

BRANDLIVE

# Greenroom™



An easy to use video production  
and content creation tool that runs  
in the browser

# It's showtime.

Video is eating the world. It's the number one way we consume content on screens big and small. But most marketers are running webinars and events that look like they were produced in the 90s.

But we found that marketers don't have easy tools, a team, or expertise to create high-quality, story driven content that is video-led.

So we built Greenroom to create magical, TV-quality content that connects and converts. Plan your show ahead of time, mix live and pre-recorded segments, record it in our virtual studio, and then schedule it or stream it live.

**Plan the show**

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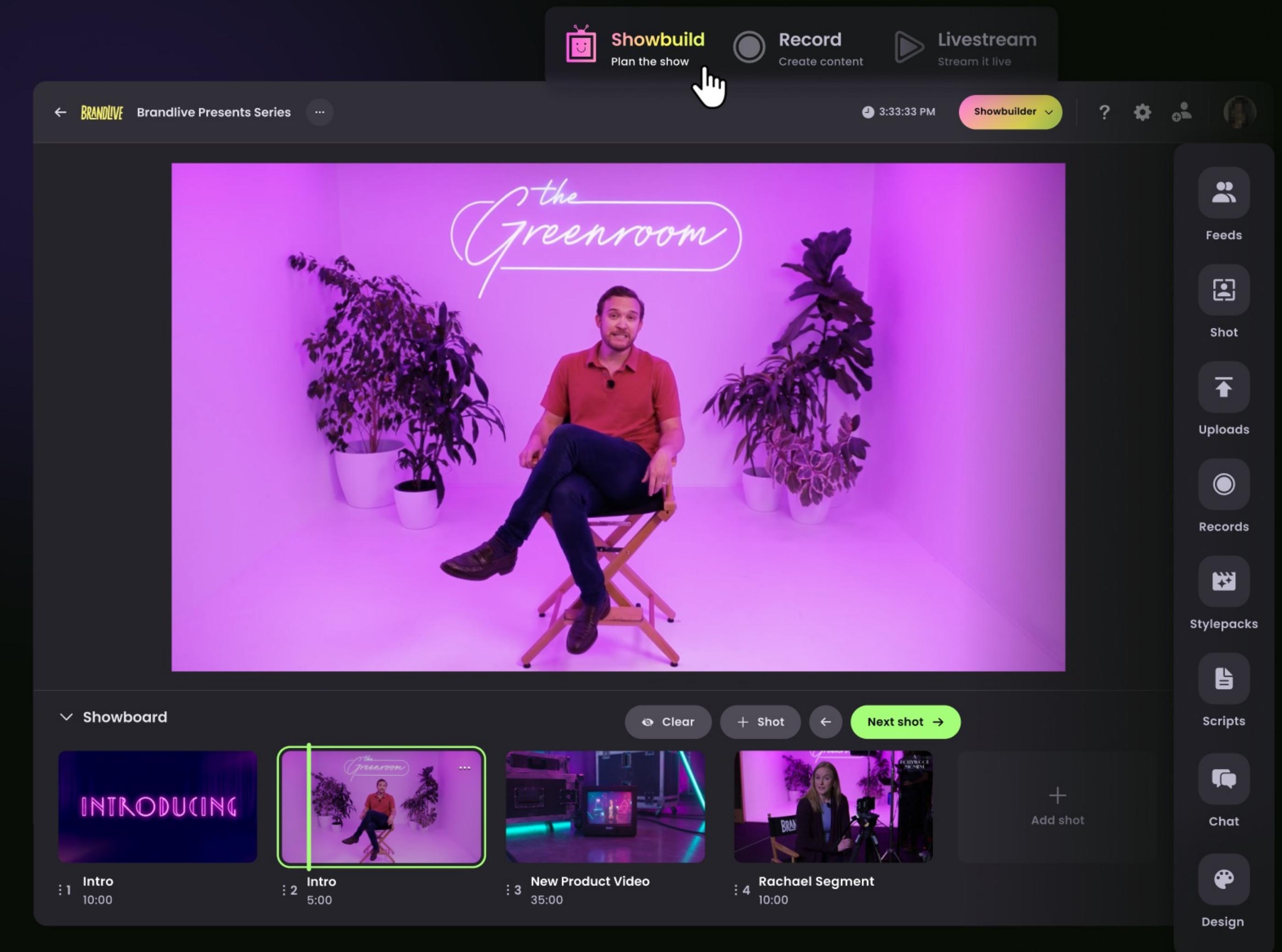
# Plan the show

Greenroom supports your show creation process from day one. Bring your ideas, and we'll help you do the rest.

# Showbuilder

Showbuilder has everything you need to build an amazing show. Collaborate in Greenroom in real time, iterating and refining every last detail of your show.

Upload, organize or build all of your show assets directly in Greenroom. Easily update and manage the latest versions, leave comments, or tweak colors. Gone are the days of email threads with attached documents and storyboards. It all happens in one place, in real time.

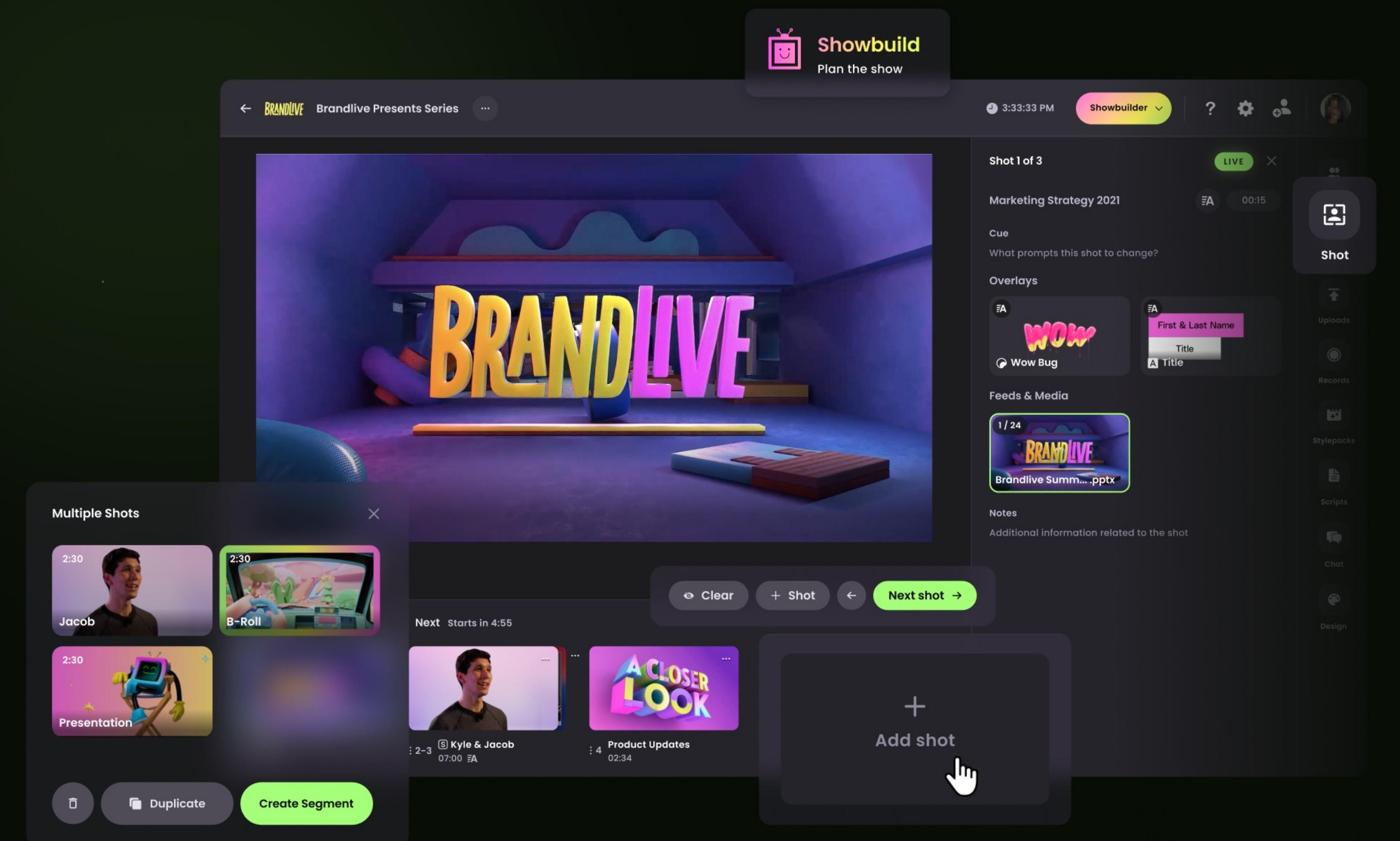


The screenshot displays the Showbuilder interface. At the top, there are navigation tabs: 'Showbuild' (highlighted with a hand cursor), 'Record', and 'Livestream'. Below the tabs, the title 'BRANDLIVE Brandlive Presents Series' is shown. The main area features a video of a man sitting in a director's chair in a greenroom, with the text 'the Greenroom' overlaid. To the right of the video is a sidebar with various icons for 'Feeds', 'Shot', 'Uploads', 'Records', 'Stylepacks', 'Scripts', 'Chat', and 'Design'. On the left, a 'Showboard' section shows four video thumbnails: 'INTRODUCING' (Intro 10:00), 'Intro' (Intro 5:00, highlighted with a green border), 'New Product Video' (35:00), and 'Rachael Segment' (10:00). Below the thumbnails are controls for 'Clear', 'Shot', 'Next shot', and 'Add shot'.

# Shots & Showboard

Use Showboard to create a full run of show, mixing and matching segments to full format 45 - 75 minutes of content.

Showboard is like using Powerpoint for livestreaming, enabling a producer to choose all the components that make a shot - the layout & media types such as feeds, slides, videos, images, shot transitions, durations, cues and more.

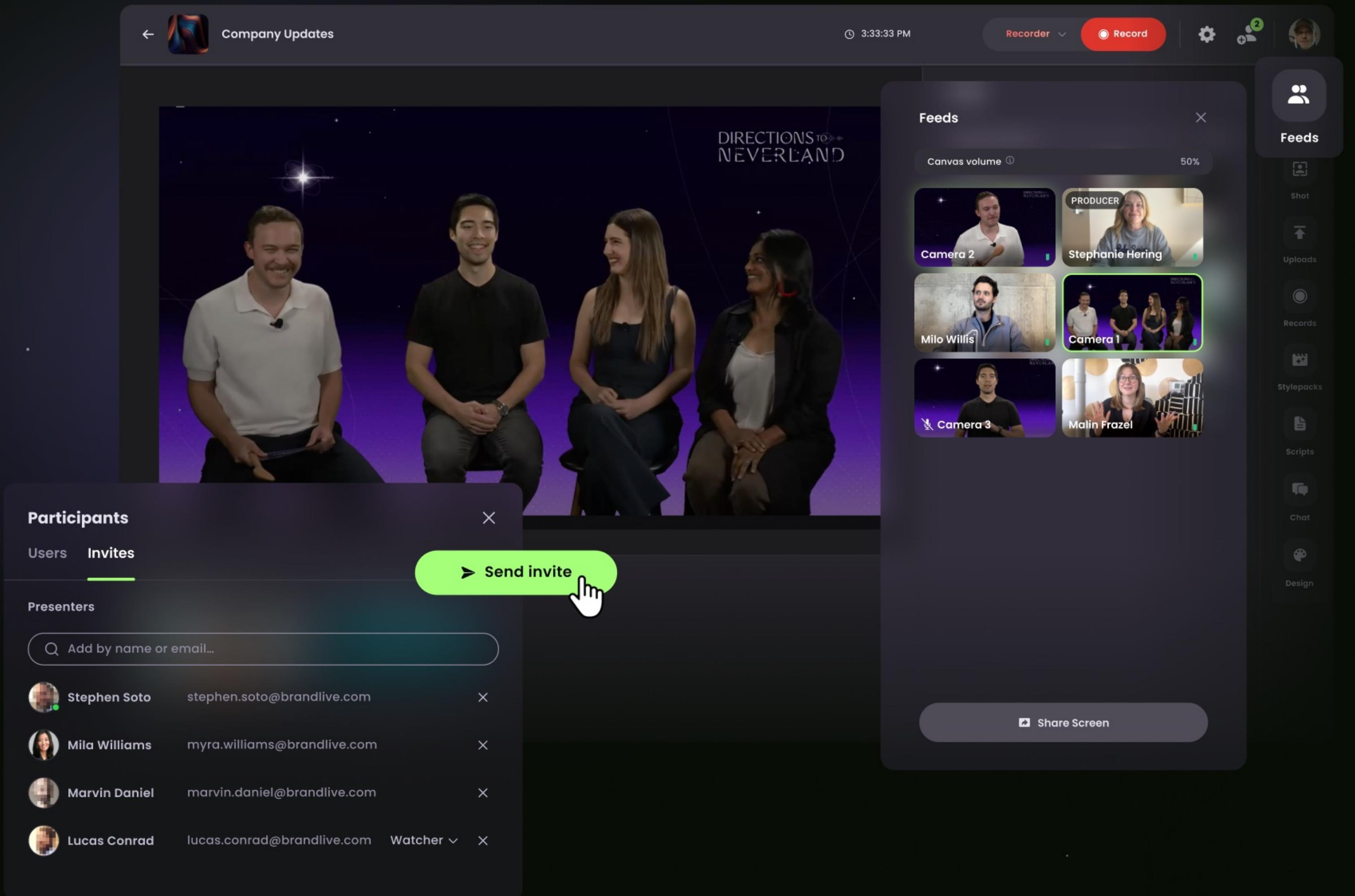


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# Feeds

Greenroom supports most feed inputs including on-site studios, multiple cameras, remote presenters, or media such as slides, images or videos. Invite remote guests directly into your Greenroom with easy access links and email notifications.

When building out the Showboard, easily drag and drop feeds into the chosen layout of each shot. Greenroom also supports audio feeds that can be dragged under the content of any shot.



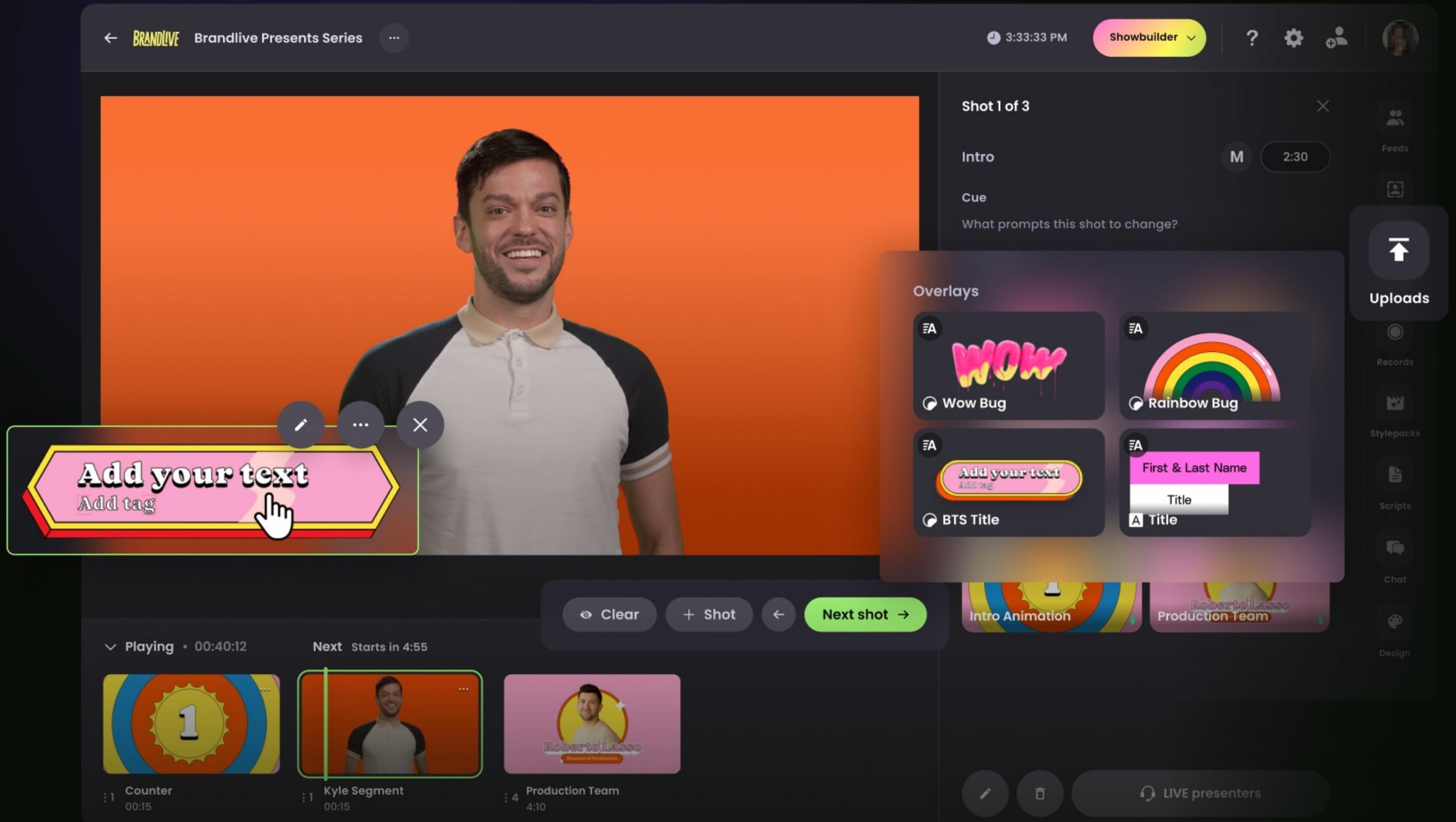
# ROS & Scripts

Most shows starts with a story, and a script. Greenroom isn't only a video content engine, but a place to bring in your content at inception. Write and collaborate on Scripts and your Run of Show in Greenroom. Everyone will be able to follow along whether that's weeks prior in the initial planning and brainstorming, or during the day of show when you're live.

The screenshot shows the Greenroom interface with the 'Showbuilder' tab selected. The main area displays the 'Intro Segment Script' for a show titled 'Directions to Neverland'. The script includes a block of text for 'Shot 1' and a 'Telly' card with the text 'Rewrite for creativity and clarity' and a preview of the broadcast. The 'Run of Show' tab is visible on the right, showing a preview of the broadcast with the text 'We're broadcasting live from Brandlive HQ's Studio 4. Get ready to immerse yourself in the charm of Brandlandia.' The bottom of the screen shows the 'Run of Show' interface with various controls and a preview of the show's content.

# Overlays

Whether using Stylepacks or uploading your own custom overlays, all graphics can be dragged and dropped anywhere on the canvas. Size and resize them, set them to loop, and manage animations in or out on a specific cue, on shot start or with a delay. Manage multiple layers of graphics on the same shot. Graphics support all common filetypes and can be used for title cards, topic headers, lower thirds, badges, sound effects and more.

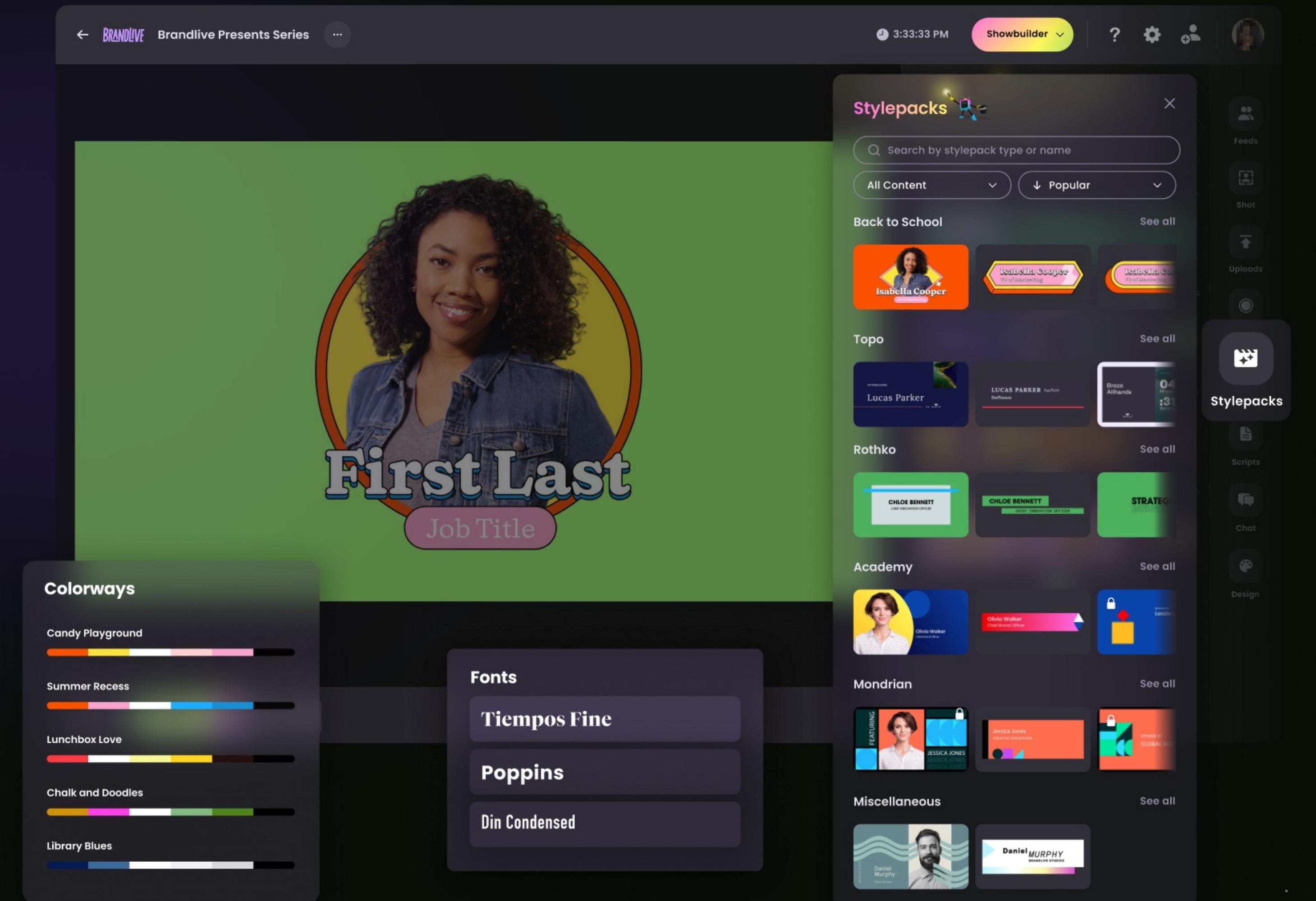


# Create content

Greenroom has all the tools you need to create content without leaving the platform.

# Stylepacks

Every show needs a theme, and some stylized flare to make it pop. Stylepacks are Brandlive's solution to help anyone elevate and uplevel their show so it look like television. We get you started with all the assets you need, including curated color pallets and fonts. Customize your Stylepack as much as you want – bring brand guidelines directly into your Stylepack, or use custom overlays to upload logos, titles and more directly into greenroom for a fully custom look.

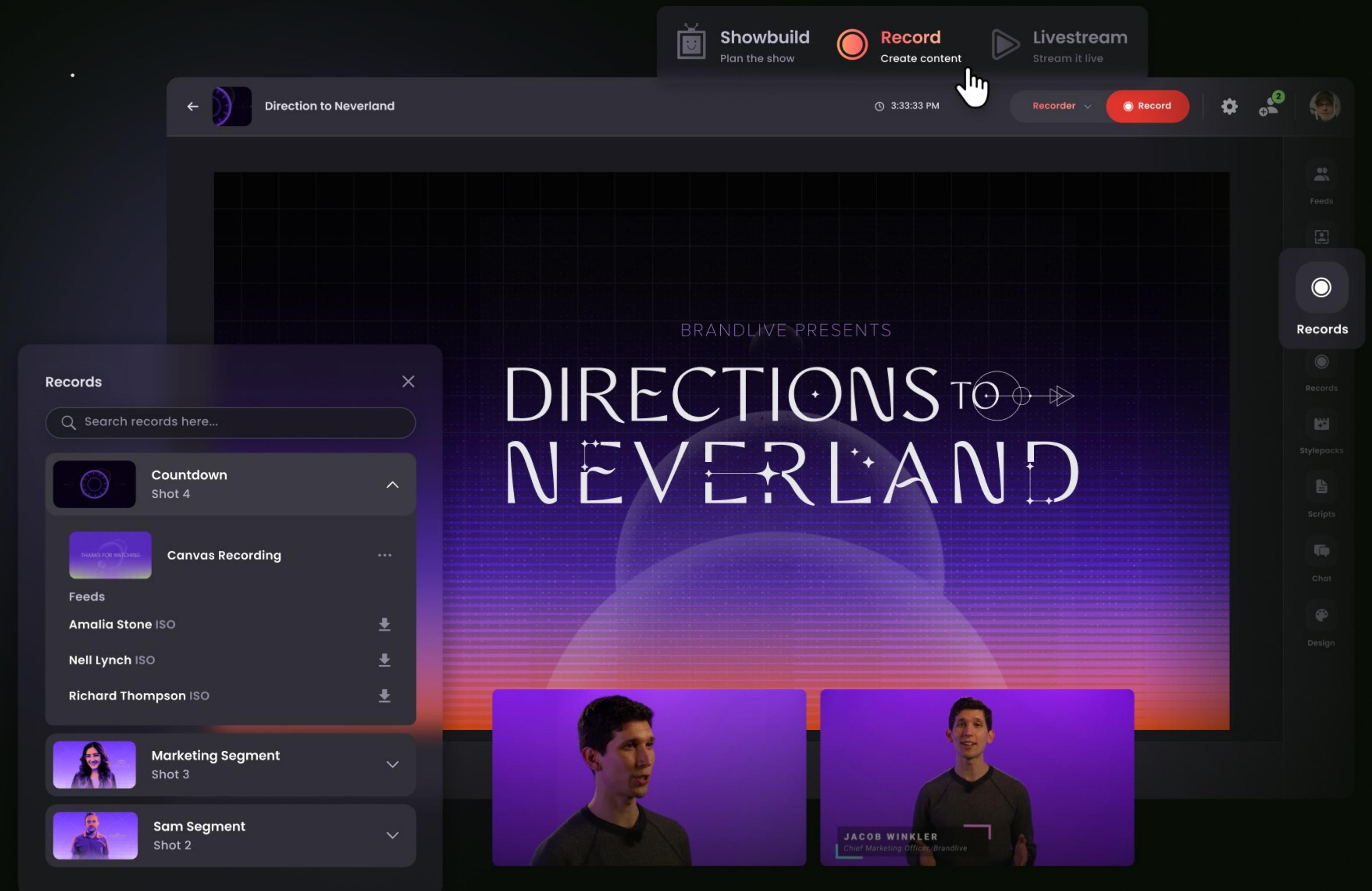


The screenshot shows the Brandlive Showbuilder interface. At the top, it says "BRANDLIVE Brandlive Presents Series". On the right, there are buttons for "Showbuilder", "?", "Settings", "User", and a profile picture. The main area features a green background with a host in the center. Overlays are visible, including a "Colorways" section with "Candy Playground", "Summer Recess", "Lunchbox Love", "Chalk and Doodles", and "Library Blues" color palettes. A "Fonts" section lists "Tiempos Fine", "Poppins", and "Din Condensed". To the right, a sidebar titled "Stylepacks" shows various theme categories: "Back to School", "Topo", "Rothko", "Academy", "Mondrian", and "Miscellaneous". Each category has a preview image and a "See all" button.

# Record

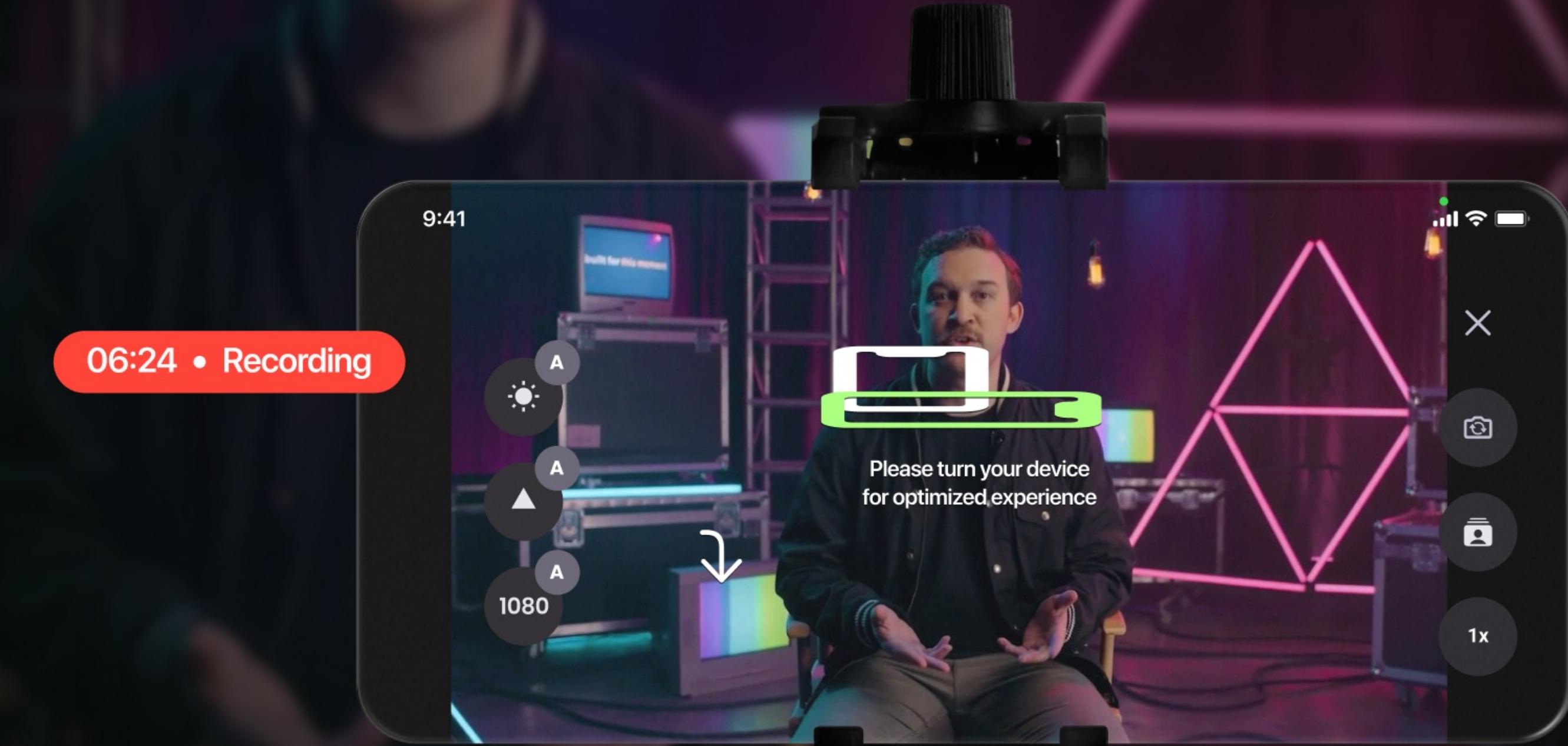
Plan and pre-record any of your segments with Record mode. Invite presenters into the Greenroom to capture high quality content without the pressure of doing it live. Each recording includes ISOs, copies of the individual feeds, so that you can handle any changes or edits after the recording session is over.

All live shows are also automatically recorded in HD and easy to download from Greenroom. Producers can use those recordings to splice together highlights, or make edits for on demand viewing.



# iOS

Stream or record high-quality video from anywhere in the world using the app for iOS. The app leverages the latest advancements in the iPhone camera to push production beyond webcam presentations and unlock high production value on-the-go or on-set.



# Trim

Use the trim editor to clean up recordings, and organize them in your Showboard without having to download files, hire an editor or re-upload them back into the platform. For full shows, trim out intros and outros, or grab highlights and then export them to social media.

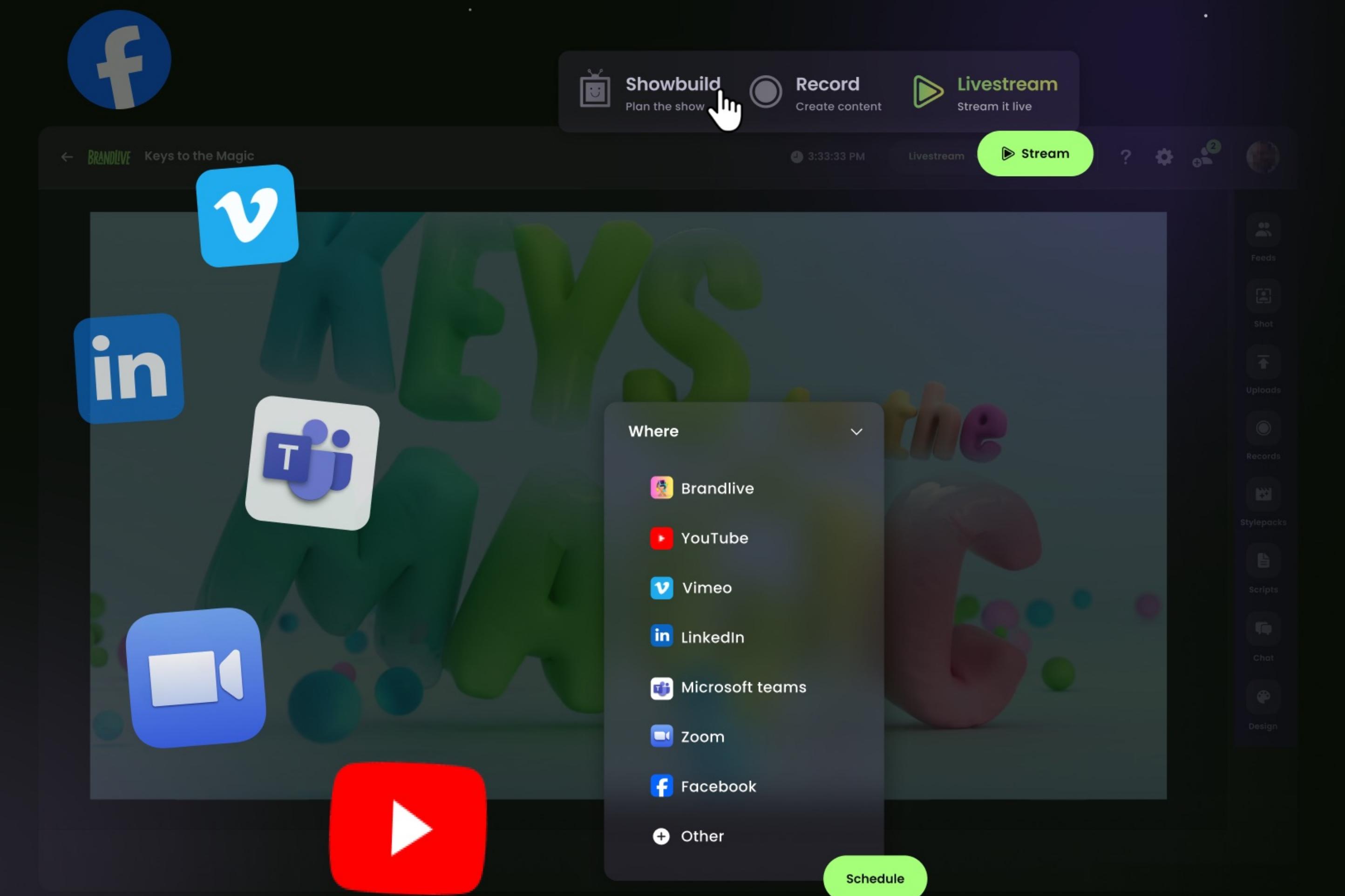


# Stream it live

It's showtime. Now that you've built the show, Greenroom has all the tools to stream it live, schedule it as a pre-recorded video, or use a mix of both.

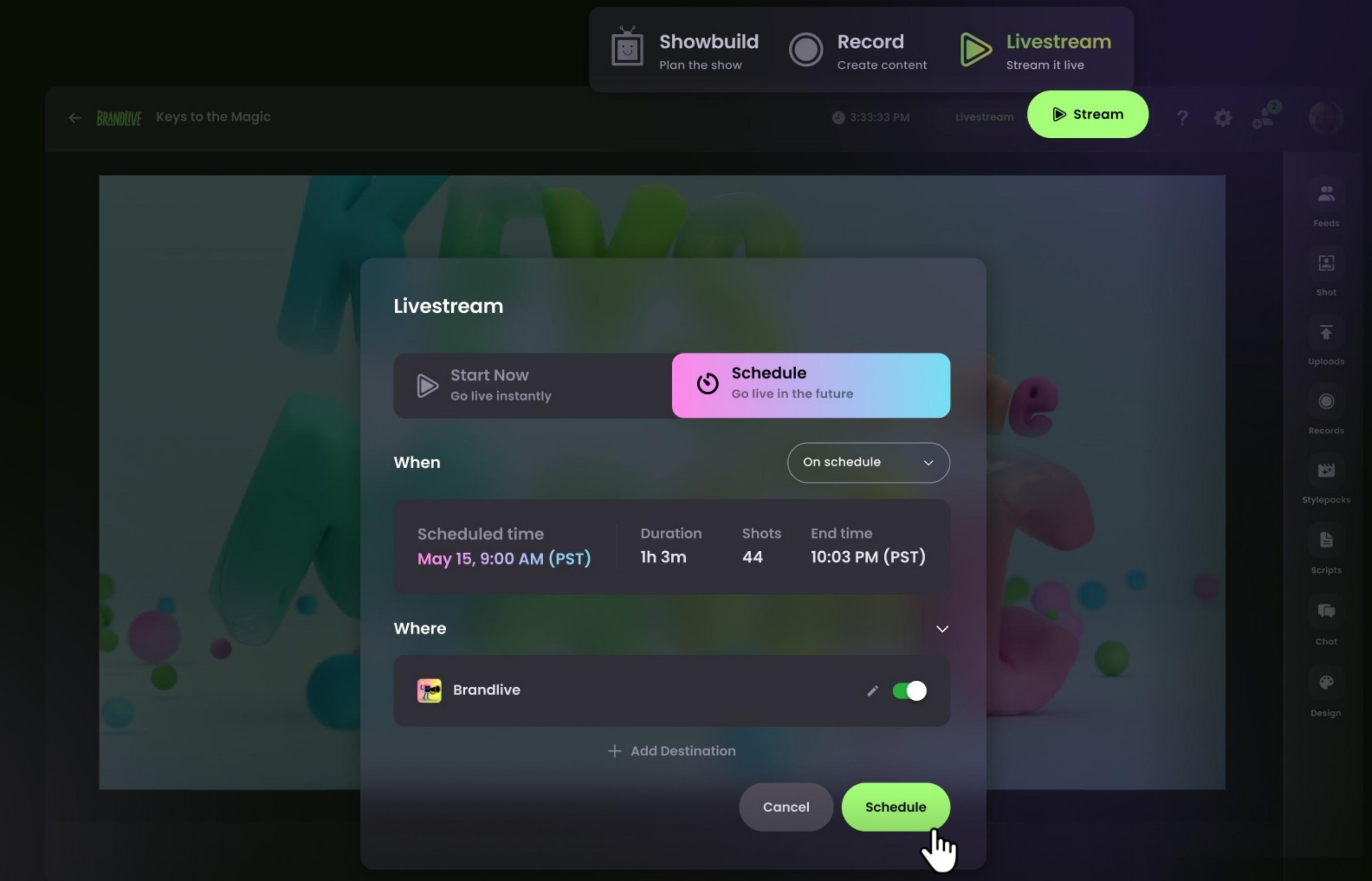
# Destinations

Livestream directly from the cloud in crisp 1080p HD. Stream to all of your favorite destinations like LinkedIn, YouTube, Microsoft Teams and more. Greenroom runs in the cloud, so your slides and videos are always crystal clear, even when a remote presenter's wifi starts to act up.



# Scheduled Streaming

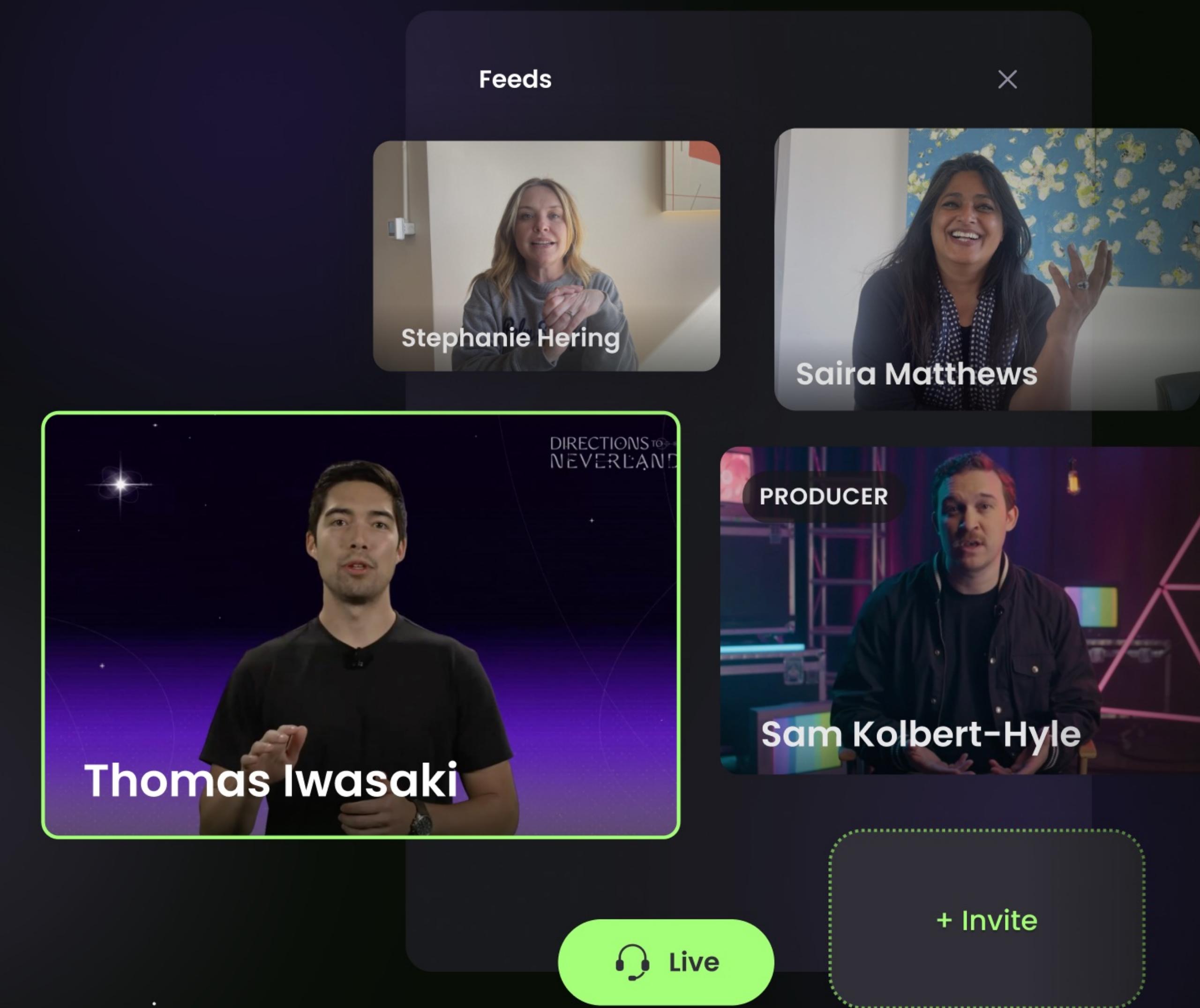
Create your content ahead of time in Greenroom, then schedule it to stream to your audience whenever you want. You can even schedule a show that has a mix of live and prerecorded content, and take the stress out of producing.



# Comms

Backstage comms lets off-screen presenters and producers communicate inside Greenroom without disturbing live presenters. Just like a true backstage, producers can communicate freely without having to use slow and distracting chat messages, incredibly helpful for preparing presenters who are in later segments of a show or for any mid-show adjustments.

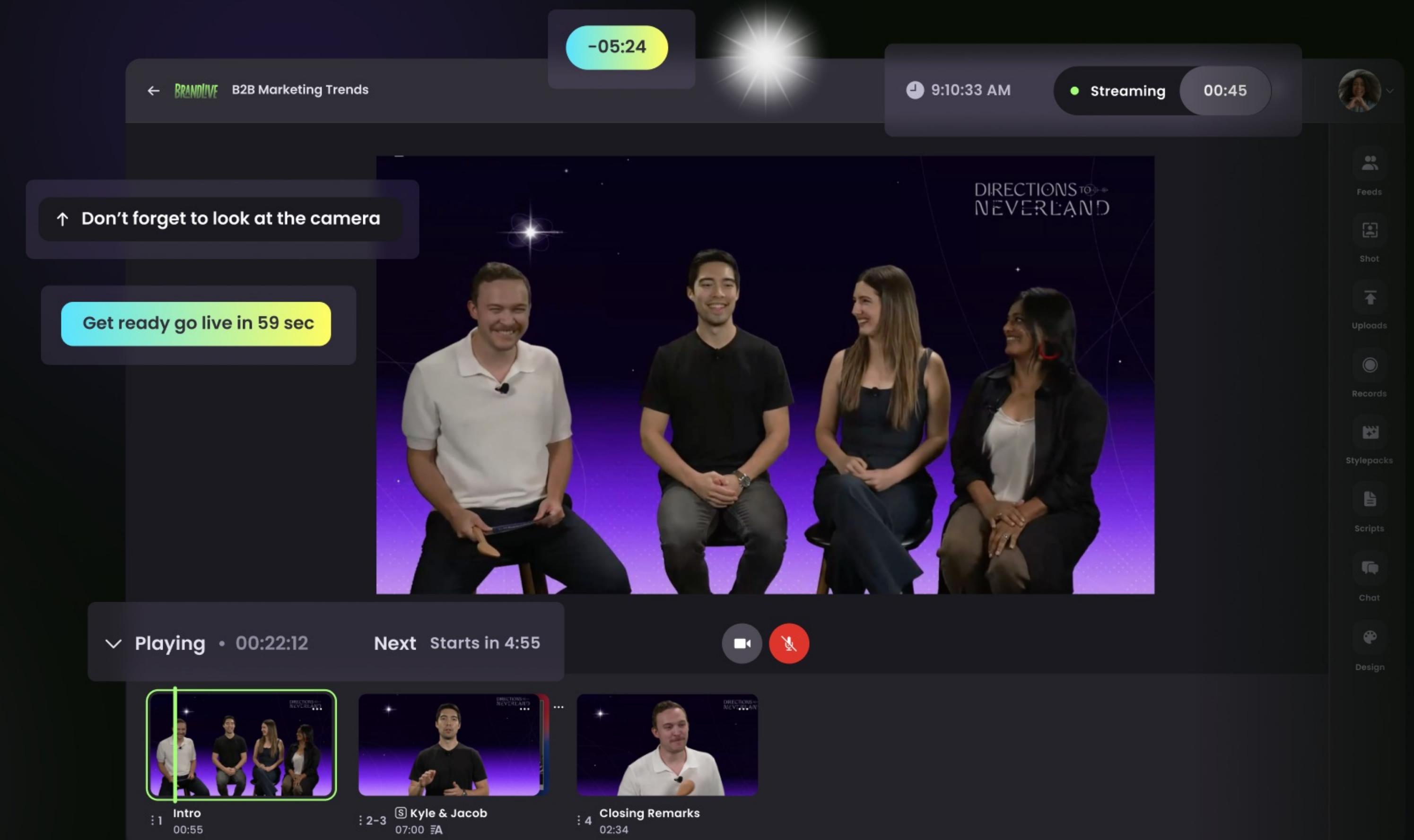
Producer Comms is Greenroom's virtual version of the squiggly earpiece on a stage or TV studio. Producers can talk directly into your presenter's ear to let them know they need to look into the camera or adjust their volume, or how much time they've got left in each segment.



# Timers & Cues

Keep your show on schedule with the current time, automated countdown clocks and clear cues. Greenroom shows each presenter the amount of time that's left for each shot or segment and includes flashing reminders if they go long.

By including durations on shots, Greenroom gives producers and presenters tools to manage the run of show and ensure each show is on schedule. When a duration is fixed, like for a pre-recorded video, producers can autoplay shots so ensure shot transitions without manual clicks.



# Engage

Use the Engage feature to connect directly with your audience in realtime. Live publish surveys, polls and quizzes then allow presenters and producers to use that feedback directly in your show in real-time.

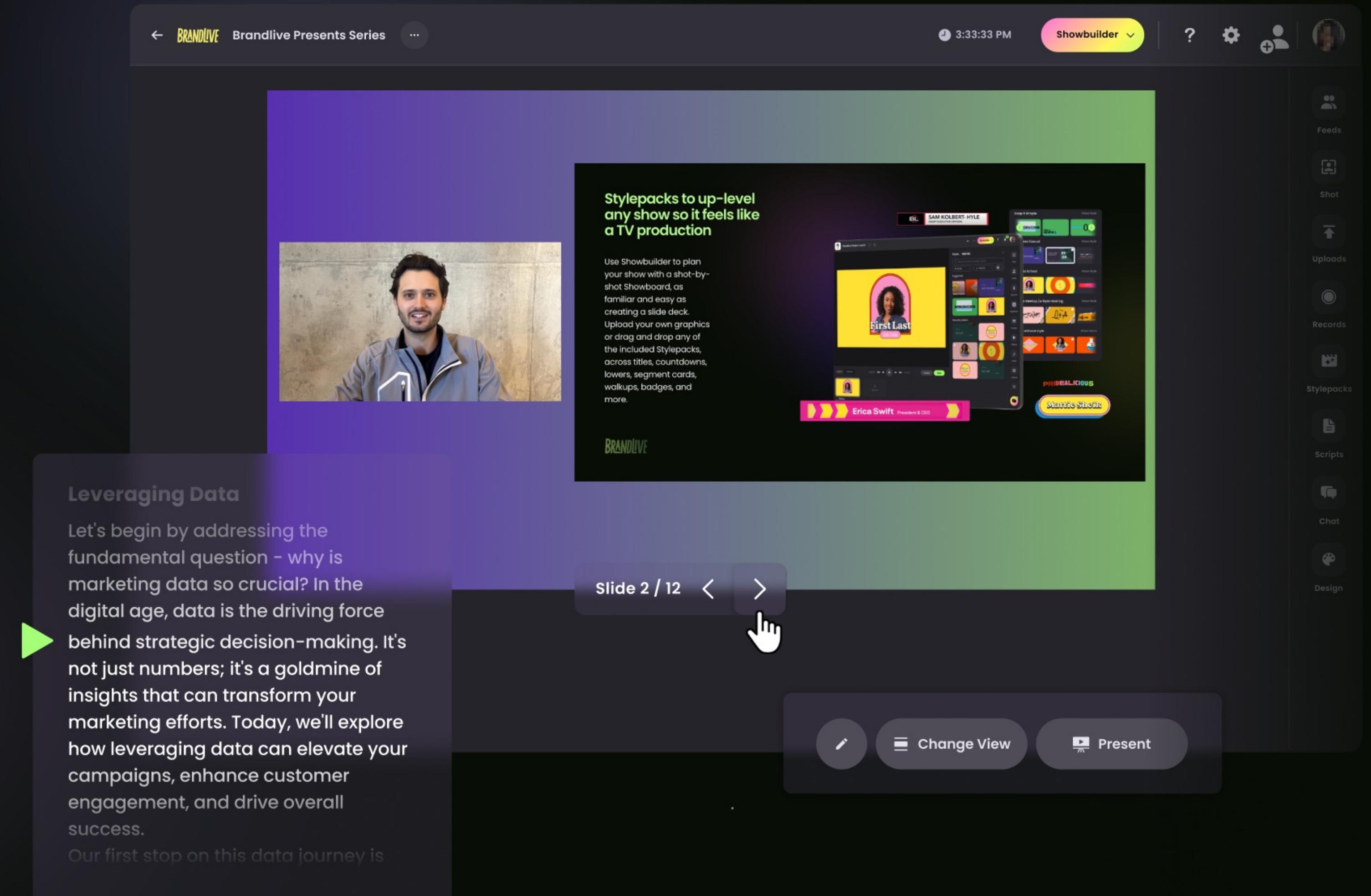
Keep tabs on your audience's energy by reading through the chat feed for reactions and thoughts and host live Q&A to address questions, or directly respond to the page via message.

The screenshot displays the BRANDLIVE platform interface, specifically the 'Engage' feature. The main content area features a large, colorful 3D text graphic that reads 'A CLOSER LOOK'. On the left side, there are three interactive modules: a 'Poll' section asking 'What are the improvements you'd like to see in your job this year?', a 'Q&A' section titled 'Ask me anything', and a 'Survey' section asking 'Which tools are the most useful when creating sites?'. Each module includes a 'See 15 responses' or 'See 15 questions' link, a 'Deploy' button, and a 'Scheduled' button for the survey. To the right of these modules is a 'Chat' feed with messages from audience members: Richard Thompson at 6:20 PM, Nell Lynch at 6:24 PM, and Myra Willis at 6:25 PM. The interface also includes a 'Feedback' section with a 'Reply' button and a 'Type message' input field. At the top, there are various engagement icons (hand, heart, smiley face, etc.) and a 'Did you like this webinar?' poll with a 5-star rating. The top right corner shows a 'Streaming' status, a timer at 00:45, a timestamp of 3:33:33 PM, a 'Theme' dropdown, a user icon with '+5', and a 'Enter Showbuilder' button. The left sidebar shows navigation links for 'Audience', 'Chat', 'Engage', 'Details', 'Extras', and 'Education'. The right sidebar includes sections for 'Feeds', 'Shot', 'Uploads', 'Records', 'Stylepacks', 'Chat', and 'Design'.

# Presenter Tools

Greenroom has all the tools needed to give presenters confidence. Add scripts and use teleprompter to read scripts word for word, while keeping your eyes at camera level.

Upload slide decks directly into Greenroom, to avoid streaming blurry or unreadable text. Provide slide controls to enable presenters to drive their own slides, as well as control slides with a co-presenter.



The screenshot shows the Brandlive platform interface. At the top, there's a navigation bar with 'BRANDLIVE' and 'Brandlive Presents Series' on the left, and a timestamp '3:33:33 PM' and a 'Showbuilder' button on the right. The main area has a video feed of a man in a grey jacket on the left and a slide deck on the right. The slide deck is titled 'Stylepacks to up-level any show so it feels like a TV production' and shows a screenshot of the Showbuilder interface with various graphics and a timeline. Below the slide deck, there's a slide with the title 'Leveraging Data' and a paragraph of text. At the bottom, there's a navigation bar with 'Slide 2 / 12' and arrows, a 'Change View' button, and a 'Present' button.

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BRANDLIVE Brandlive Presents Series

3:33:33 PM Showbuilder

Stylepacks to up-level any show so it feels like a TV production

Use Showbuilder to plan your show with a shot-by-shot Showboard, as familiar and easy as creating a slide deck. Upload your own graphics or drag and drop any of the included Stylepacks, across titles, countdowns, lowers, segment cards, walkups, badges, and more.

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Leveraging Data

Let's begin by addressing the fundamental question - why is marketing data so crucial? In the digital age, data is the driving force behind strategic decision-making. It's not just numbers; it's a goldmine of insights that can transform your marketing efforts. Today, we'll explore how leveraging data can elevate your campaigns, enhance customer engagement, and drive overall success.

Our first stop on this data journey is

Slide 2 / 12

Change View

Present

BRANDLIVE

Feeds

Shot

Uploads

Records

Stylepacks

Scripts

Chat

Design

# Add-ons

Let your team focus on the message and strategy, and treat our team as an extension of yours - across creative and production to make it magical.

# Greenroom Producers

Whether you're a seasoned production professional or a marketing guru, Brandlive has the support you need to get off the ground. Brandlive can produce your show remotely from our headquarters in Portland, Oregon or be in person for your big moments.



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# Presenter Kits

Powered by our native iOS app, you can purchase a presenter kit for a studio-like experience. Go all out, with a Sony Mirrorless camera as you read off an iPad teleprompter, or use the iPad camera directly with an external mic and light attached on top.



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The future is  
now streaming  
on Brandlive.

