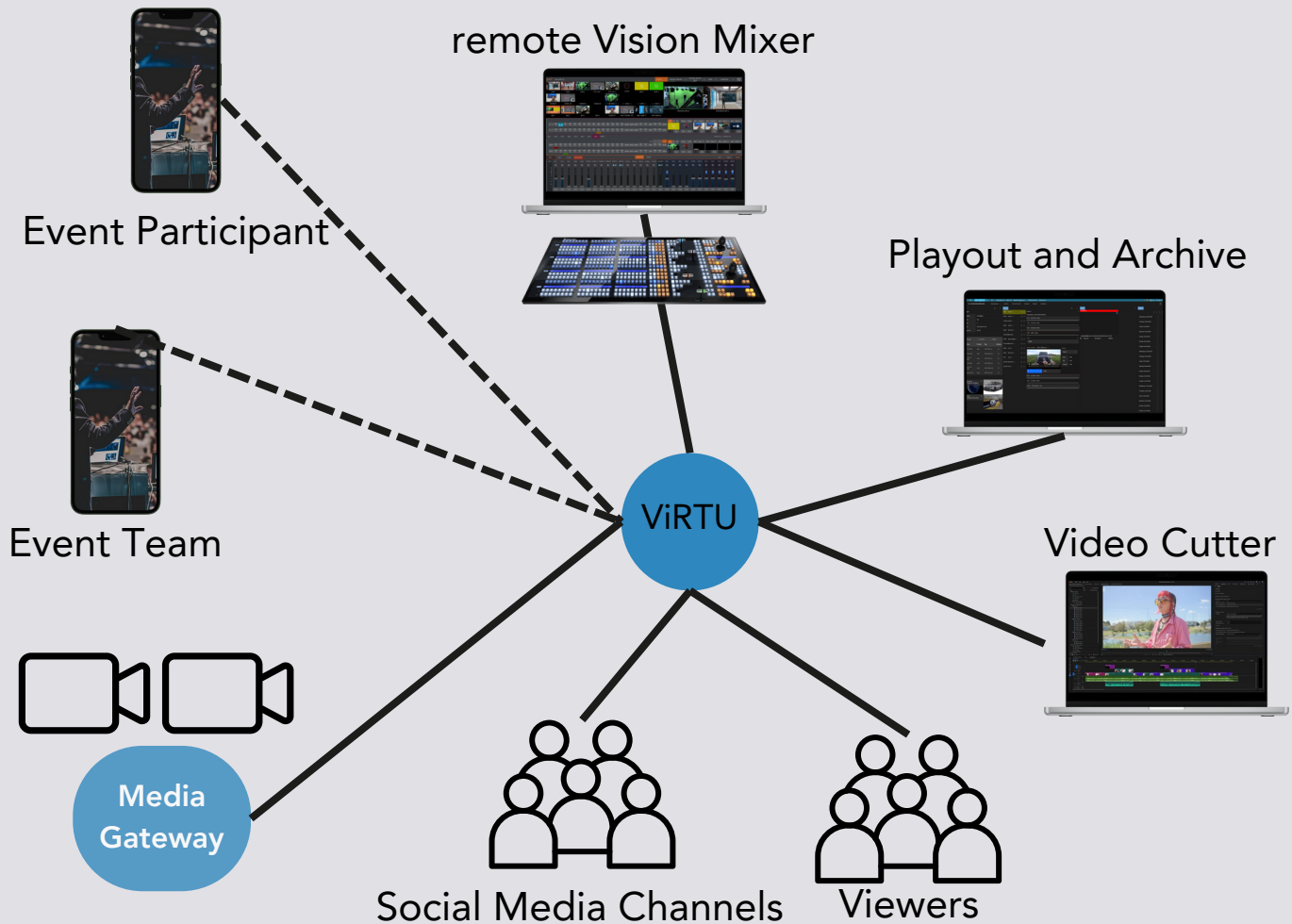- All of the content is accessible for visitors of the Frequentis homepage

Crisis Communication

Media Team Member

CEO

ViRTU

Corp

Video Cutter

Head of Communication

Social Media Channels

APA

APA

Crisis Communication

- After an Emergency Event, the Goal is to be the First on all Channels
- The CEO and the Head of Communication record statements
- The footage gets transfered
- A Media Team Member can instantly access and look into the footage
- A communication strategy and Story gets created
- A cutter creates the content
- After approval, the massage gets published on selected Channels
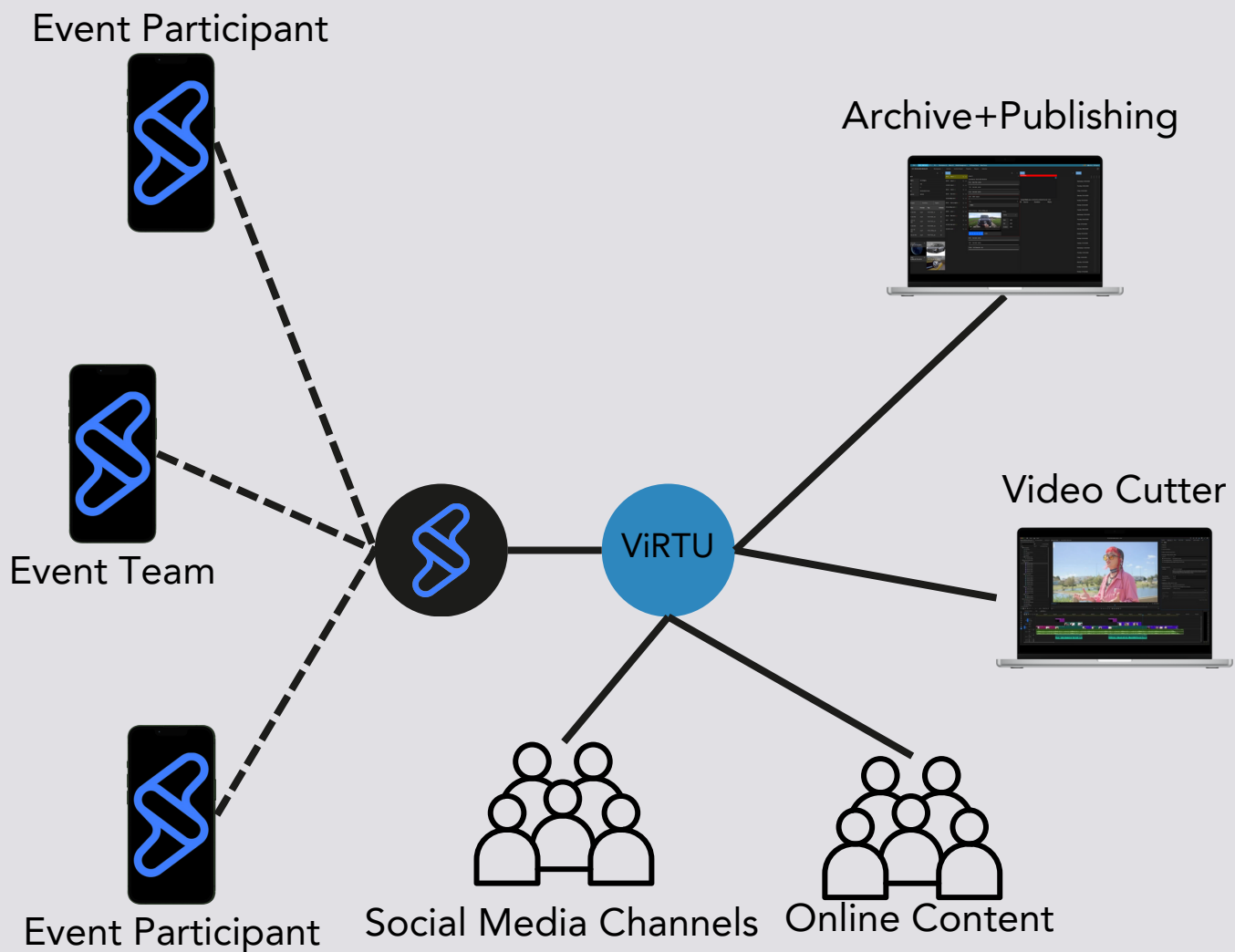- Be the first on AIR, own the message !

Mobile Event Production

Event Participant

remote Vision Mixer

Playout and Archive

Event Team

ViRTU

Video Cutter

Media Gateway

Social Media Channels

Viewers

Mobile Event Production

- There's a Corporate Event
- After the stage is ready, the media gateway transmitts audio and 2 cameras
- Participants and team members can transmit using mobile devices
- A remote vision mixer or a team member on site can mix the show
- Theres a system for content before and after the show and for storing signals
- The program gets distributed to the event webpage and other channels
- After the event all the content is available for a cutter to create content
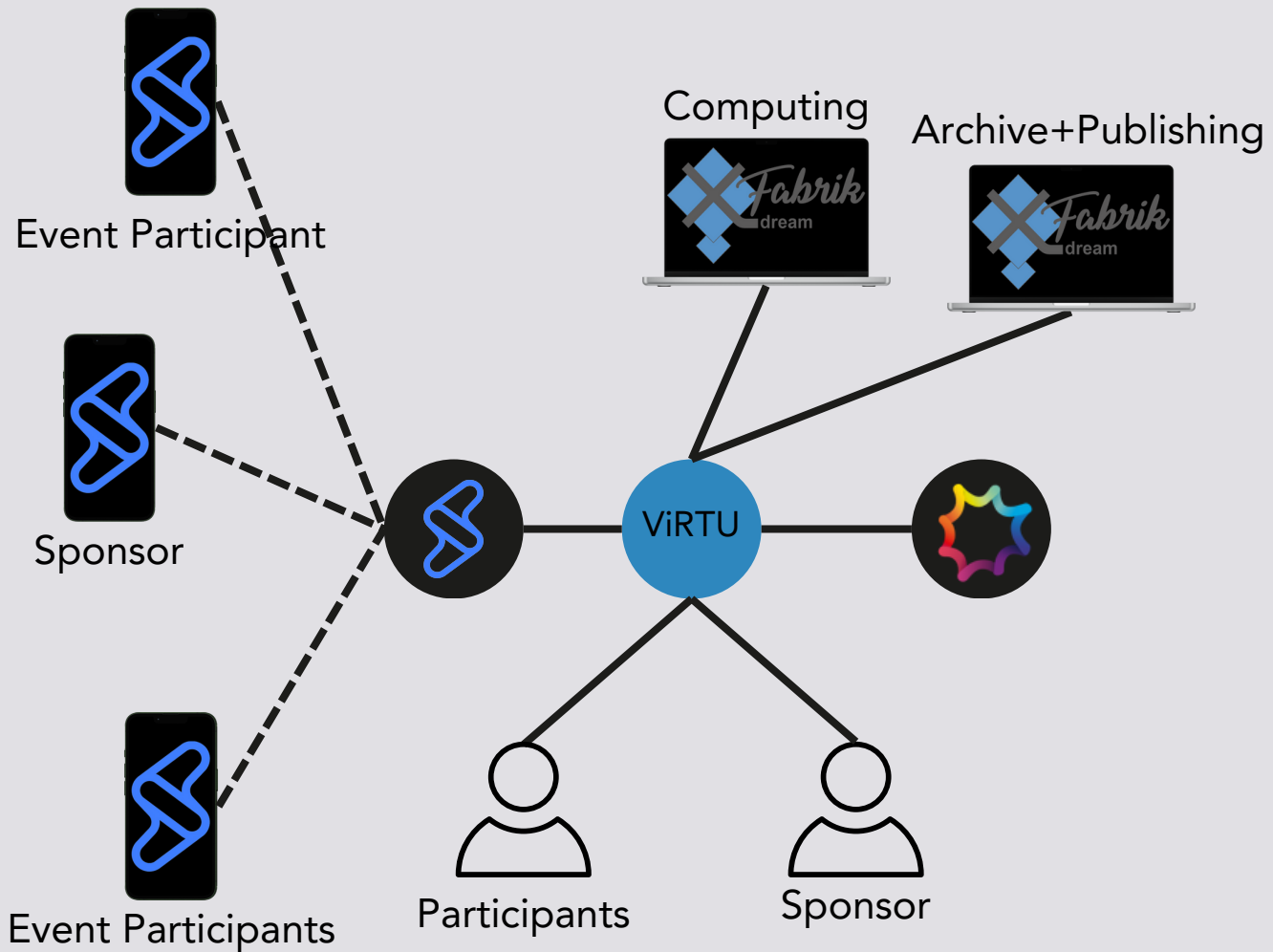
Internal mobile generated Content

Event Participant

Event Team

Event Participant

Archive+Publishing

ViRTU

Video Cutter

Social Media Channels

Online Content

User generated Event Content

- There's an Event
- People can scan a QR Code to download the APP
- Employees and team members can create content and share it
- The Storyz including branding can be published directly
- All the content gets into an archive where additional steps can be applied
- The footage can be used by a cutter to create event content
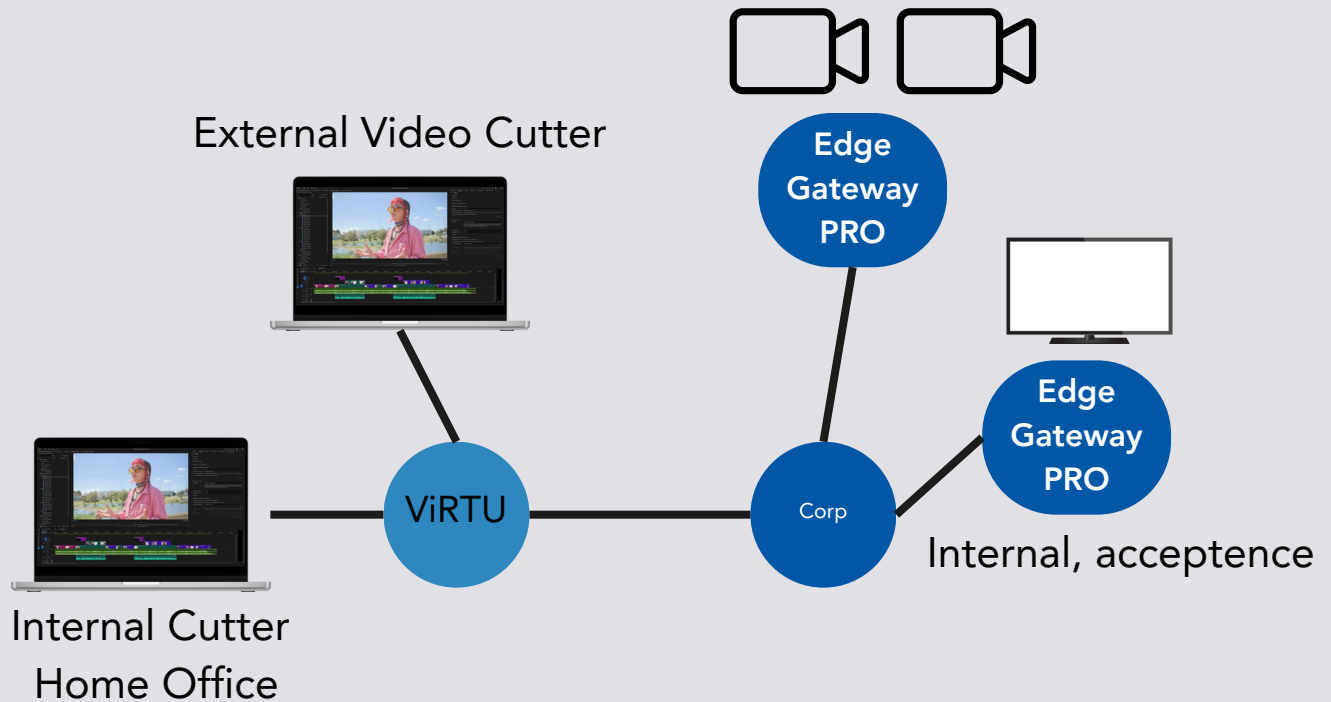- All the content is available to media team

AI generated Event Content

Event Participant

Sponsor

Event Participants

Computing

Archive+Publishing

ViRTU

Participants

Sponsor

AI generated Event Content

- There's an Event
- People at the event can scan a QR Code to download the APP
- Participants and Team members can create content and share it
- All the content gets into an Archive where additional Steps can be applied
- All the content gets AI analyzed
- Participants can get videorolls after the Event from footage they were on
- Sponsors can get all the footage or prebuild videorolls with their Branding
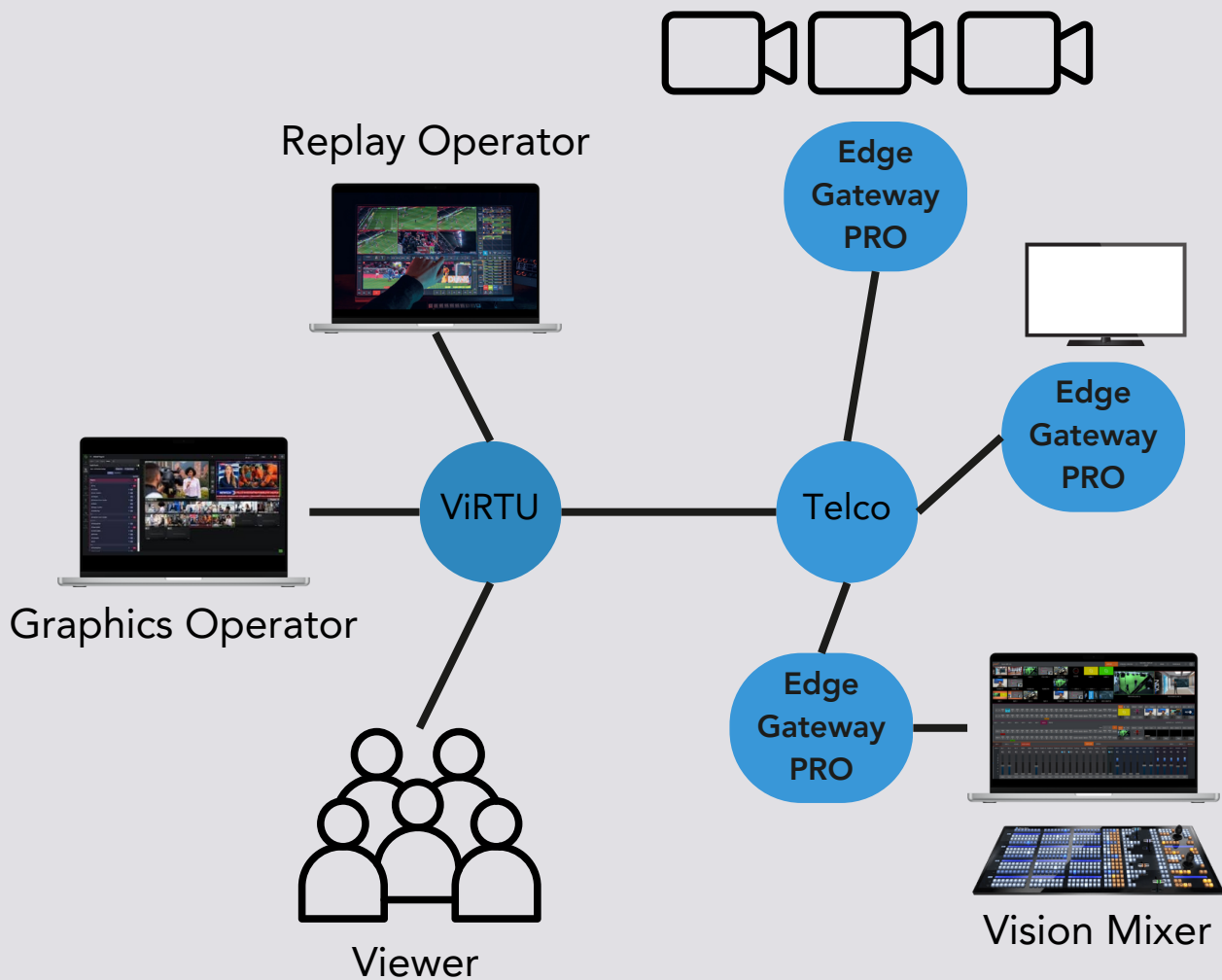- The Marketing team can automatically or manually create content

Decentralized Content Production

External Video Cutter

Edge Gateway PRO

Edge Gateway PRO

ViRTU

Corp

Internal, acceptence

Internal Cutter
Home Office

Decentralized Content Production

- Gateway on production site to ingest the footage and send a live feed
- Gateway to provide a preview for the internal team to follow the production
- The footage gets ingested into a MAM and PAM System at ViRTU
- An internal cutter and an external cutter are cutting and preparing footage
- The final cut is available instantly for the internal team for acceptance

Decentralized Production

Decentralized Corporate Event Production

- Gateways on Production Site to gather signals and provide return feeds
- Gateway to provide a secure connection for the Vision Mixer Operator
- The Vision Mixer is located in Vienna
- All the signals are processed at ViRTU
- The Graphics Operator sitting in Bregenz connects directly to ViRTU
- The Replay Operator sitting in Berlin connects directly to ViRTU
- The Final Programm is fed into a CDN for the viewers from ViRTU in Frankfurt