



Virtual Experience Platform™

An Overview



Virtual Business Solutions That Help You Take The Lead



Social business networks are driving change and opening business leaders to the opportunities and capabilities of virtual business solutions. Large corporations and small organizations are turning to digital and virtual business interactions to experience real ROI and increased business efficiencies. And for results-driven, forward-thinking companies, 6Connex is helping them take the lead.

Our Virtual Experience Platform is changing how companies communicate and collaborate.

As the pioneer of intuitive and immersive virtual technology, 6Connex enables you to increase productivity by connecting and collaborating with customers, prospects, partners and colleagues anytime, anywhere. Built on a secure, scalable, and reliable SaaS technology, the 6Connex Virtual Experience Platform™ can help you reach new markets, maximize your communication investment, and achieve critical business performance objectives.



With industry-leading features and robust administrative functionality, the Virtual Experience Platform delivers innovative social business tools that enable collaborative interactions with customers and colleagues through immersive, dimensional environments.

Creating synergies through high-value information sharing and networking, the 6Connex Virtual Experience Platform increases ROI through intuitive turnkey virtual experiences. Enterprises, businesses, associations, and governments around the world rely on 6Connex virtual solutions to connect and collaborate through virtual meetings, tradeshow, job fairs, conferences, knowledge centers, learning environments, partner portals, and much more.

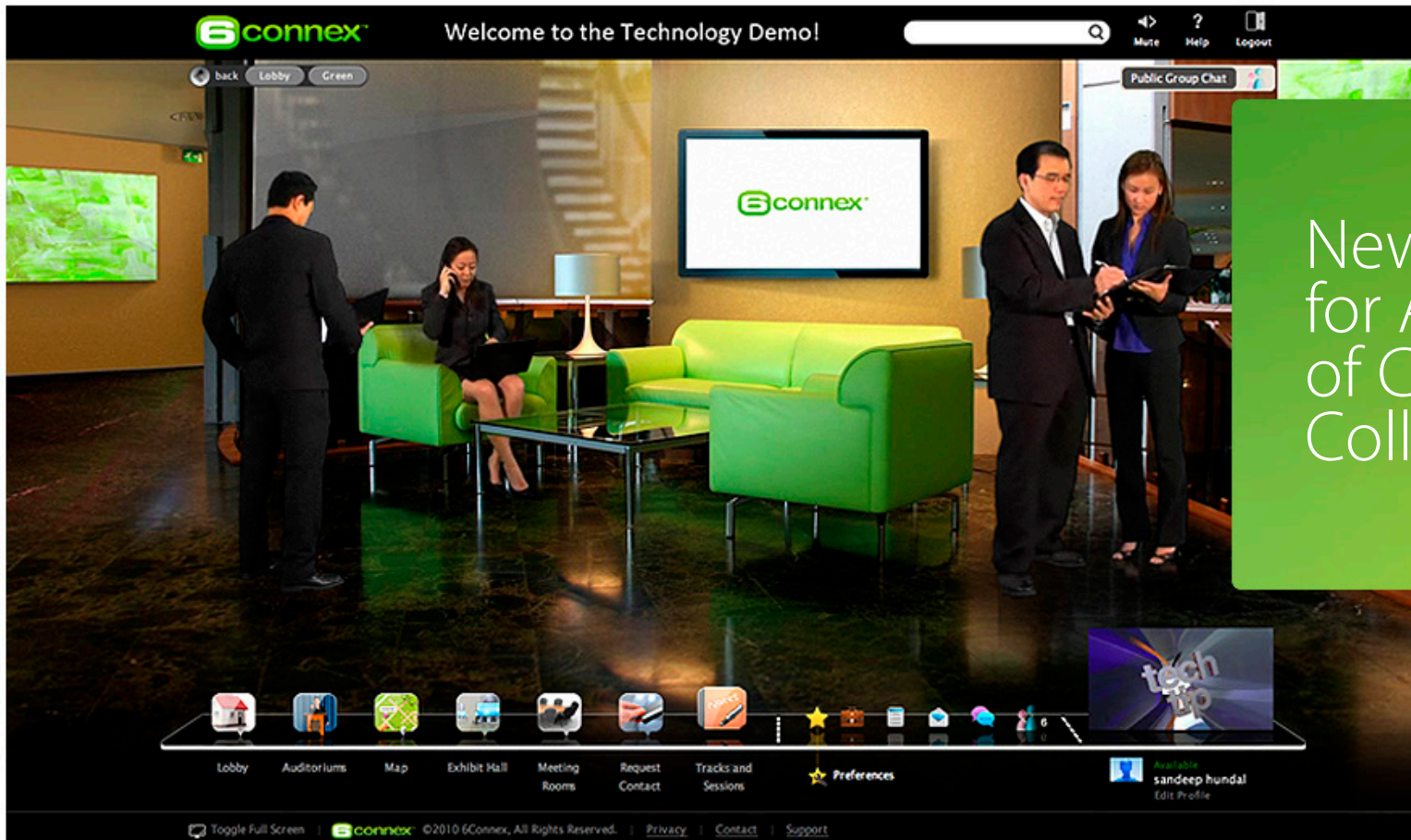
Virtual Experience Platform

The 6Connex Virtual Experience Platform lets you connect, monitor and build important collaborative relationships among groups, divisions and markets.



Unique to the 6Connex Platform, you can harness the power of enterprise social networking by leveraging each participant's expertise and experience. The Virtual Experience Platform allows constant interaction between employees, customers, and partners across all virtual solutions hosted throughout the business.

The Platform has new designs for campuses, lobbies, lounges, rooms, booths, and auditoriums. It is also highly customizable, as customers can upload their own design templates. This award-winning, flexible technology has also been refined for an even more intuitive navigational experience.



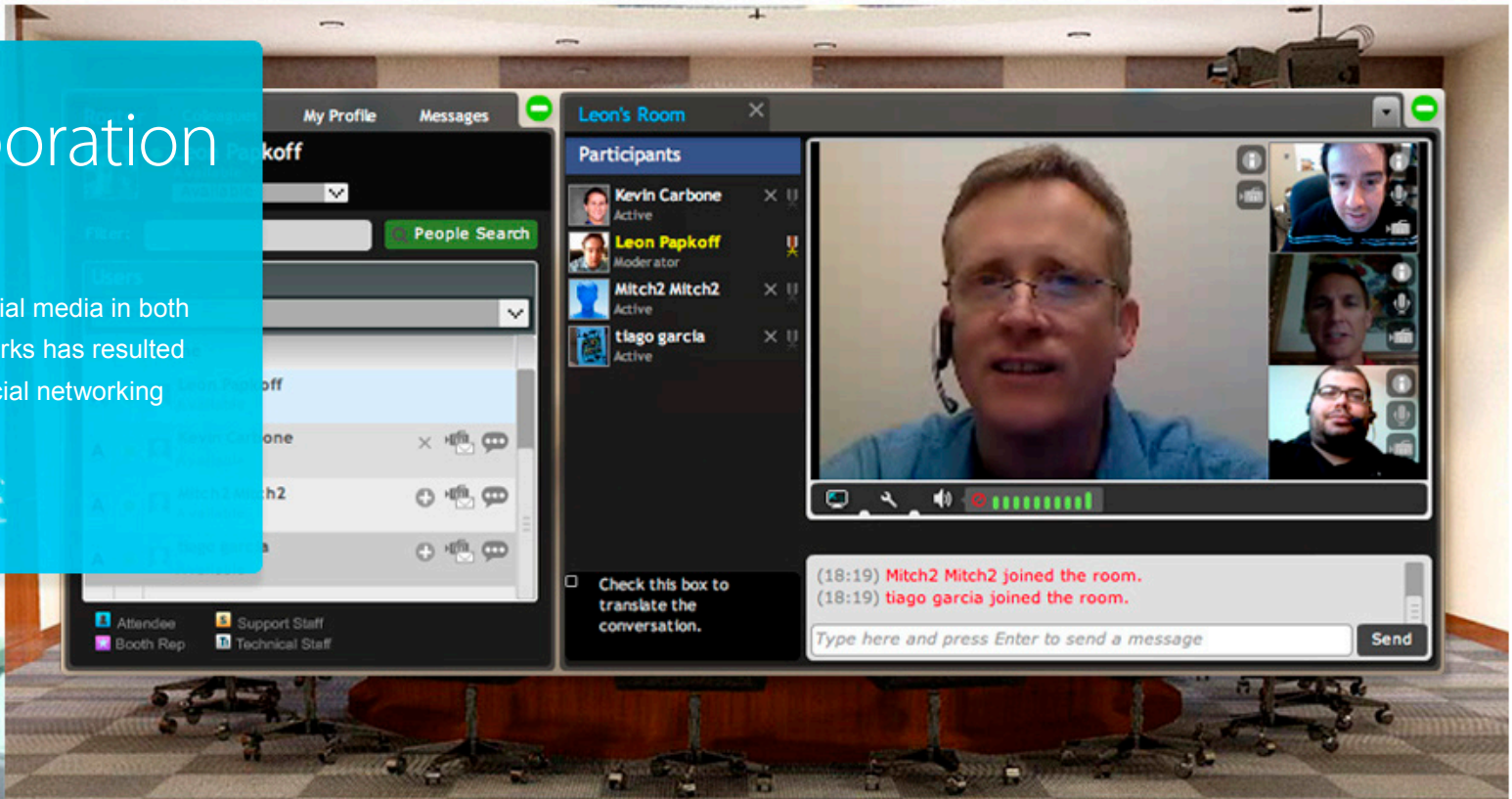
New Features for A New Level of Connection & Collaboration



- » Share content, customers, and metrics across all virtual experience solutions
- » Improved metrics with additional reports and customer intelligence
- » New enterprise social networking and chat modules that enable attendees to save profiles, briefcases and colleague lists when they move between virtual experiences
- » New “Forum on the Fly” technology allows anyone to set up a group forum discussion at any time
- » Expanded text and video chat capability from anywhere to anyone, even in another virtual experience
- » Advanced industry-leading text chat translation
- » Improved user interface with new campuses, lobbies, rooms, booths and auditoriums
- » The ability to upload and set up custom virtual environments
- » Updated content handling, search, sharing and presentation capabilities

Social Collaboration Network

The phenomenal success of social media in both personal and professional networks has resulted in the rise and importance of social networking for businesses.



The new Social Collaboration Network feature of the Virtual Experience Platform lets each user collaborate privately and publicly with a flexible, “living” social network comprised of employees, customers or partners. The Social Collaboration Network is the centralized location for interacting in real time with an active user base and for downloading content from various virtual experiences. Organizations building virtual business solutions can use the Social Collaboration Network to communicate during the production phase as well as in the experience itself.

The Social Collaboration Network is a profile, briefcase, and communication tool for virtual business solution users. This unique, important feature of the Virtual Experience Platform allows you to build a vibrant and highly collaborative community extension to your business.

- » Interact in real time with an active user base and network
- » Centralized repository of accessible content across all virtual events and solutions
- » Video chat with up to three others; and send both text and video messages
- » Create group chat rooms on the fly
- » Maintain a dynamic information profile, colleague (e.g. “friend”) list
- » Set up key identifiers that allow participants to easily find and connect with each other

Admin Console



Activity Tracking

In this area you may track activities which have taken place within this Console.



General Settings

In this area, you may edit general attributes of your Client Admin Console.



Virtual Experiences

In this area you may create, edit and delete Virtual Experiences.



Content Libraries

In this area, you may create, edit, and share content items and libraries.



Users & Groups

In this area you may create, edit, and delete individual groups of users.



Templates

In this area you may create and share Virtual Room and Virtual Space Templates.



Collaborate

Launches the Social Networking Platform where you may login and communicate with your team and other users in the community.

Help

Visit this area to view a helpful library of FAQ's, documents and answers to your questions about using the Control Panel.

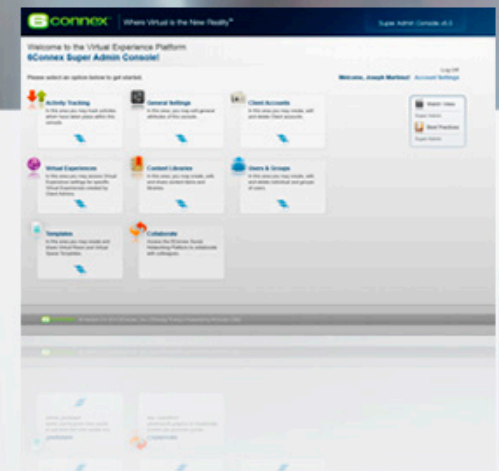
The Admin Console gives greater control and flexibility over what virtual experiences are being used to address different business needs across your enterprise. This centralized management tool enables multiple Control Panels to be leveraged for building and managing numerous virtual experiences

layered on an innovative enterprise social networking platform. Architected for the robust needs of enterprise environments, the Virtual Experience Platform Admin Console is flexible enough to address the requirements of extended organizations that need to communicate on a stable and secure Platform.

Administrative Control

Access to the Admin Console is designated to those with the highest authority for managing the Platform, and provides the ability to assign permissions and controls to other users for the building of virtual experiences. From the Admin Console, virtual experience administrators and managers determine critical elements of each virtual instance, including:

- » Account Settings
- » Activity Tracking
- » Content Libraries
- » Users and Groups
- » Templates
- » Tracking and Metrics
- » An option to leverage a full range of strategic consulting, design and technical services and support



Control Panel



User Accounts

In this area, you may create, edit and delete Control Panel User accounts.



Activity Tracking

In this area you may track activities which have taken place within the Control Panel.



General

In this area attributes of



Registration

In this area you may customize the login and registration area of your virtual site.



Access & Entitlement

In this area, you may control access to your Virtual Site and to specific content items and areas.



Email Marketing

In this area, you may create and manage email communications.



Content Libraries

In this area, you may create, edit, and manage content items and libraries.



Virtual Rooms

In this area, you may create, edit and manage Virtual Rooms.



Virtual Spaces

In this area, you may create and manage Virtual Spaces.



» Registration

» Virtual Rooms and Spaces

» Virtual Promotions

» Preview and Publish

» Access and Entitlement

» Tracks and Sessions

» Chat Sessions

» An option to leverage a full range of strategic consulting, design and technical services and support

» Email Marketing

» Content Libraries

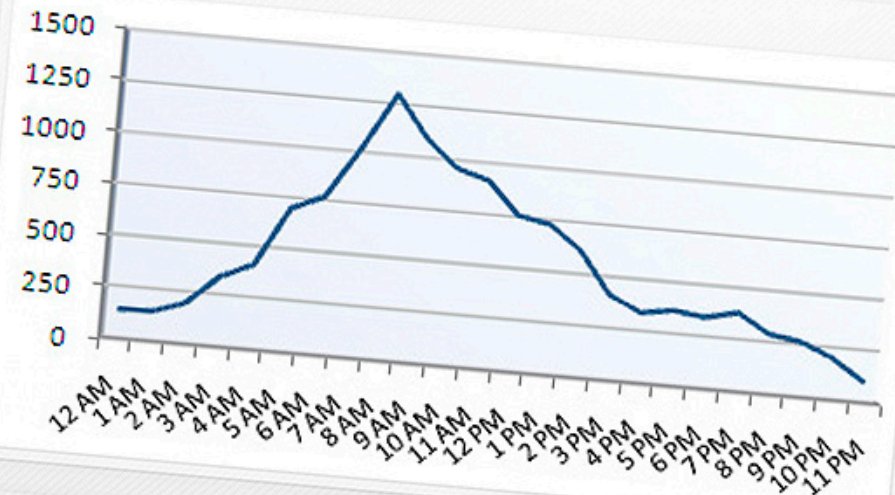
» Representatives and Staff

Metrics Reporting System

At the heart of the 6Connex Virtual Experience Platform is an advanced metrics and analytics engine. Tracking and reporting participant behavior and content performance has been further enhanced with innovative features designed to deliver flexible customization and elevated market insight. This enterprise-class metrics engine provides a wide range of real-time analytics across all virtual solutions.

| | |
|---------------------|-----|
| Visits/User | 2.3 |
| Downloads/User | 5.2 |
| Booth Entries/User | 3 |
| Video Views/User | 5.6 |
| Document Views/User | 4.9 |

Attendance by Hour



Booth Entries



Downloads



Compare participant behavior in different solutions, see how content and messages performed in different settings, alert representatives about what content a participant has previously accessed, measure the effectiveness of videos, exhibits, and promotions, track the progress of trainees, and much more. The Virtual Experience Platform is the only virtual business platform that

lets you track targeted participants based on customized behavioral variables, and "weigh" Key Performance Indicators on the fly. No other virtual solutions offering provides such an advanced combination of metrics and analytics flexibility and functionality. Now, it's easier than ever to arm your sales and management team with information and insight, in real time.



Metrics Reporting System Key Features

- » Highly intuitive analytics interface and data access designed for drill-down on specific elements
- » Improved navigation for easy management of multiple reports, targets, and solutions
- » Reporting options for measuring effectiveness and response—customize high-level and deep-dive analysis based on your unique marketing objectives, targets, and industry
- » Enable and monitor multiple levels of entitlement and access for partners, managers, and sponsors
- » Track and analyze multiple solutions as well as single instance virtual experiences
- » Filter by domain as well as specific language or country
- » Expanded chat and briefcase reports
- » Get reports when you want—hourly, daily, weekly, monthly—in real time
- » Automated metrics dashboard snapshots for incorporating into presentations and reports

New Solutions for Today's Demands



Technology

For technology developers, manufacturers, and providers, the 6Connex Virtual Experience Platform maximizes ROI through integrated communications with external customers and prospects, and internal employees and partners. In addition to expanding reach and market presence, it enables new networking opportunities by uniting advanced social collaboration with secure information delivery and distribution.

Healthcare

The 6Connex Virtual Experience Platform enables highly secure virtual business solutions that increase productivity and accelerate communications across the healthcare provider-patient continuum. It elevates team-based collaboration and research as well as the delivery of new medical solutions and services.

- » Healthcare Providers – A secure centralized data repository that allows physicians and patients around the clock access to electronic medical records, the ability to directly collaborate and share information, and new opportunities to deliver value added services.
- » Physicians – Intuitive forums to communicate directly with patients in real-time, complete continuing medical education requirements, and connect and collaborate with other physicians, providers, and information resources.
- » Patients – A secure and easy-to-use Platform for accessing critical personal medical information, collaborating directly with a physician, and connecting to a larger service provider network.



Financial Services

Financial institutions of all sizes leverage the 6Connex Virtual Experience Platform to provide highly secure, highly integrated virtual business solutions that elevate collaboration with customers and enable new service models and channels for increased revenue. 6Connex provides immersive solutions to manage information distribution, access new markets, and reflect real-time changes in the industry.



Associations and Organizations

For professional associations, organizations, and groups, the 6Connex Virtual Experience Platform delivers virtual business solutions for managing the retention of current members, and promoting recruitment programs and new member services. 6Connex's immersive turnkey Platform increases revenue through value-added virtual solutions that build and foster member communities through education and dialogue.

Publishing

For traditional and online media and content publishers, the 6Connex Virtual Experience Platform enables new and integrated promotion, distribution, and revenue models that grow subscriber networks and expand advertiser channels. 6Connex opens new revenue streams, builds community through live and on-demand events and roundtable forums, and accelerates sales through network-based promotional platforms.





New Solutions for The New Reality

Today, the new business reality demands innovative and measurable virtual technology platforms that elevate connections, collaboration, and commerce. The 6Connex Virtual Experience Platform is ideal for creating and hosting flexible, custom virtual experience solutions that stand-alone or augment physical events, conferences, training and communications initiatives, and installations.

Virtual Knowledge Centers

Host immersive thematic environments that align customers and employees to live and on-demand content on key issues, technologies, strategies, and service initiatives.



Virtual Product Launches

Introduce product offerings in a secure interactive exhibit platform aimed at either private or public audiences. Product experts can deliver live and on-demand demonstrations supported by downloadable technical and marketing content.



Virtual Internal Meetings

Enable highly collaborative all-hands, department, and enterprise meetings hosted by executives and leaders in a secure, content-rich, branded environment.



Virtual PR/Analyst Briefings

Deliver global and regional strategic communications to press and analysts in a secure, dynamic environment that allows live one-to-one and one-to-many interaction and communication.



Virtual Conferences

Reach and build new communities through interactive virtual environments designed to facilitate collaboration and real-time exchange of information and ideas.

Virtual Training Programs & Seminars

Provide comprehensive, high-touch e-learning experiences that deliver new levels of information access, distribution, and retention.



Virtual Sales Conferences

Enable highly secure, highly collaborative information exchange and dialogue among distributed sales teams across regions and corporate divisions.

Virtual Job Fairs & Career Centers

Host flexible, information-rich environments that provide new levels of career and candidate application, assessment, and recruitment for job seekers and employers.



Virtual Tradeshows

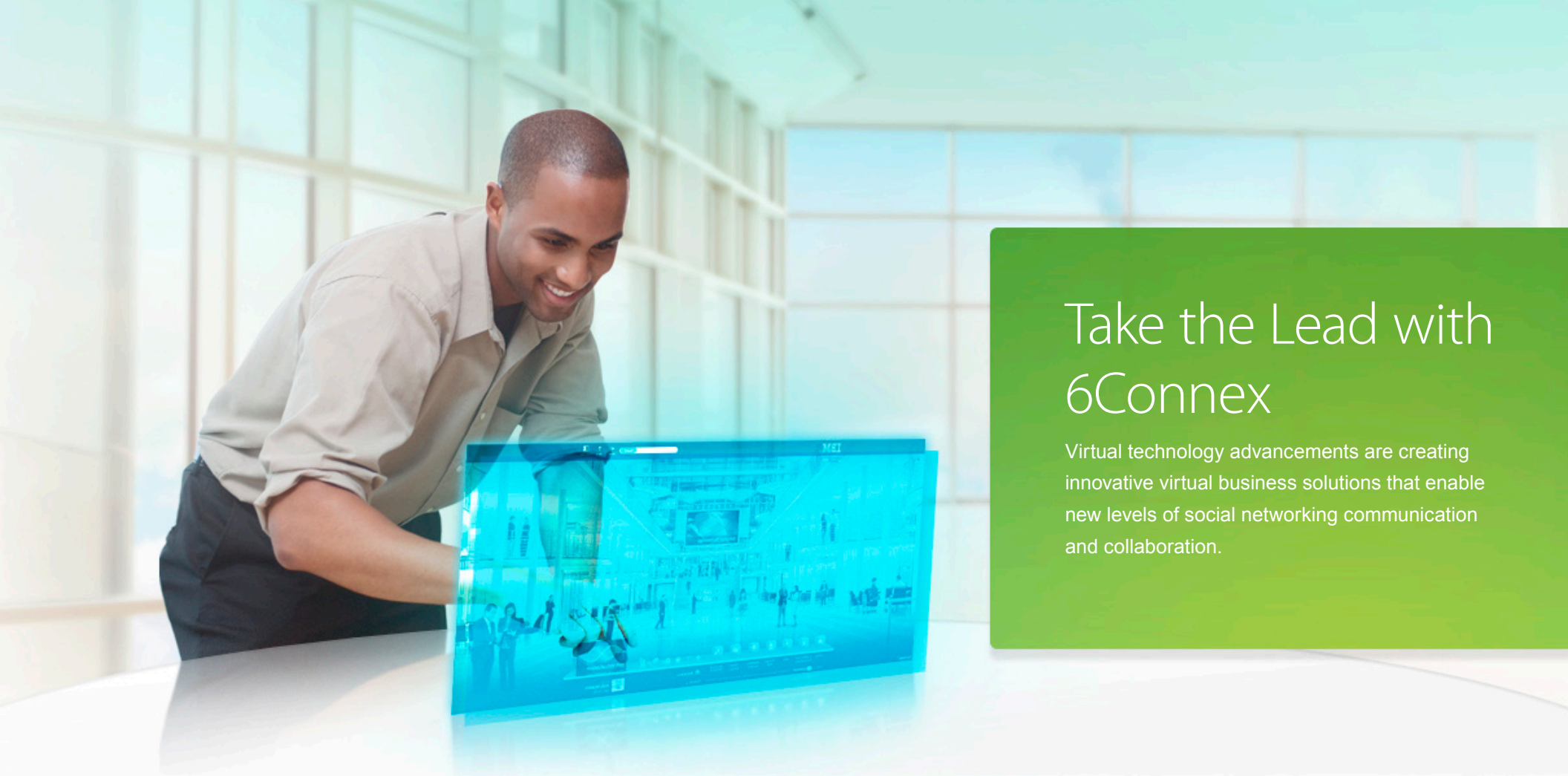
Create and host dimensional virtual exhibitions featuring branded exhibits from partners and sponsors with thematic conference areas and live or on-demand executive keynote presentations.



A photograph of three business professionals in a meeting. A man in a dark sweater is on the phone in the background. A woman in a grey blazer and a man in a light blue shirt and tie are in the foreground, looking at a smartphone together. A laptop is visible on the desk. The background is a bright, abstract pattern of lines.

Service and Support

A full range of services and support is available from 6Connex. Our team of strategic consultants and technical staff can support you in taking advantage of the Virtual Experience Platform to maximize the opportunities for your business. We help companies around the world strategize, plan, build and measure new virtual business opportunities. Contact your 6Connex representative, or view our Services and Support brochure, to learn more about our world-class service and support services.



Take the Lead with 6Connex

Virtual technology advancements are creating innovative virtual business solutions that enable new levels of social networking communication and collaboration.

The 6Connex Virtual Experience Platform is a state-of-the-art and highly secure solution that helps companies take the lead by creating intuitive virtual experiences that address business needs. This scalable and reliable platform provides a range of services and solutions that extend the virtual platform possibilities beyond time-based virtual tradeshows and events. For enterprises around the world, it's the ideal platform for taking the lead.

**Take the lead with 6Connex at
www.6Connex.com or
contact us at (408) 341-1399.**