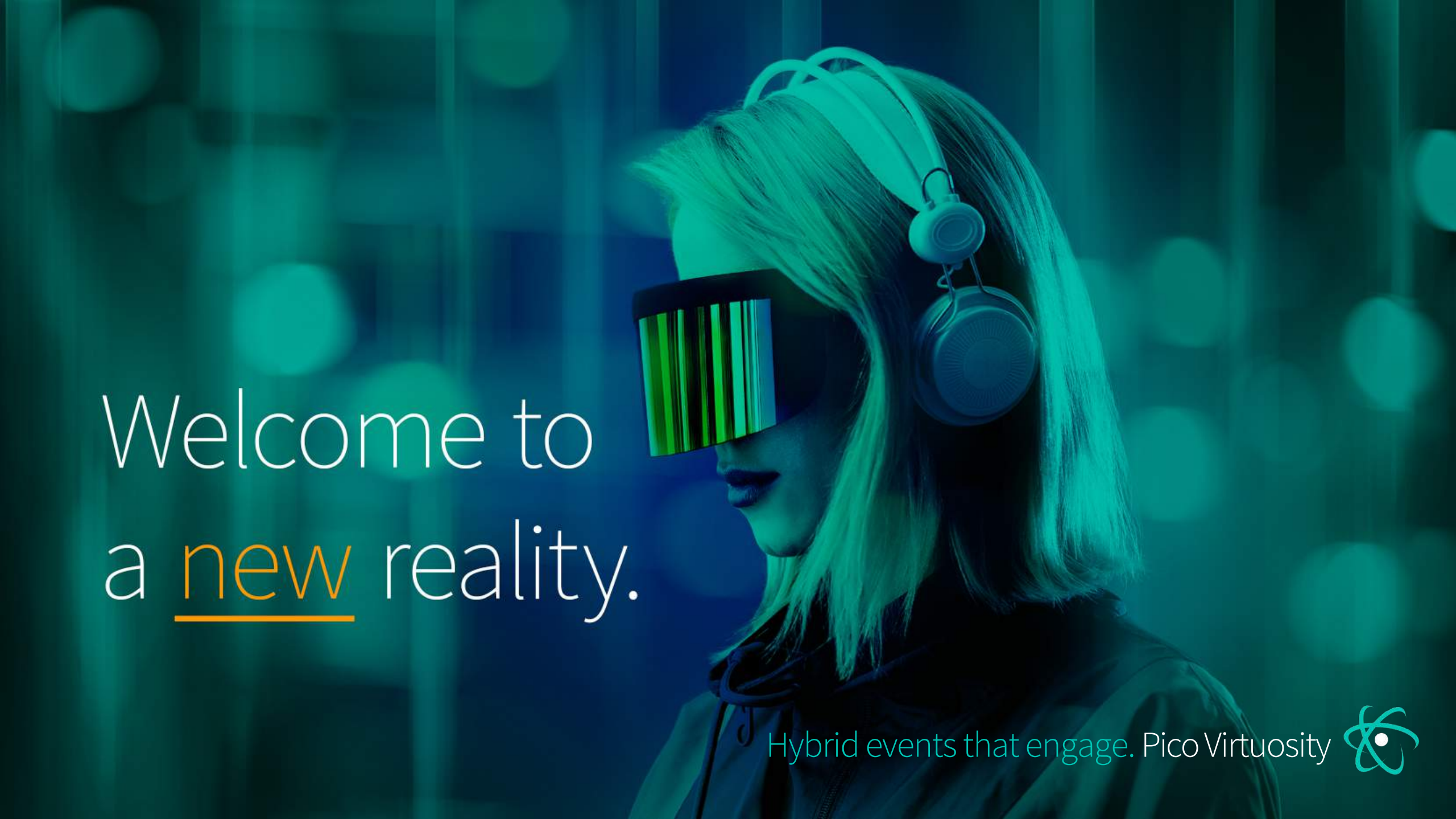
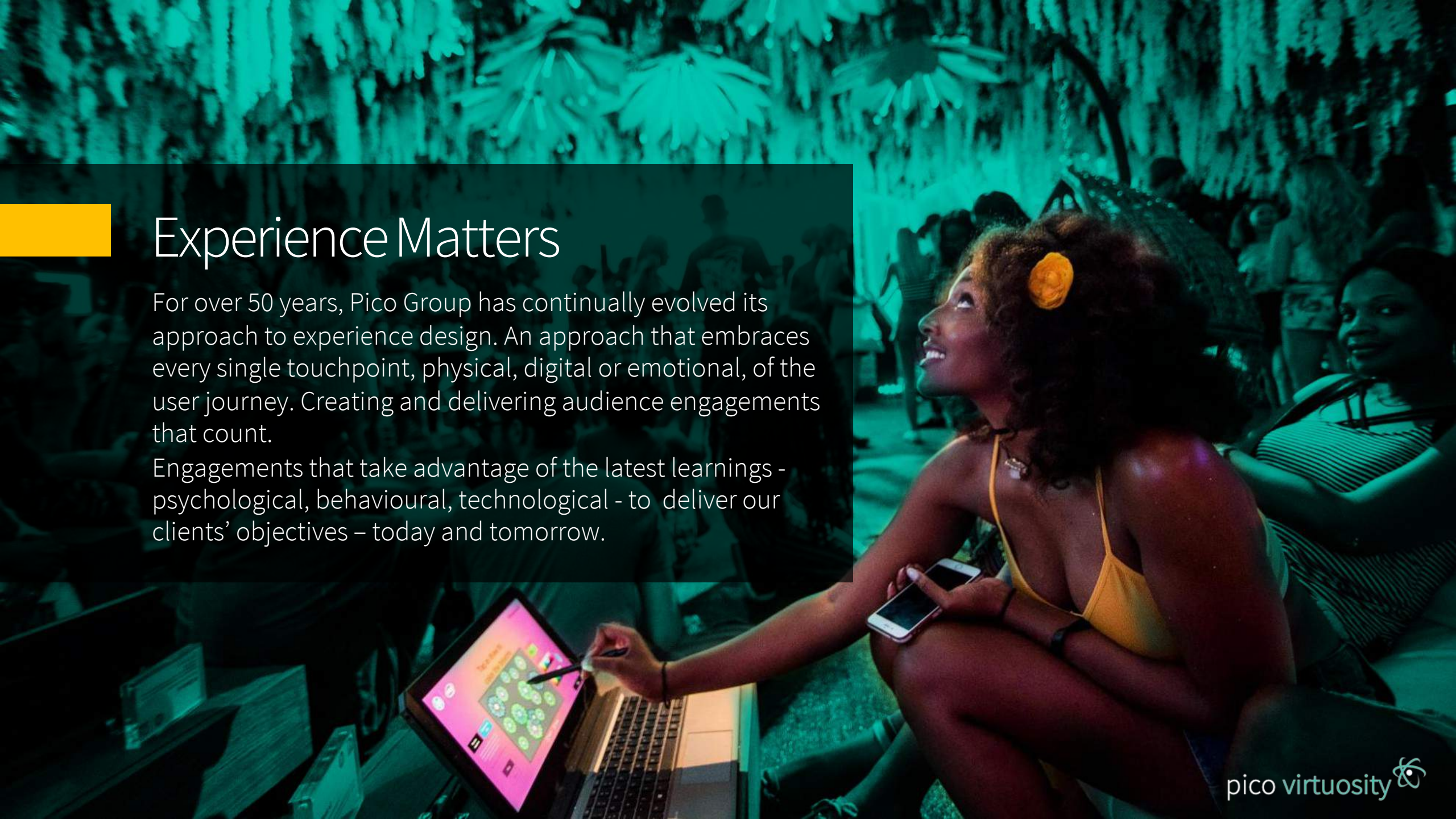

Welcome to
a new reality.
Hybrid events that engage. Pico Virtuosity



Experience Matters

For over 50 years, Pico Group has continually evolved its approach to experience design. An approach that embraces every single touchpoint, physical, digital or emotional, of the user journey. Creating and delivering audience engagements that count.

Engagements that take advantage of the latest learnings - psychological, behavioural, technological - to deliver our clients' objectives – today and tomorrow.

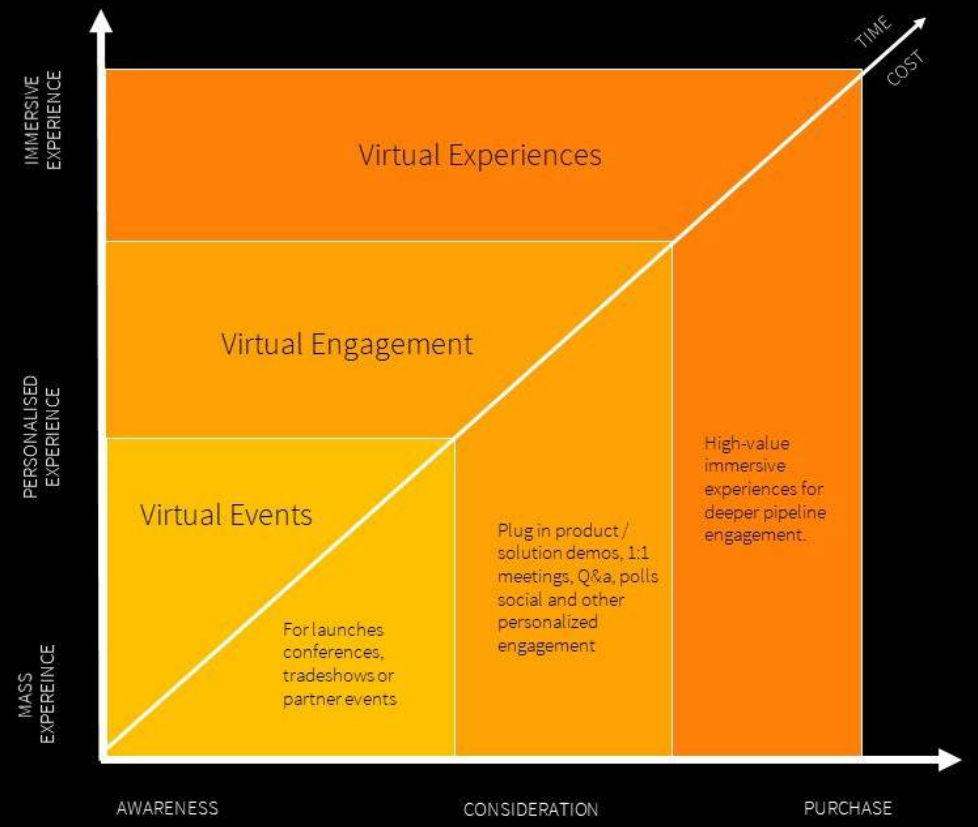
pico virtuosity

Our Approach to Virtual

Clients need a virtual solution that scales with their marketing needs.

Be that a virtual event for customers, prospects or whitespace, a virtual space aligned to pipeline or audience objectives, or a standalone virtual experience, our modular approach covers a wide range of solutions.

We believe the best solutions are tailored to specific requirements – our scalable, modular and bespoke solutions come together to create a powerful brand tool designed to accelerate your business growth and provide you measurable results.

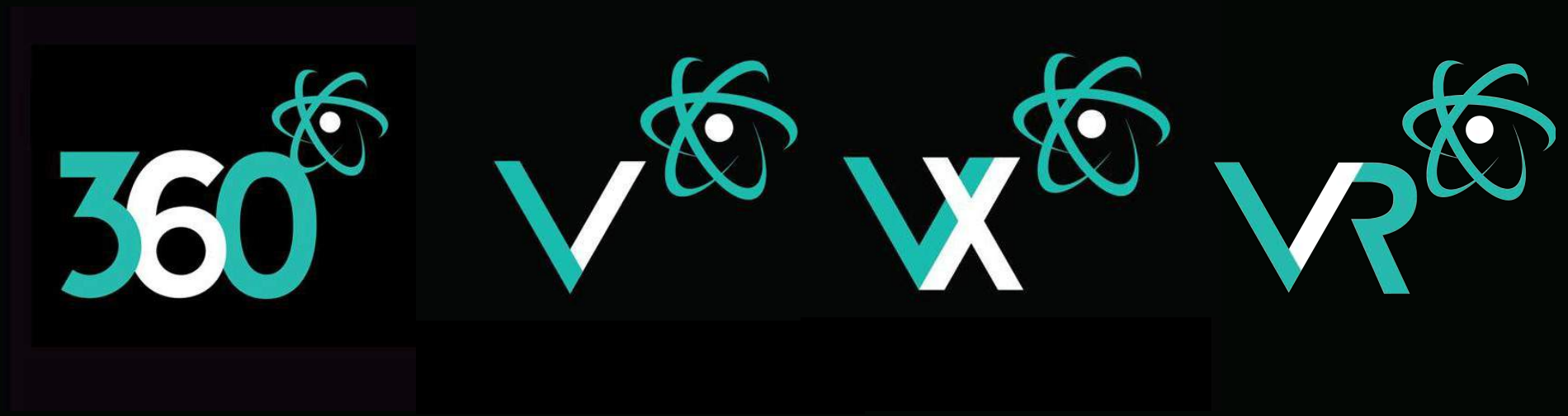


All underpinned by our proven expertise in experience design and production so we can continue to reinvent the way you engage.

pico virtuosity

Introducing PicoVirtuosity

A suite of innovative solutions to deliver high-performance, virtual experiences with real emotion.



pico virtuosity

Our solution for the age of connectivity

Simple but clever technology, designed to blend physical and virtual worlds, allowing remote audiences to engage deeply, wherever they are.

Removing the constraints of travel, maximising your event budget and creating your own, powerful brand content.

High-performance, virtual events with real emotion.

Virtuosity 360

Large scale virtual environments allowing audiences to roam, explore and interact with brands and destinations.

Virtuosity One

A secure, feature-rich online brand platform, allowing guests to listen, engage, explore, collaborate and share across a range of business functions.

Virtuosity X

A rich-media, immersive & interactive platform allowing brands to amplify big product stories to online and remote audiences.

Virtuosity R

Bespoke VR applications to address high touch engagements with high value buyers or senior stakeholders.

pico virtuosity

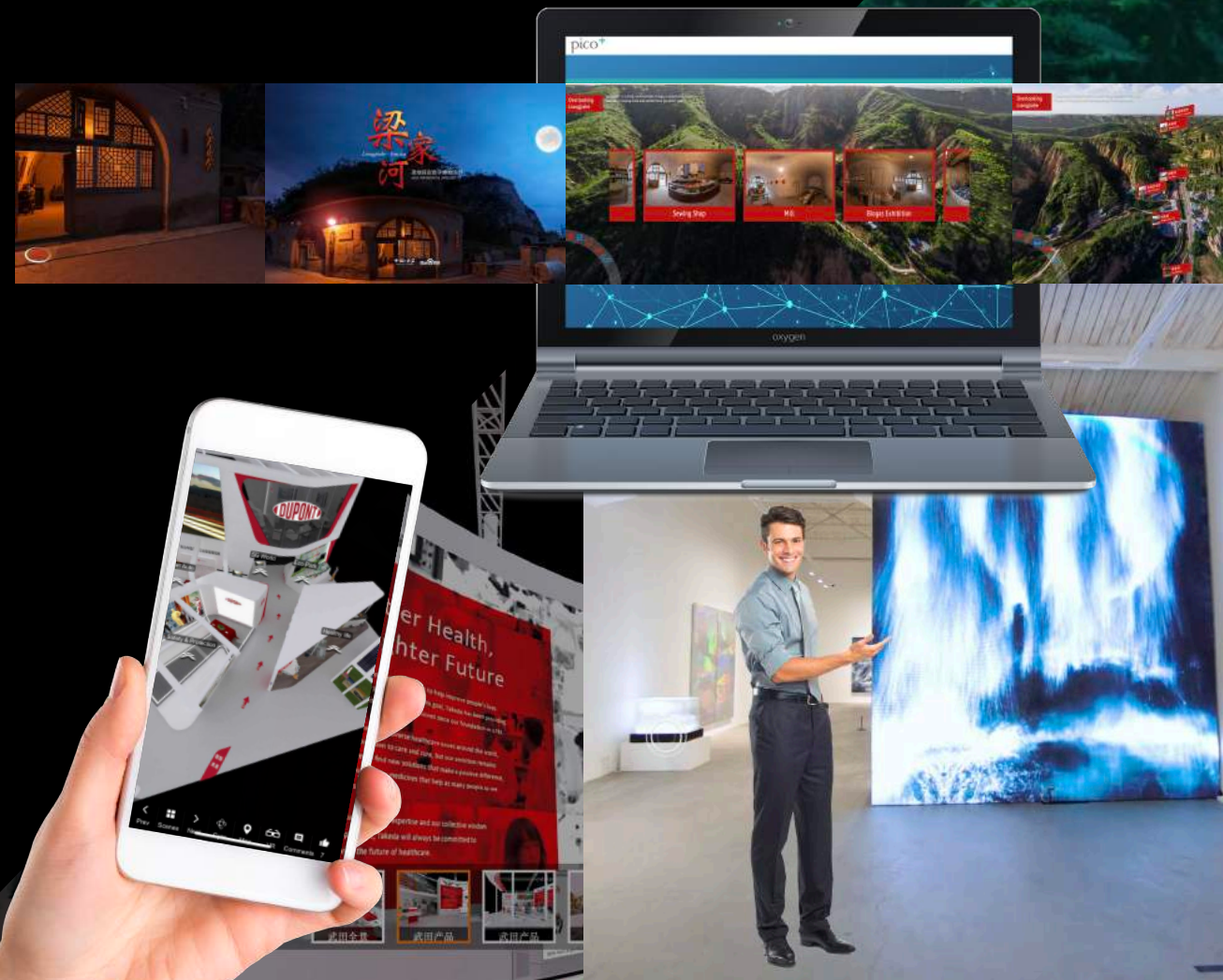
Virtuosity 360 - fly-through, panoramic mobility

Immersive experiences based on a HTML5 3D engine bring audiences into a realistic 3D environment, offering 360-degree imaging and a rotatable interactive map.

Virtuosity 360 showcases the online space perfectly and allows guests to experience a large scale event, venue or destination.

FEATURES:

- Secure Registration
- 360-degree experience
- Mobile friendly
- Embedded video
- Virtual product demo
- Direct video connection to brand hosts
- Omnipresent chat bot or chat



Virtuosity One – your interactive brand world

Create an online branded world for your guests, with interactive functions to meet, share ideas, ask questions, explore products, talk to brand spokespeople etc.

Ideal for conferences, trade shows, partner events, congresses, exhibitions and virtual showrooms.

FEATURES:

- Guest Recruitment and Management
- Secure Registration
- Virtual Event Venue
- Live Stream Video
- Chat with Experts : video or text
- Virtual Briefcase for info gathering
- Online Event Marketing
- Multi-language Support
- Dashboard Reporting
- Social Media integration

Virtuosity X - the best of hybrid

Virtuosity X blends the best of both worlds, live and virtual. The unrivalled power of the live event - experienced remotely.

Virtuosity X is an integrated system of tried and tested technologies, connected to amplify and blend the power of live - from remote trade show to global product launch.

Virtuosity R - an event or experience in a box

Virtuosity R offers you the full power of Virtual Reality - bringing your products tantalisingly close, in glorious colour.

Beyond touch, but within reach, in a level of detail never before possible. Scale and size are no obstacle.

Virtuosity R virtualises real spaces for remote enjoyment or takes users to the inside of processes, systems and products, to engage and reward your most loyal customers - or draw new customers into your product story, as craftsmanship and provenance stories come vividly to life.

A unique sales and training tool for the 21st century.

Bringing it all together

Virtual production

Hybrid planning

Nobody knows with any certainty how event travel and attendance will be affected over the next years - it's likely that COVID 19 will continue to challenge live experiential marketing planning for some time to come.

Pico brings its 50 year heritage in experience design to support you with hybrid planning - a unique approach which creates a road map for your event, regardless of circumstance.

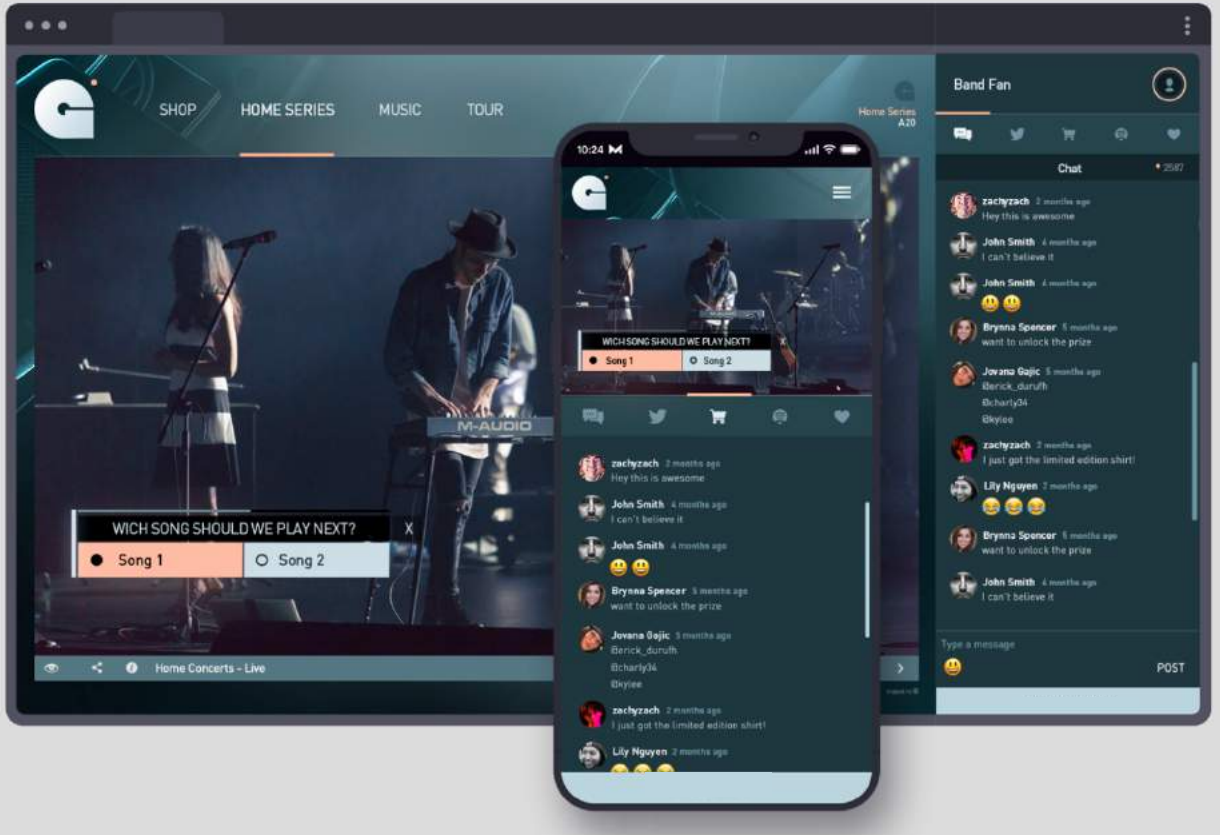
Our Hybrid Planners clearly identify key milestones for both investment and communication decisions, as well as the pivot points to maintain your responsiveness, while mitigating risk.

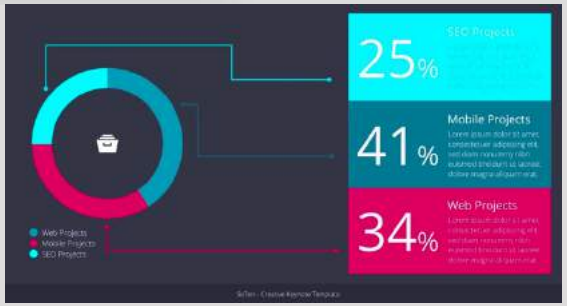
Our planners will also offer creative technological solutions to address your event and audience objectives - as well as suggesting ways in which hybrid might actually even achieve your objectives better.

Webinars and beyond

Turn panel discussions, workshops and presentations into richly interactive experiences thanks to simple tools that any brand can use.

People can engage fully with your content, discuss with others, ask questions, participate in polls and more.





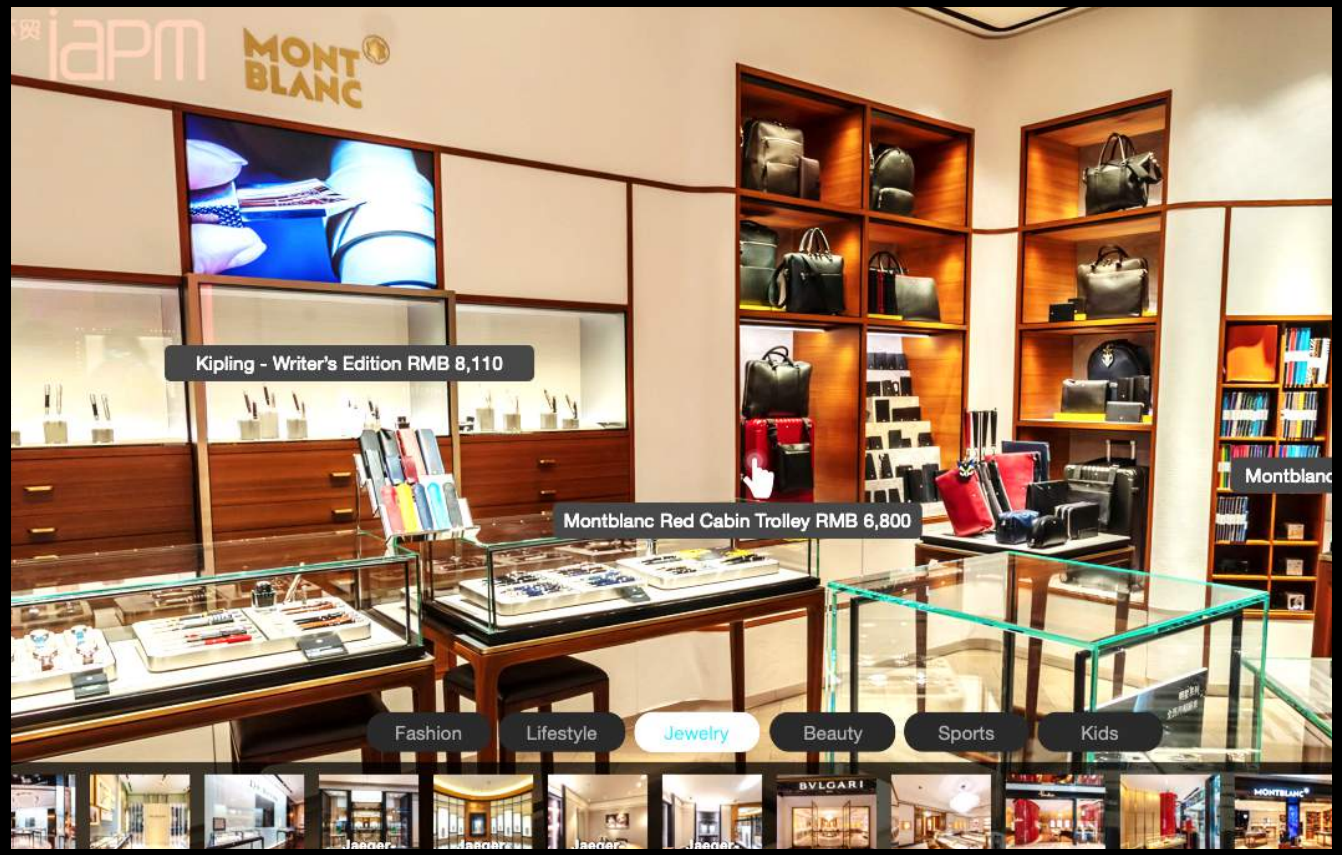
Virtual showrooms

Virtual showrooms are designed to embody your brand, not the available space.

Our retail design team guarantees product presentation and wayfinding, via web based or standalone app.

Or in VR where your most precious products exist in glorious virtual 3D, accessible without the relentless pressure of time.

Customers can indulge their full curiosity for products, using headsets or their mobile devices, in the context of a beautifully scripted brand story and interface.



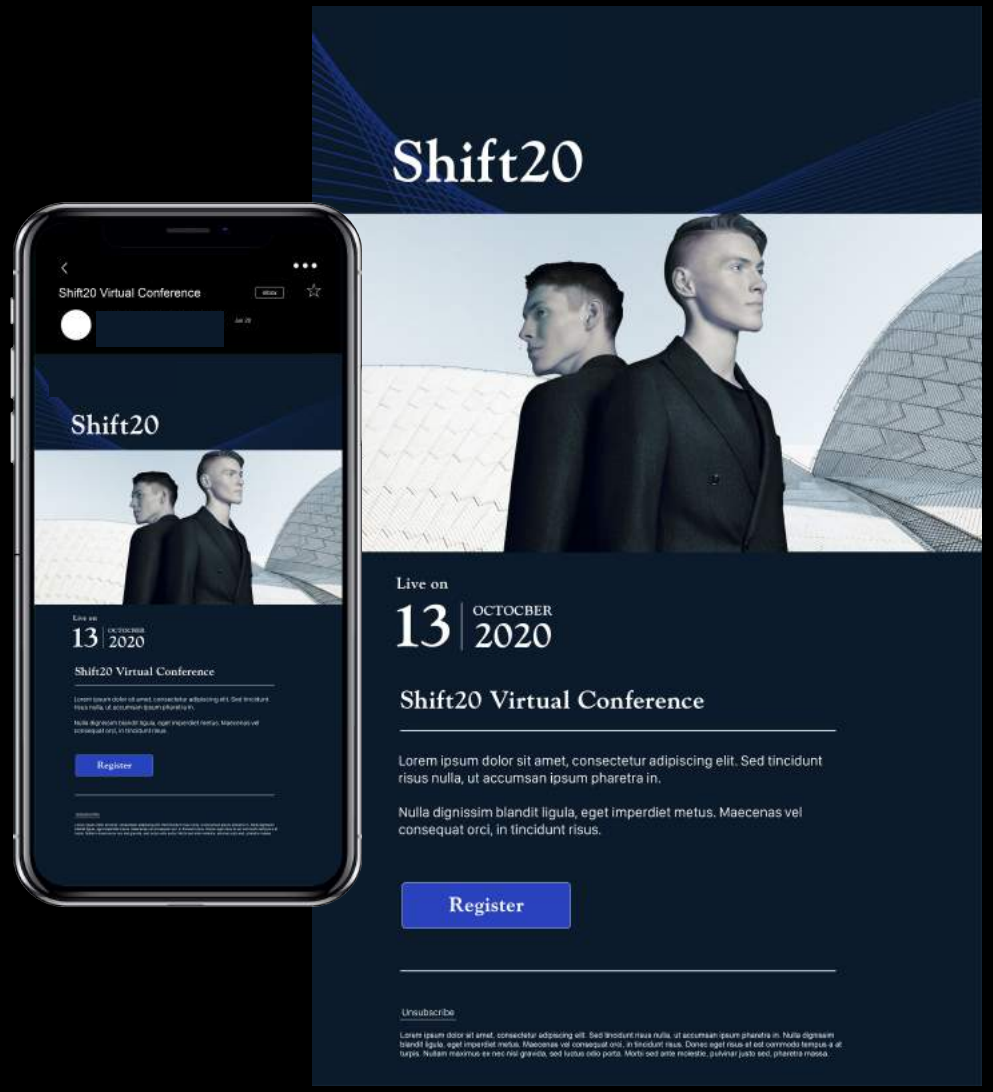
Virtual conferences

The showpiece conference is largely a thing of the past.

21st century conferences bring together globally aggregated audiences in highly tailored content streams.

Virtual conferences raise the stake on content management, guest management and event design - because virtual events need to work harder to drive engagement.

Pico’s expertise in digital and experience design ensure content and user experience work hand in hand to keep your guests truly engaged.



Virtual product demos

Go beyond the flat screen of typical product video reveals to allow consumers to explore your products in their own hands or environment.

Thanks to advances in smartphone tech, every viewer has the tool in their hands to see products from a whole new perspective.

AR not only offers viewers a 360 viewpoint, but the ability to see the internal workings, with exploded views to bring to life every production feature.

Virtual launches

As events change to become more digital, so do the techniques for creating content in the virtual space.

Green screen or LED studios can turn online presentations into something visually stunning and truly engaging.

Immersive environments allow VR headsets to take customers on a new kind of journey.

Pico’s half century of experience design ensures every aspect of the live and virtual event - set, talent, choreography, scripting, filming, tech and streaming - are in safe hands.

Hybrid events

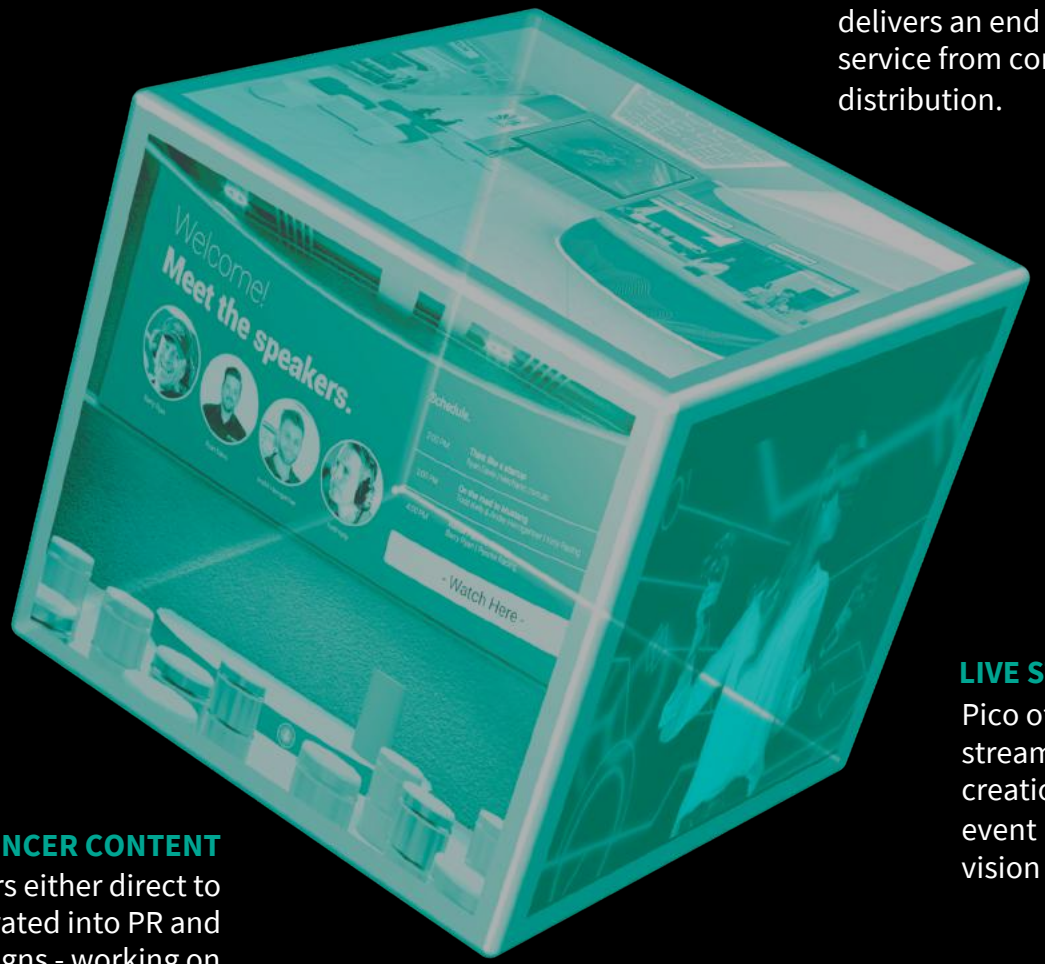
Businesses are finding that although keynote events such as CEO speeches, contract signings and product launches are reducing in physical scale, they can welcome an even larger remote audience than ever before. And an event for 2,000 can now reach 2 million.

Hybrid events focus and build on the core live experience to deliver a compelling experience for participants in the room or on the other side of the world.

Content has a new dimension

They say “content is King”, and Pico Virtuosity provides many new ways for brands to rule.

BUSINESS CONTENT
Increasingly businesses use content to drive online engagement. Pico delivers an end to end service from concept to distribution.



PRODUCTION
Including corporate video, TVC, short and long form programming, VR and AR - our creative directors and production managers work around the world with production hubs in London, Singapore, Beijing, Dubai and Sydney.

INFLUENCER CONTENT
Working with influencers either direct to channel or integrated into PR and promotional campaigns - working on location or from a studio.

LIVE STREAMING
Pico offers comprehensive streaming services - from studio creation and filming, through to event management and live cloud vision mixing.

Virtuosity Features

Commerce capabilities with multi-currency, VISA secured, payment processing

E-commerce

Video connectivity throughout

Live chat across all major chat platforms

OOO Chatbox functions

Audience polling

Moderated Q&A

Simultaneous interpretation at the push of a button

Automated translation

Live streaming or pre-recorded video content.

Multiple video feed mixing for live event coverage.

Sophisticated and engaging graphic overlay over video.

Goody bag functionality to collect documents or favourite features.

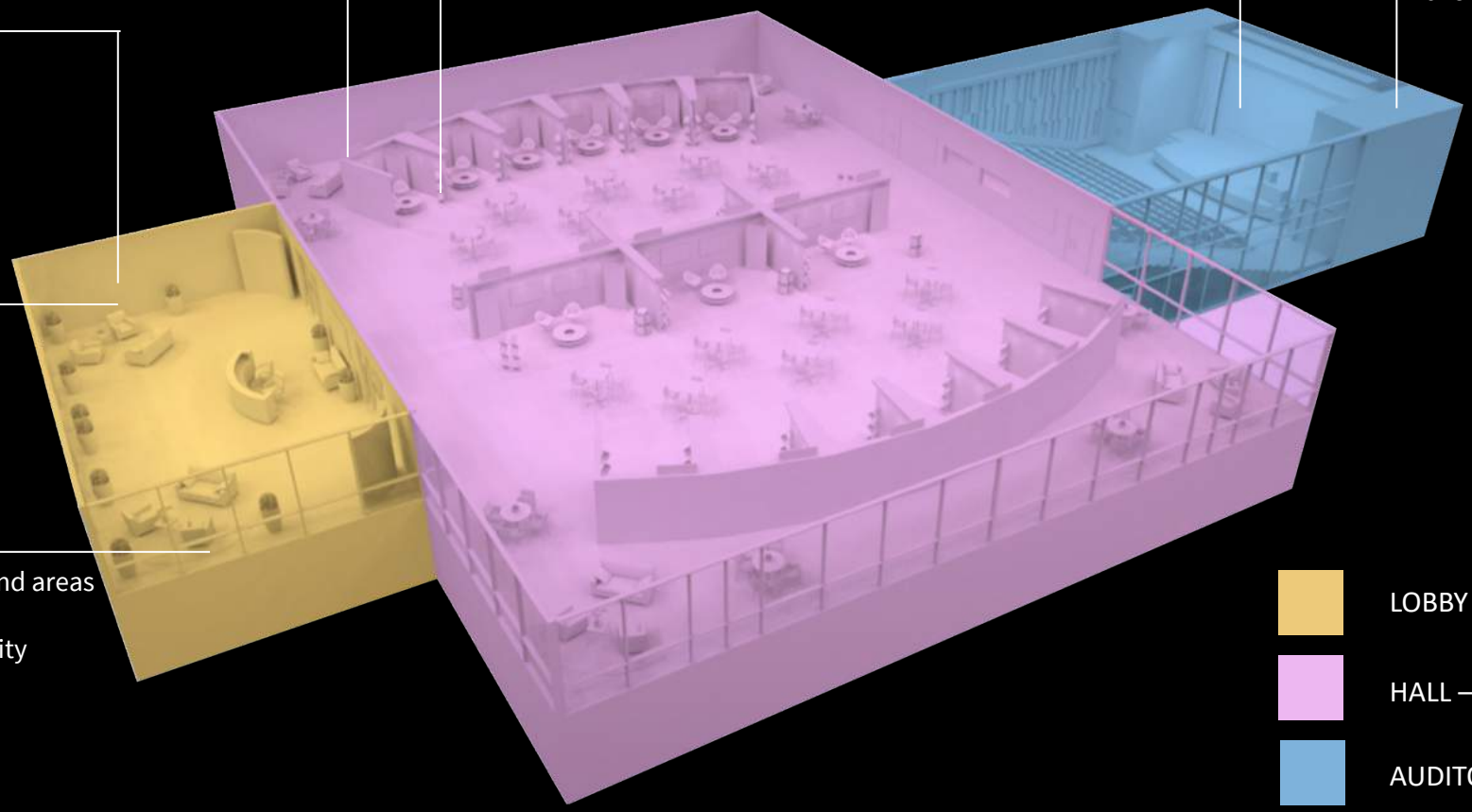
Data security

GDPR compliant

Integration with 3rd party platforms

Networking tools and areas

Delegate connectivity



LOBBY – WELCOME AREA

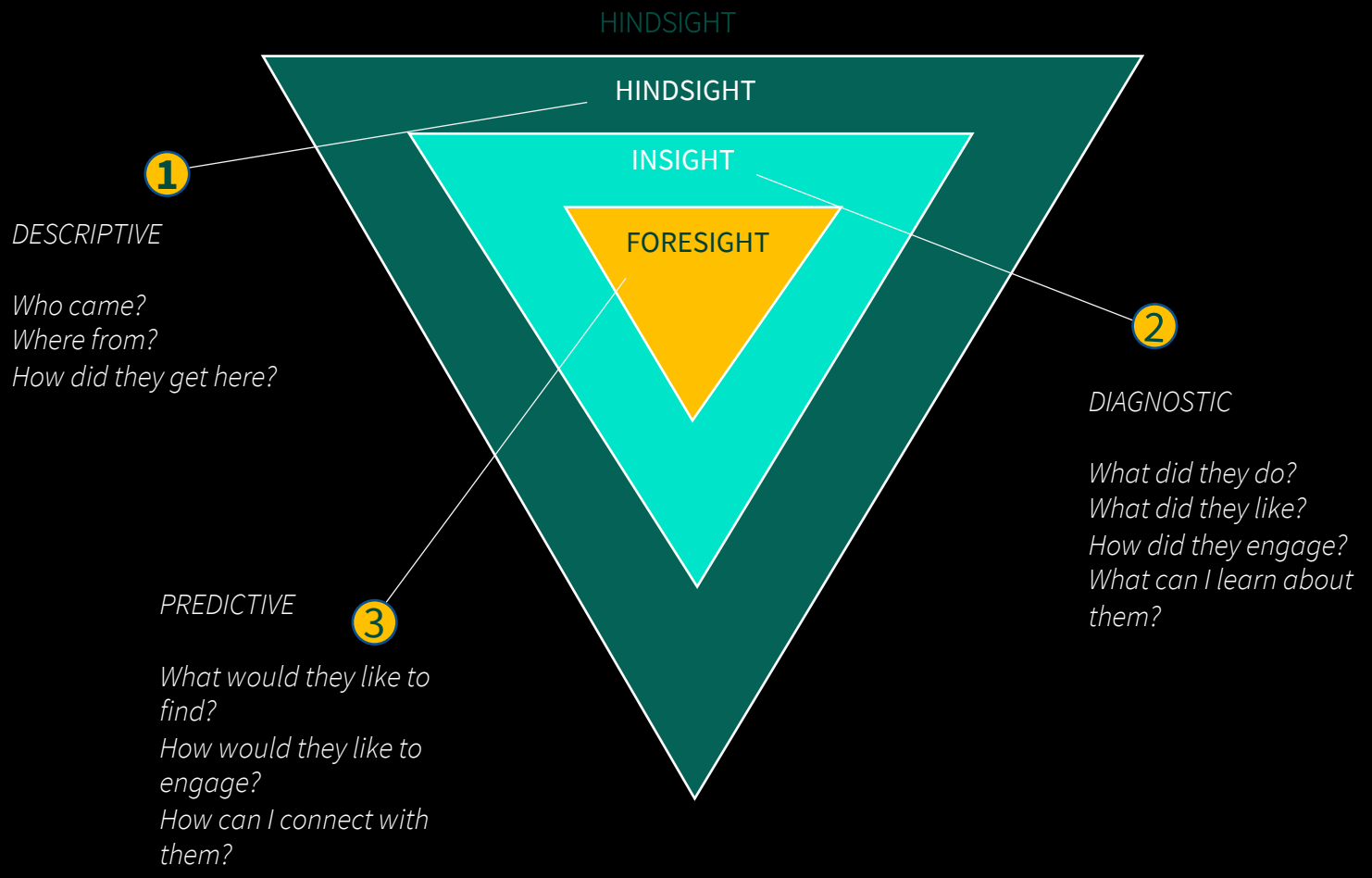
HALL – EXHIBITION ZONE

AUDITORIUM – PRESENTATION SPACE

Data Analytics

Our data planners can help you structure data capture at your virtual event to maximise learnings from any virtual event.

Building from simple event analytics of registration and engagement, we can integrate tools and mechanisms to generate further insight and learnings about future events, your product offering and your business.



The true value of Virtuosity

Highly customisable

Our platform allows extremely high levels of design customization, including: venue interior and exterior, the size, look and configuration of functional spaces, location and size of branding and interactive features.

Image quality

We use software developed for the gaming industry to produce extremely realistic environments and spaces, offering visitors a far more immersive sense of experience.

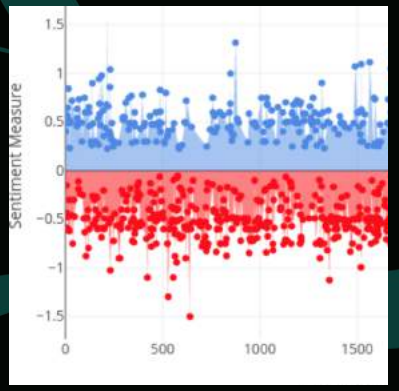
Interactivity

As a young, digital native company with our roots in the East, we're obsessed with digital and tech, and their interaction with the live experience.

A dedicated division applies smart technologies to engage audiences within content ecosystems.

Bringing brands to life

Bringing brands to life is our drive – it has been since 1969. We believe in our clients, we see their value, we love their brands.



Maximising insight

Pico data insight team can ensure your virtual event maximises relevant learnings - through smart design and integration.

Case Studies

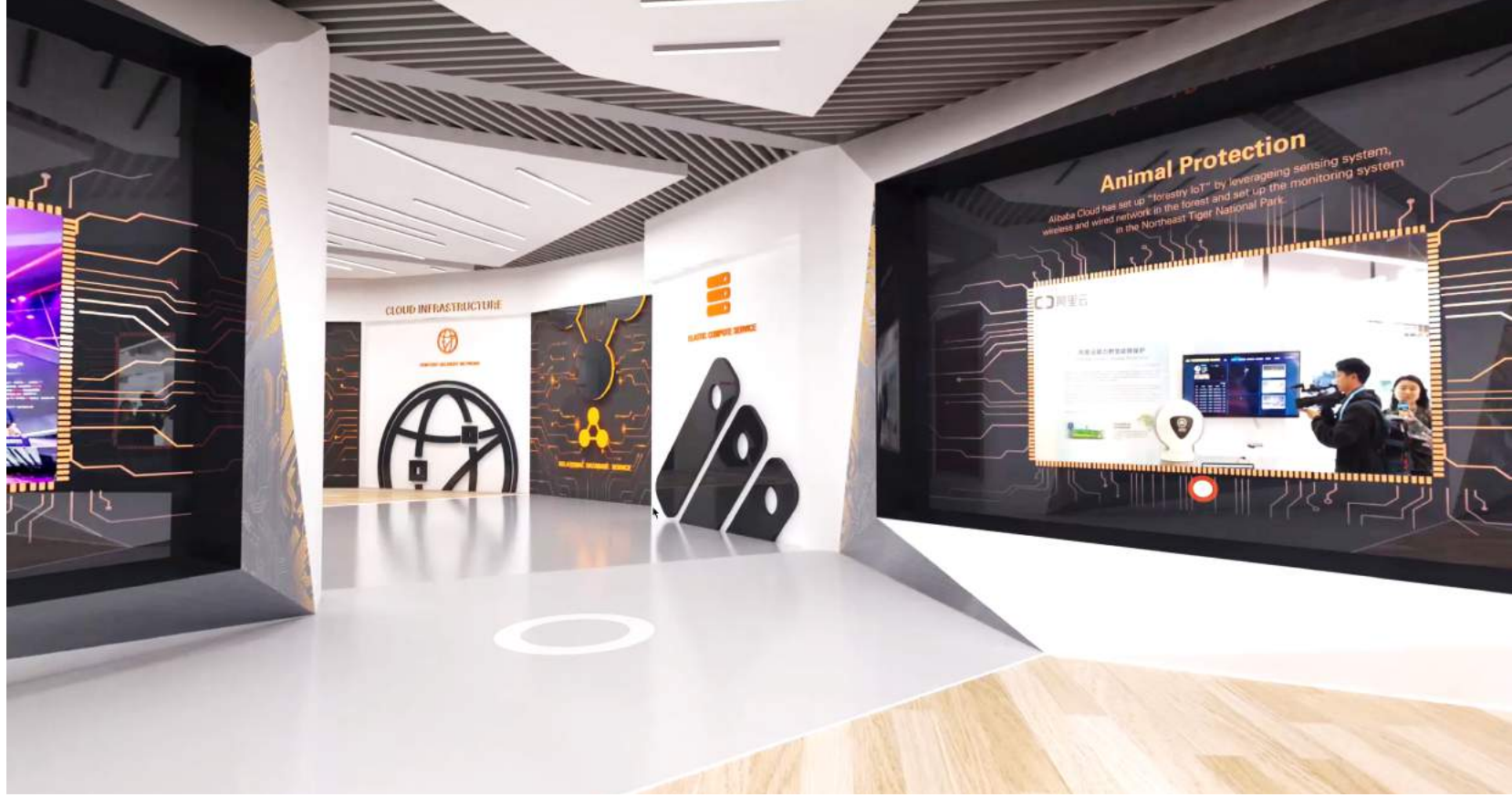
CASE STUDY #1 VIRTUAL SHOWROOM

Alibaba Cloud

Alibaba asked us to create a 3D Walk-throughs for their famous Brand Experience Centers.

We create an immersive walk-through tour highlighting the company's history and brand content.

The Tour allows visitors to access six different areas, offering multi-media presentations of Alibaba Cloud corporate history - alongside interactive 3D and VR demos of their products and services.



Shenzhen virtual experience centre

CASE STUDY #2 HYBRID EVENT

Google

Pico provided design, fabrication, multimedia, live streaming, live broadcast, project management and other services for this unique event. The ancient game of Go – invented over 2,500 years ago – provided much of the creative inspiration for this event. Key visuals for the venue and the overall event featured images and icons from the game and the host city Wuzhen.

Google's Alpha Go Challenge 2019

CASE STUDY #3 LIVE STREAMING

Huawei

Pico created a web-based H5 platform for Huawei developers with live content shot in Shenzhen Huawei Park Lecture Hall. The main venue was supported by a cloud exhibition area with customized videos and talks, to satisfy Huawei's ambition for deep communication, participation and interaction. Special features included : Lucky Draw Feature Engagement, code bean engagement, Live Q&A, code-labs and a developer play zone

.

Huawei Developers Conference 2020

CASE STUDY #4 VIRTUAL EXHIBITION STAND

Takeda Pharmaceutical

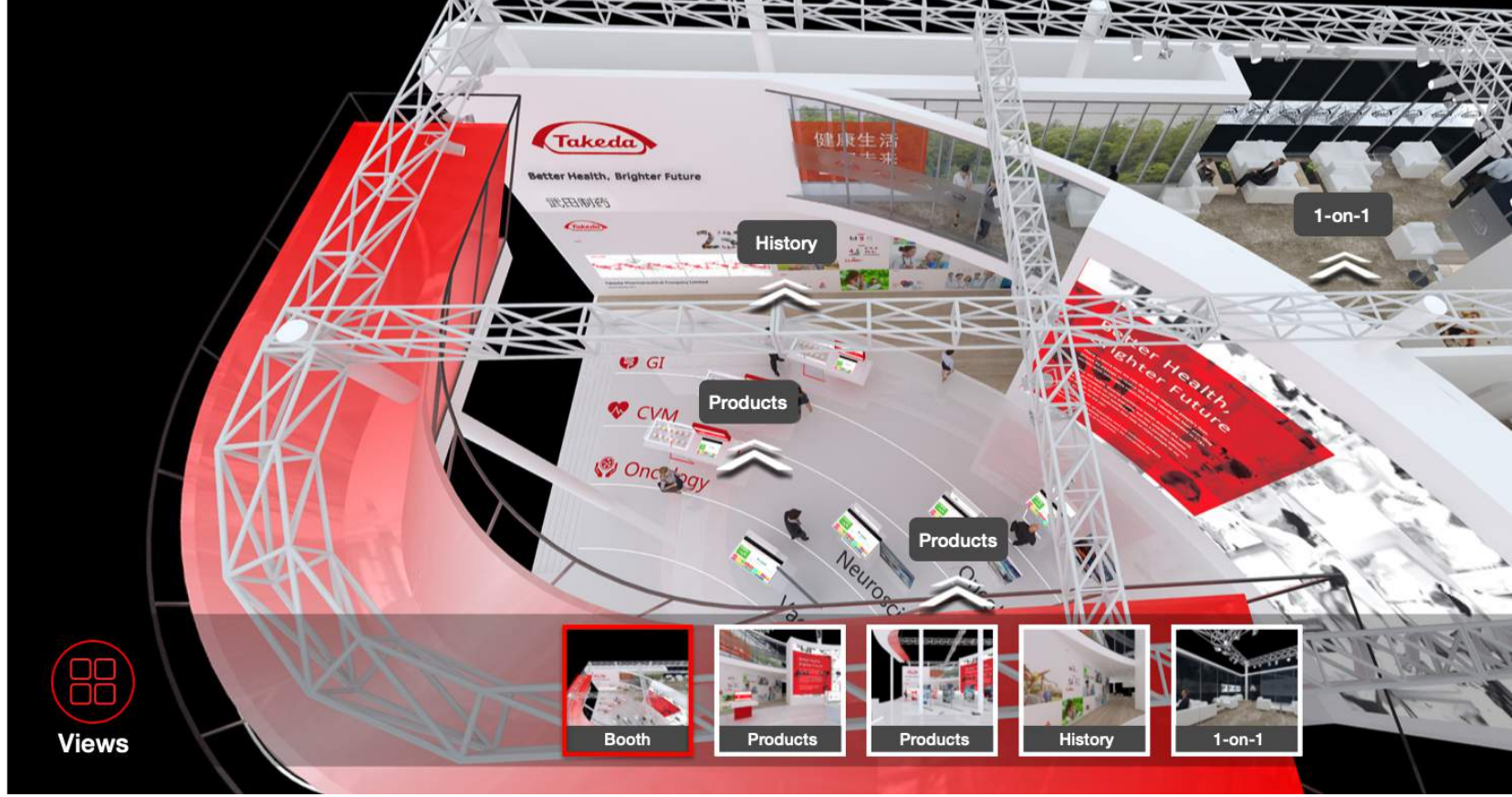
Takeda wanted to target businesses across China with their presence at the China Import Export Fair.

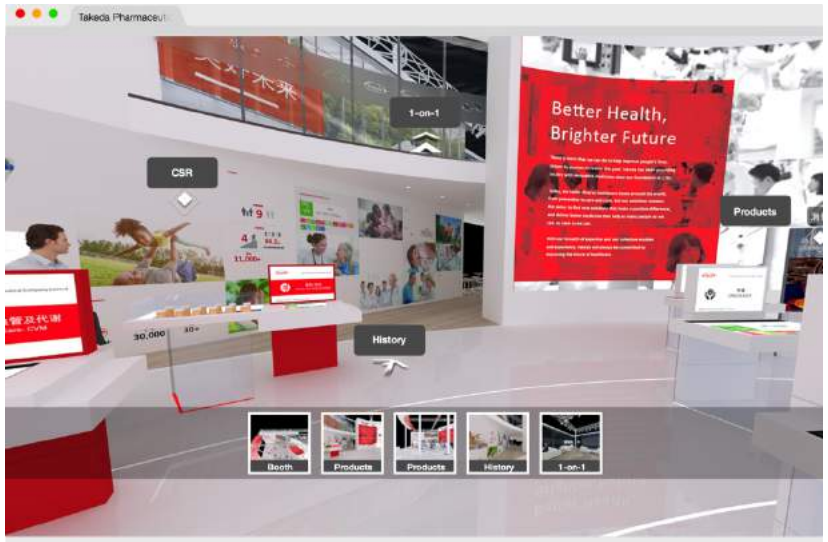
Virtuosity 360 allowed visitors to visit a futuristic stand which presented Takeda as a leading innovator in pharma.

Attendees could view the booth with a VR headset, or on Desktop or Mobile and book a 1-on-1 conversation with sales and company representatives.

It extended the brand's presence to six months vs. the original five day traditional exhibition.

China Import Export Fair 2019





CASE STUDY #5 VR : REMOTE AND INSTALLATION

Microsoft

Microsoft were looking for a new way to promote their enterprise-class security technology. We recommended an unorthodox merge of VR gaming and marketing within a team-played virtual reality escape room. Why? Because VR was the perfect way to present the Microsoft Security Products offering in a truly unforgettable way. An escape room that brings together up to five participants in a shared virtual space to solve various puzzles in a race against the clock.

Intersection 2019

CASE STUDY #6 VR EXPERIENCE

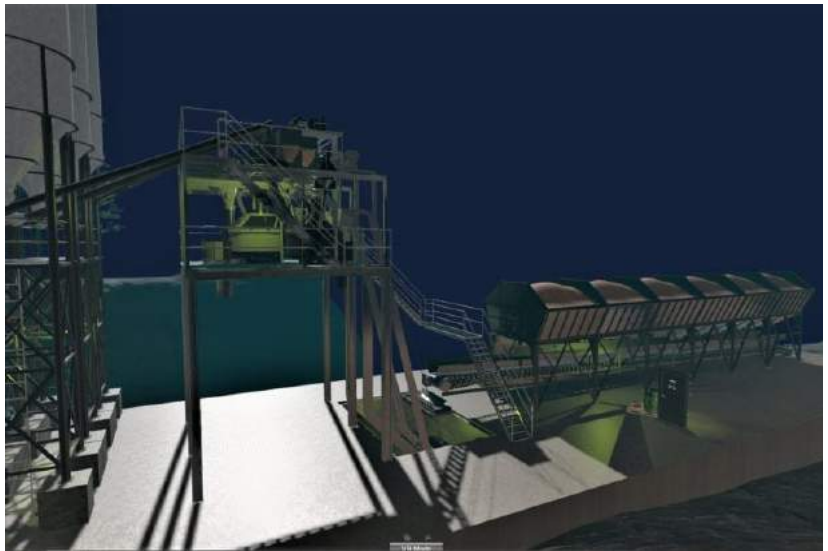
PEMAT

PEMAT, a manufactuRer of huge industrial mixers and mixing plants, was looking for innovative methods to market their products on the go.

As such, Pico developed a VRapplication which allows for 3D viewing of products in a VR industrial hall.

With a click, the model of the selected mixer pops up to life-size, and the mixer can be viewed from all sides and even inside, where the inner mechanics can be seen clearly and even in macro.

The VR tour also allows visitors to walk through a virtual door, leading to an outdoor environment showcasing a huge mixing plant, complete silos and feeding systems.



PEMAT Virtual Factory

CASE STUDY #7 VIRTUAL RETAIL

Mont Blanc

The China Import and Export Fair (Canton Fair) 2019 was the biggest trade show in China.

Mont Blanc was an exhibitors, and Pico was appointed to convert a Mont Blanc retail outlet into an attractive virtual experience for international consumers.

The virtual environment successfully captured Mont Blanc's brand and style, and was used to host virtual buyer visits and facilitate sales orders with Chinese and international buyers.

China Import Export Fair 2019

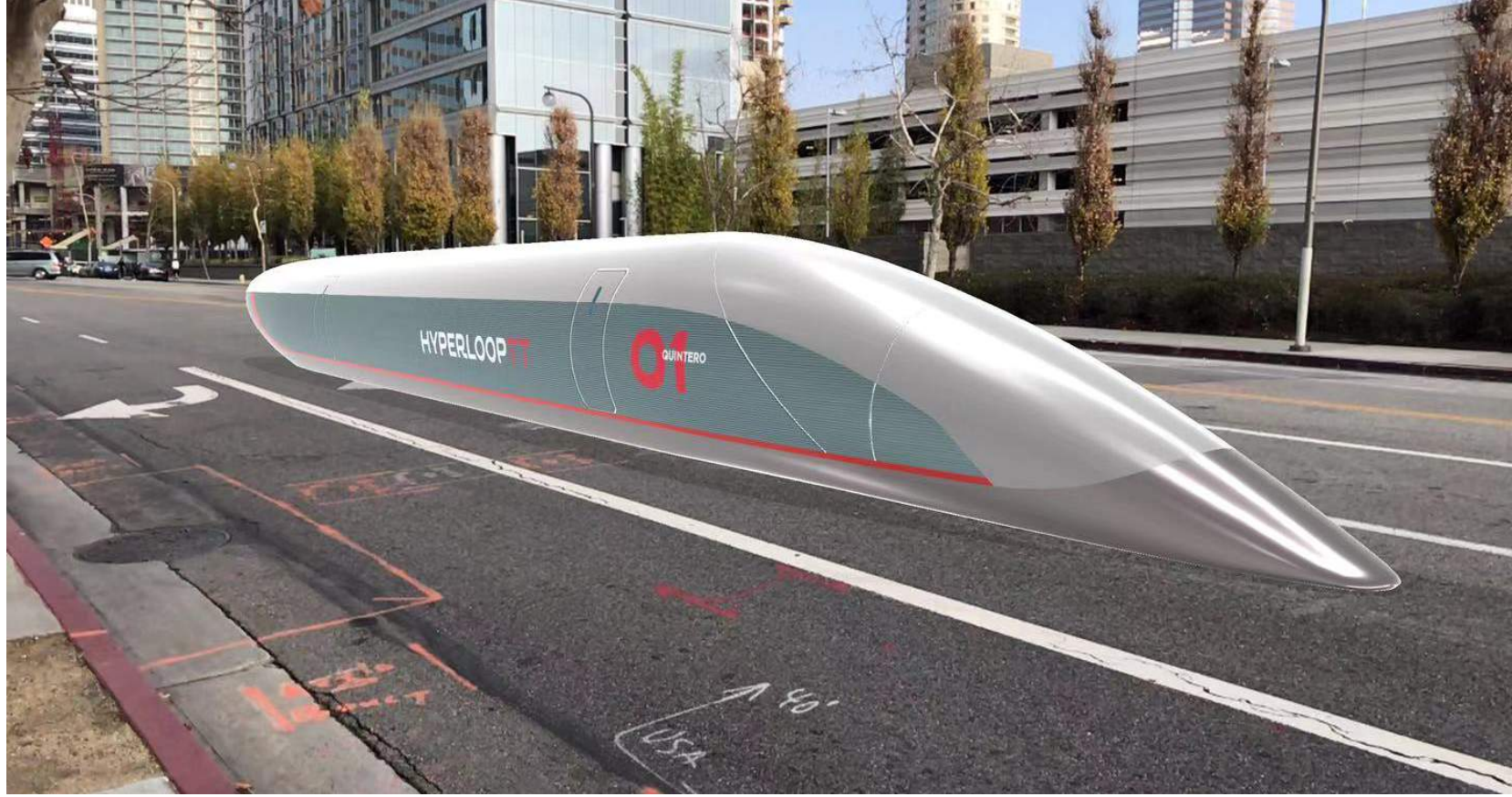
CASE STUDY #8 AUGMENTED REALITY APP

HyperloopTT

Hyperloop Transportation Technologies (HyperloopTT), a Los Angeles based Hyperloop company, appointed Pico to launch a mobile Augmented Reality (AR) app visualizing the full-scale HyperloopTT system.

The app provides informative content and the 3D visuals of the system HyperloopTT is currently testing in Toulouse, France.

The project aims to bring innovation closer to people in a more accessible and user-friendly way and envisions this mix of XR and mobility to bring synergy in various areas, including urban planning, passenger experience, and civil engineering.



Augmented Reality Mobile Application

CASE STUDY #9 VIRTUAL CONGRESS

Centre for Quantum Science

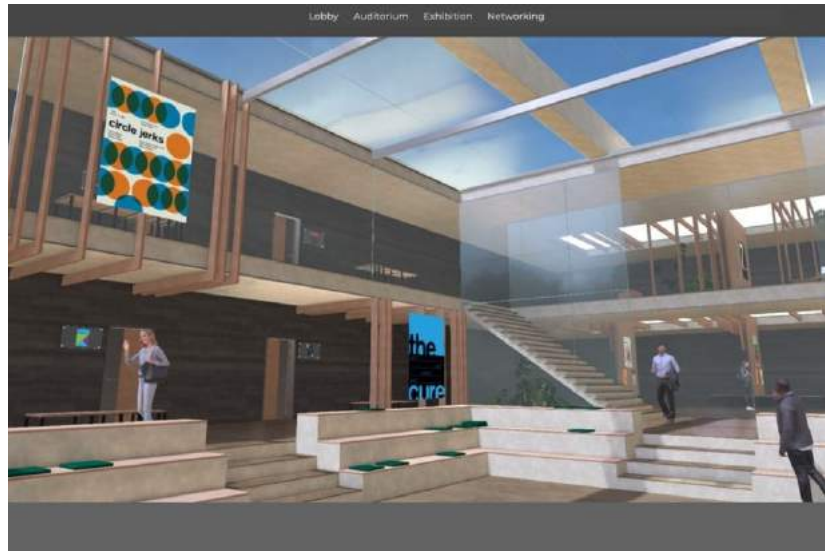
The Munich Center for Quantum Science and Technology (MCQST) chose Pico to deliver a science conference in a realtime 3D virtual event space.

The event was conducted online from 6th to 8th of July 2020, complete with live video conferencing, virtual galleries and interactive roundtables.

More than 1,000 people worldwide attended the event, with more than 25 speakers sharing latest insights and projects throughout the 3 exciting days in a virtual world.

The event was a huge success, and facilitated discussions on the latest advancements in all fields of quantum science and technology.

Munich Conference on QST 2020



Yan’An, China & Baidu

The Yan’An government committee, in collaboration with Baidu, appointed Pico to transform the Liangjiahe district into a virtual tourist experience.

To ensure a comprehensive and immersive experience, Pico used technology such as AR, VR, real scene stimulation and panorama display to ensure viewers can fully experience the beauty and culture of the district, providing a rich and vivid online tour.

The extensive tour covers 15 tourist hotspots where visitors can explore, listen to the audio , and interact with the items and memorial landmarks on display.

Liangjiahe, Holy Yan’an Digital Museums

CASE STUDY #11 HYBRID PRODUCT LAUNCH

Maple Auto

Electric car manufacturer Maple Auto's 30X product to was scheduled for April 2020.

Pico helped record, edit, and broadcast a live stream from the event, designed to unveil the car showroom of the future using life-like AR tech, enabling a virtual event with multi-sensory experience and global reach.

Pico also handled special invitations for media, producing KOL and social media content driving total views over 2 million.

Maple Auto 30X Product Launch 2020

CASE STUDY #12 VIRTUAL LIVESTREAM

HP OMEN

OMEN and HYPEBEAST partnered to host the first-ever OMEN Underground, a virtual livestream event that explored how gaming has transcended its historic boundaries into the wider world of contemporary culture.

The activation, delivered by Infinity Pico, brought together notable names and enthusiasts from across the worlds of esports, music, fashion and skating for an evening of programming that intersected various communities and highlighted the power of OMEN products, which are known for their elevated design.

OMEN Underground Virtual Livestream Event

CASE STUDY #13 VR EXPERIENCE

Intel

To help explain how 5G networks will be a huge part of our lives in the near future, Intel used virtual reality to take viewers on a journey into the smart city of the future.

Infinity Pico produced a visually stunning VR experience featuring an animated host who took guests through environments of a smart city, networked cars, sports arena, home and workplace all connected via 5G. The VR journey debuted at the CeBIT Conference in Germany.

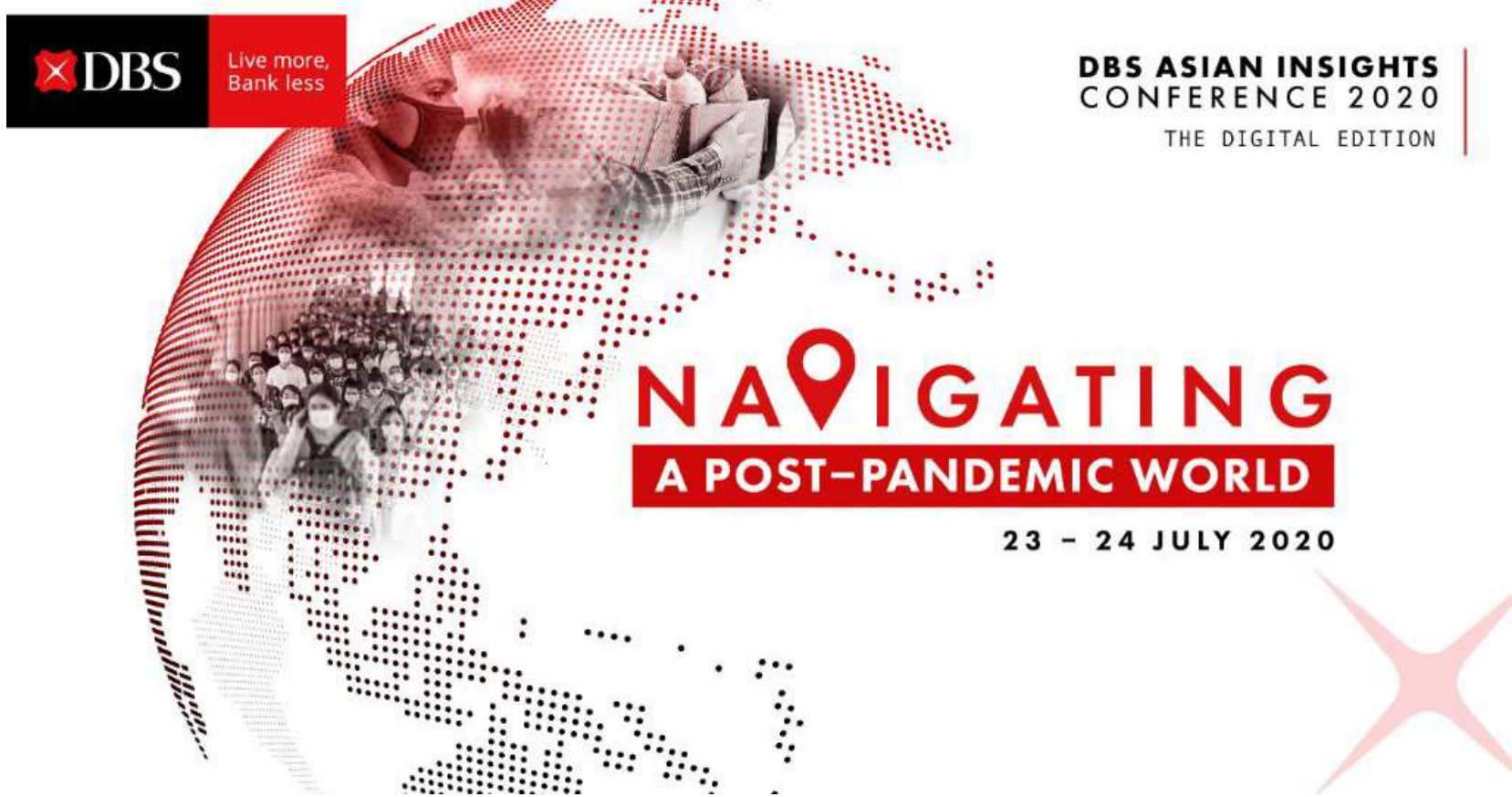
INTEL 5G VR

CASE STUDY #14 VIRTUAL CONFERENCE

DBS AIC 2020

The DBS Asian Insights Conference is a bi-annual flagship event by DBS Bank. The conference brings together global thought leaders, C-suite executives, and subject matter experts to address top-level audiences including high net worth individual and business leaders.

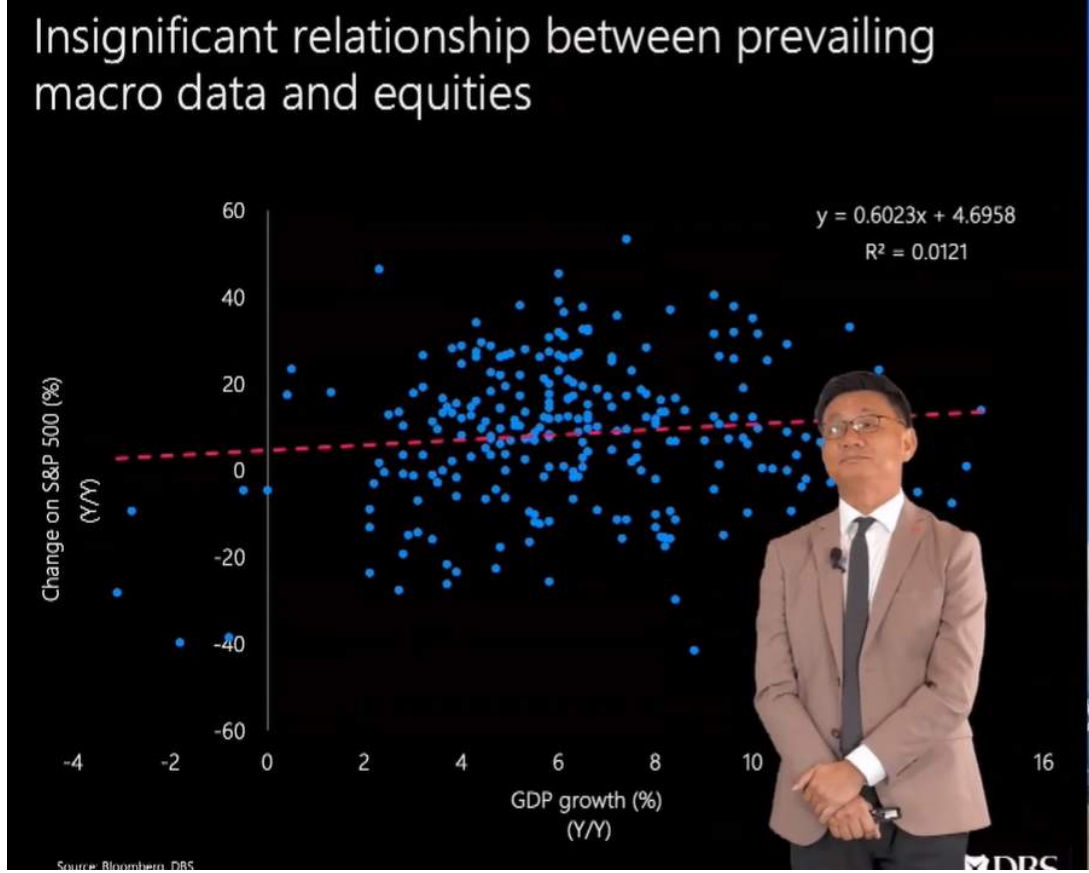
With safe distancing and travel restrictions due to COVID-19, the organizing team a virtual solution that re-created past conferences, with particular emphasis on smooth content delivery for all customers



DBS AIC 2020

Our Approach

- Couple experience in show production and technology development for a holistic, immersive, and engaging conference experience beyond that of typical webinars
- Leverage strengths of virtual to expand the client's speaker, audience, and content base for a more enriching experience
- Utilize industry insights to deliver a more thoughtful experience, given this was a first for many



DBS AIC 2020

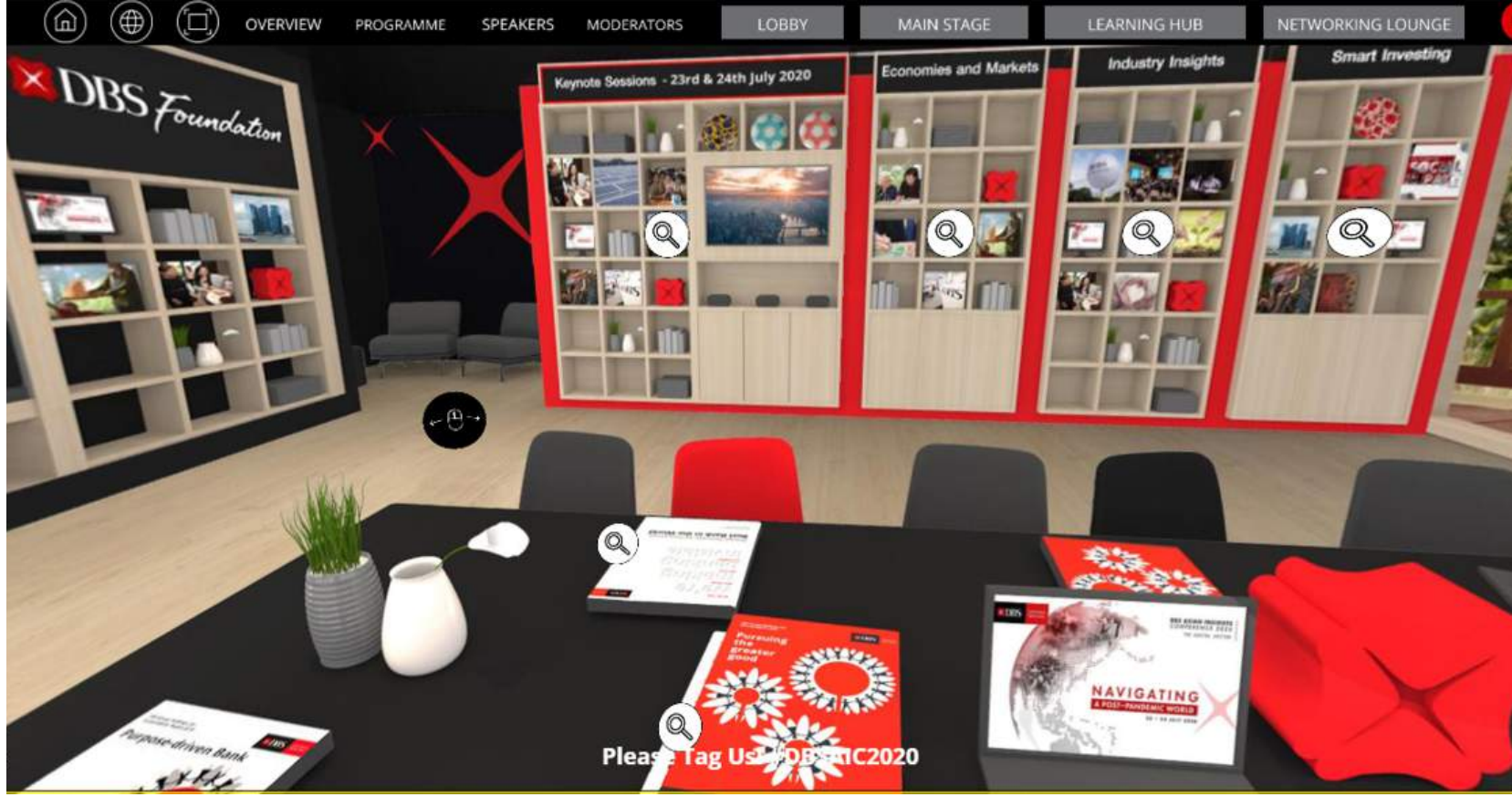
Our Approach

- The first digital edition of the AIC showcased two 360 environments to allow the user to explore the spaces at their own will; a Learning Hub was created to replicate a resource library for attendees to visit during and after the conference to access recorded content and exclusive articles
- Particular emphasis was placed on set and show production so that speakers can focus on engaging each other and the audience virtually, creating a more professional experience while taking into consideration technology limitations due to speakers' remote locations.

DBS AIC 2020

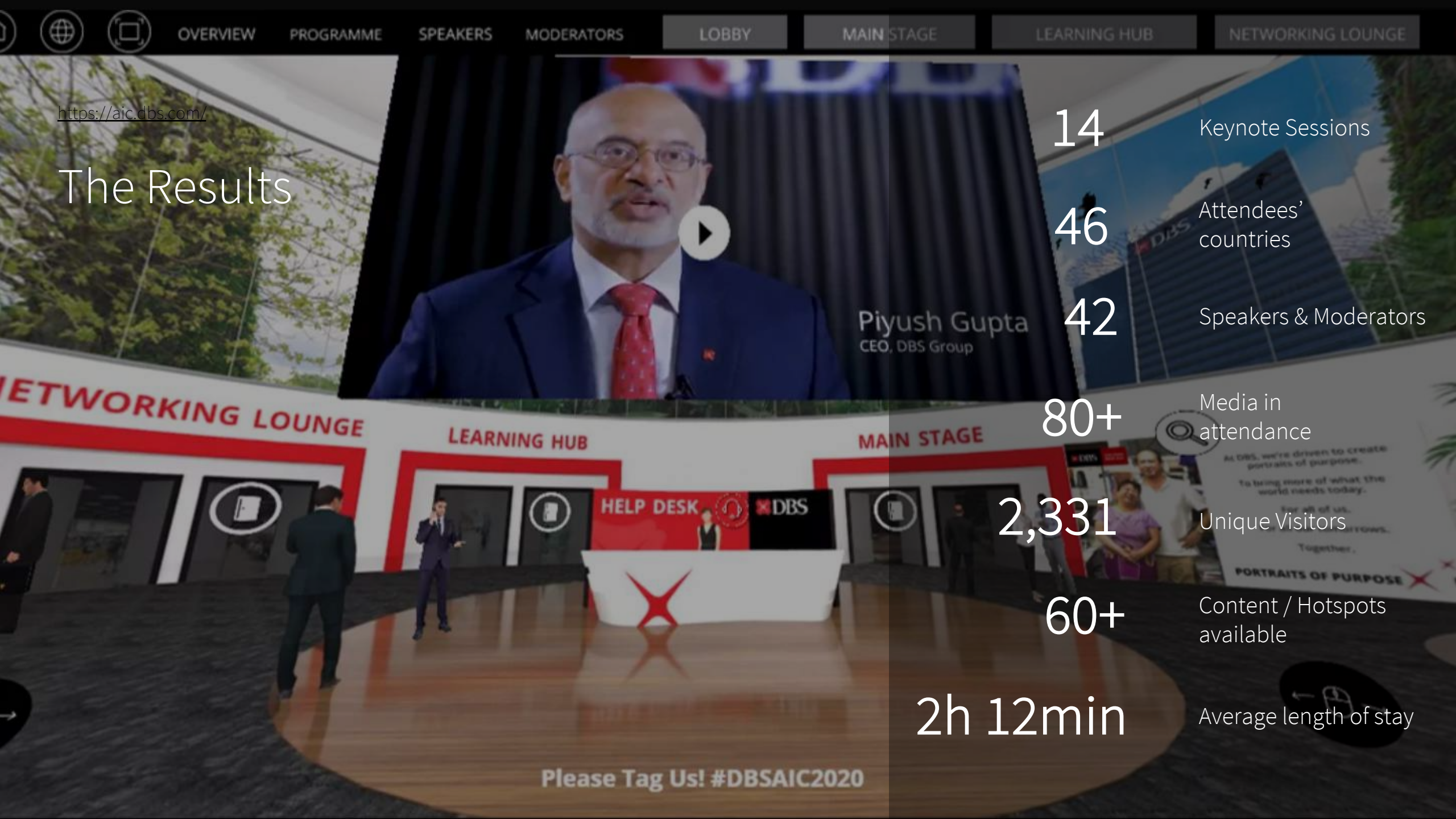
Our Solution

- A virtual Networking Lounge was created for guests to meet and have a conversation with others. This space also allowed for topical group discussions to take place as a periphery breakout zone, albeit with only chat functions.
- “Always On” aspect of virtual allowed the platform to stay live beyond the conference dates; this helped to stretch the ROI and served as a lead-gen platform for DBS.



https://aic.dbs.com/

The Results



14 Keynote Sessions

46 Attendees' countries

42 Speakers & Moderators

80+ Media in attendance

2,331 Unique Visitors

60+ Content / Hotspots available

2h 12min Average length of stay

Why Pico?

Our Virtuosity stack of solutions is supported by our proven expertise in experience design and production.

Virtual Event Consultation

A dedicated project manager will help you identify what virtual event platforms and add-ons are right for you based on budget, KPIs, and audience profiles.

Audience Generation

From audience acquisition campaigns to working with core partners such as FUTR or Interpol World, we provide our clients the opportunity to reach their target audiences and drive them to your virtual events.

Digital Marketing

Accelerate your move towards a digitally optimised connections strategy, using virtual to drive a truly customer- first approach..

Data Management

Our unique Pico X data capabilities include the ability to create custom guest profiles to generate user-specific experiences.

Content Production

With many years of experience in creating digital campaigns and hybrid-experiences, we understand the value and importance that content provides.

Full Production Management

Pico's tech teams will manage all elements of event production including:

- Audio/Visual
- Live Streaming
- Tech Integration
- Live Polling/Q&A

Post-Event Analytics

Measure success with detailed metrics, data tracking, lead capture, post-event follow up, surveys, and analysis.

pico virtuosity

Thank You

Shaun Whatling

VP, Growth

activate@pico.com

pico+