

THE 2021 GUIDE TO GETTING BACK TO LIVE



OPEN GRID

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Core Capabilities: Open Grid's patent-pending, enterprise-grade web platform is setting new standards in how brands interact with and inspire customers through immersive, virtual experiences. Virtualizing any environment such as showrooms, conferences, pop-ups, and exhibition booths, we bring your brand to life globally while enabling e-commerce, live chat, live streaming, and gamified experiences.

Pricing: Pricing varies depending on level of customization and client needs but starts at \$80K per virtual environment.

Key Features:

- Supports millions of users concurrently
- Unrestricted User Movement.
- No Download Required. Open Grid is accessible via web browser and across platforms.
- Live Video and Text Chat, Live Streaming, Audio and Video Playback.
- E-Commerce Integration and Unique Gamified Experiences.
- Deep Insights Behavioral Analytics Engine tracks user gaze and time spent.

Pandemic Features: The pandemic normalized the concept of virtual events and experiences. As the world re-opens, a new era of hybrid experience will be the next great opportunity for event marketers. Open Grid allows brands to virtualize their IRL experiences and extend them to a greater audience globally online, significantly reducing the cost-per-customer engaging with activations. Through lossless compression, our virtual environments render beautifully with life-like representation of brand products. Additionally, our patent-pending behavioral tracking technology allows you to see exactly how consumers are freely moving around your space as well as what is catching their attention and for how long.

Client List: BuzzFeed, PepsiCo, Automotive, Retail, Tech, and Entertainment.

Client Case Study Snapshot: Open Grid is partnering with a major CPG brand to capture consumers' imaginations through a virtual scavenger hunt on the high seas. Over the multi-month campaign, timed events will keep consumers coming back to engage with the immersive game environment, multimedia brand assets and the opportunity to win prizes.

One Client Testimonial: "Open Grid is pioneering a whole new world of hybrid experiences. The platform is extremely engaging, and the team has a clear pulse on the future." — Kristin Campbell | BuzzFeed | Creative Lead, Partner Innovation

