

Solution Brief

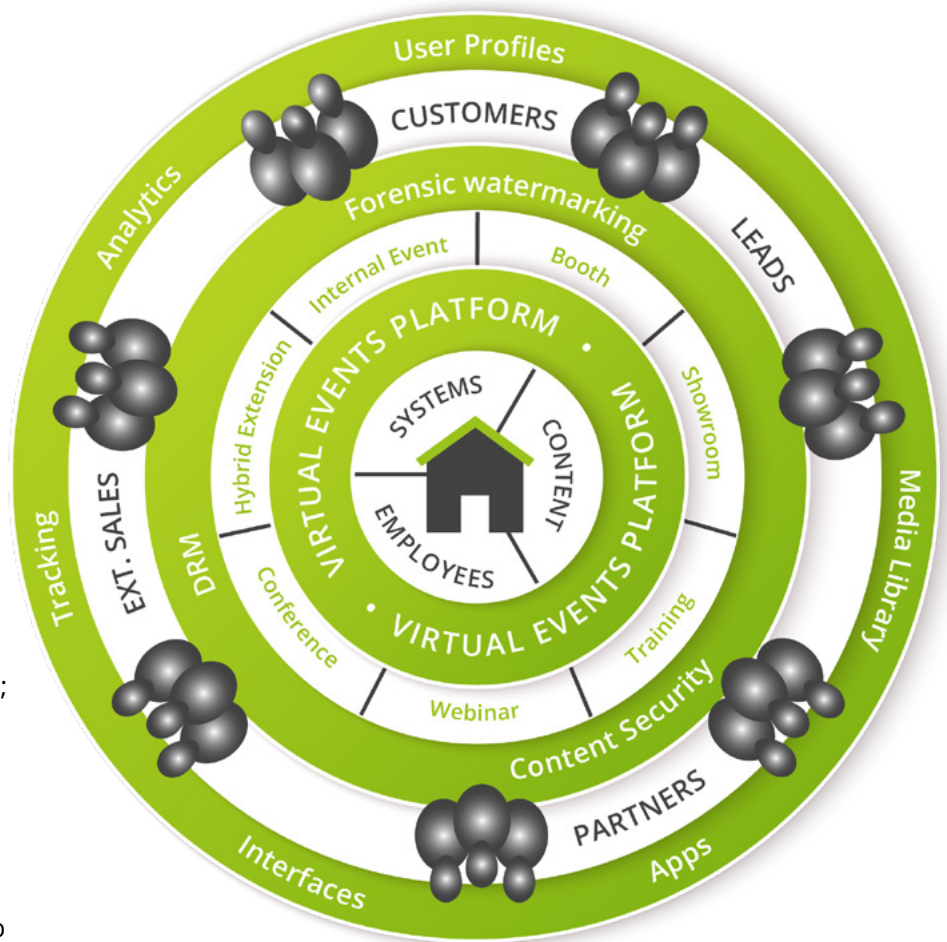
Delivering highly secure, fully customized enterprise communication platforms



Secure, reliable communications – more important than ever before

The use of video assets is no longer the preserve of broadcasters or media companies. Organisations across all industries have realised the cost savings and considerably greater reach of virtual platforms, and are using live and on-demand videos and conferencing to facilitate all areas of their operations, from product design and collaboration through to field operations, sales and marketing, delivery and training.

Enterprises of all sizes, from every sector, use videos as part of their daily operations; often, this video contains sensitive or proprietary content, such as new product specifications, market intelligence, premium paid services (e.g. training) or strategic marketing information. This valuable video content requires the highest levels of protection, integrated into a customisable, digital communication platform that can be precisely tailored to customer requirements.



The Challenge

Video has become a critical business tool for all aspects of business operations. But most video platforms are off-the-shelf, and can't be tailored to specific requirements. Additionally, the lack of built-in security means that common video platforms aren't suitable for sharing sensitive communications, such as new design, product collaborations, market briefings or other proprietary communications.

The Solution

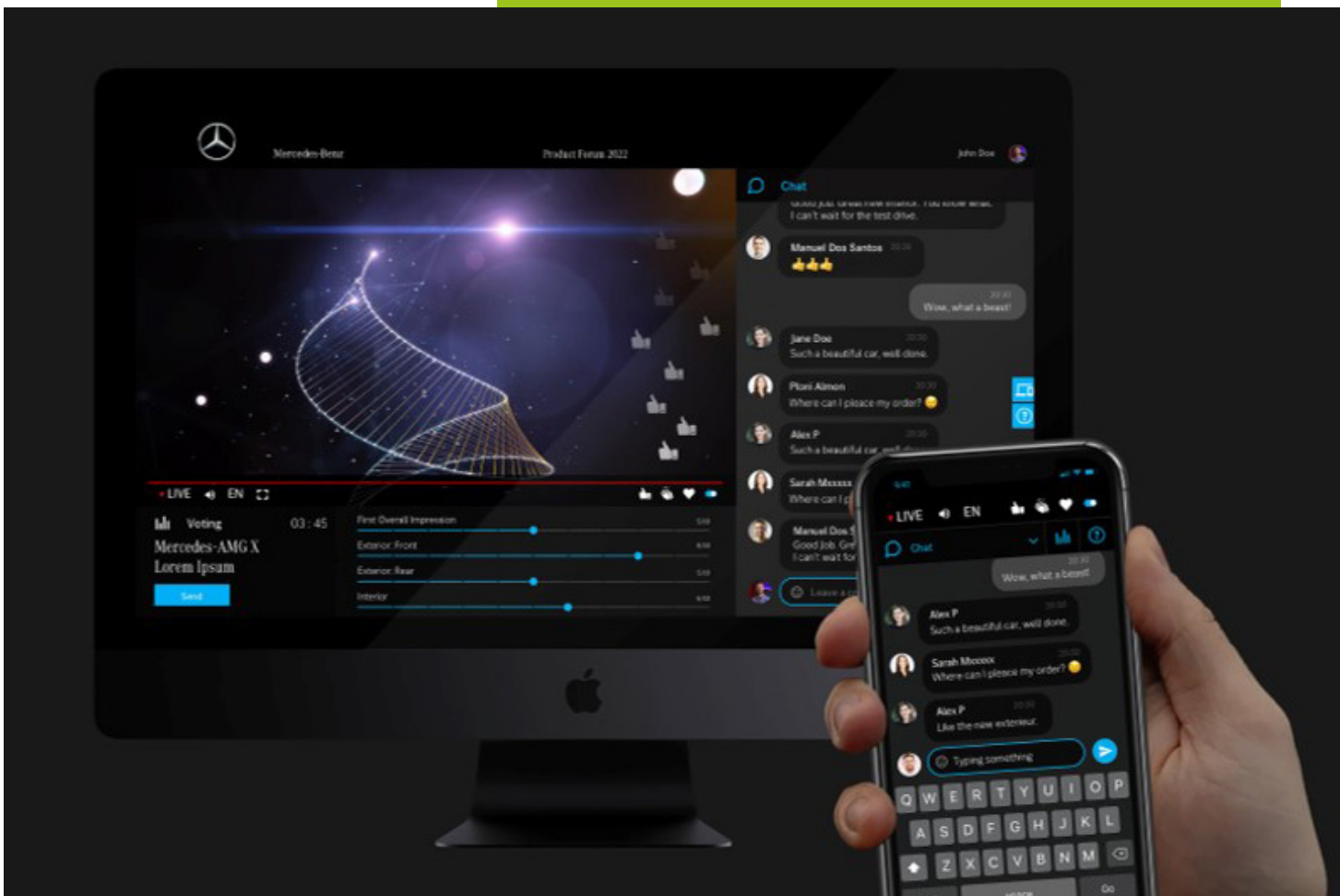
EIMEX solutions and **Friend MTS** create tailored digital communication platforms with integrated, class-leading video security and anti-piracy protection. Completely customised, highly flexible and extensible platforms are made possible by a modular software structure, using modules that include streaming, event configuration, polling, microsites, Q&A, media libraries, scheduling, live conferencing, chat and content security.

Platforms can encompass any or all of these modules, creating dedicated communication for virtual exhibitions, training, sales, product development, conferencing and hybrid virtual/in-person events. All content is fully secure against illicit capture and unauthorised distribution by video content protection services including digital rights management (DRM) and forensic digital watermarking.

- World leading content protection for high level NDA video content
- Fully flexible, individual feature set at low costs based on building blocks
- Full support of the entire guest management process with seamless handover to log-in
- Second Screen integration for live guest interaction during the event

Case Study - Mercedes-Benz virtual product sales event

Annual live event platform for Mercedes-Benz to present new car models to their sales partner. Worldwide live streaming in three timeslots (Asia, Europe, NAFTA) and an interactive event experience with chat, polling and second mobile screen application. The key component is the content protection module with Digital Right Management, visible and forensic Watermarking as well as extensive Screenshot Prevention.

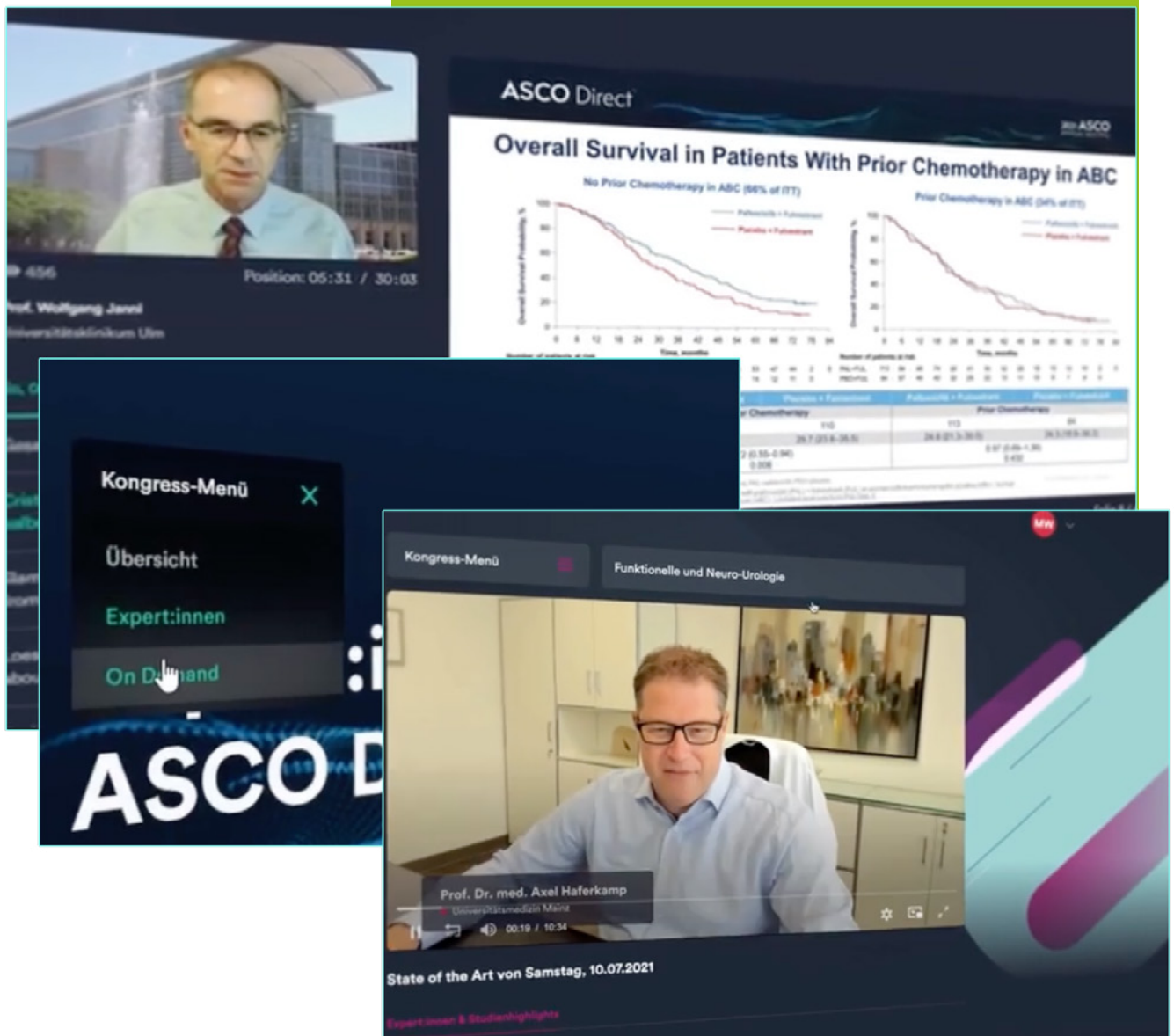


- One platform, many channels for diverse user experiences
- Reach greater audiences while significantly reducing costs
- Streamline delivery across all your operations
- Securely share & collaborate with sales, product, design and marketing

Case Study - medtoday converged events platform

An 'always-on' platform for oncologists to collaborate and share clinical information, advice, guidance and breakthrough messaging through video conferences, live streaming, chat, and video on demand.

medtoday bundles knowledge about the most important medical congresses on a single platform and creates a space for year-round exchange through innovative knowledge formats.



ASCO Direct

Overall Survival in Patients With Prior Chemotherapy in ABC

No Prior Chemotherapy in ABC (96% of ITT) | Prior Chemotherapy in ABC (4% of ITT)

Overall Survival Probability %

Time, months

Time, months	No Prior Chemotherapy in ABC (96% of ITT)	Prior Chemotherapy in ABC (4% of ITT)
0	100	100
12	~85	~80
24	~70	~65
36	~55	~50
48	~45	~40
60	~35	~30
72	~25	~20
84	~15	~10
96	~10	~5

Number of patients at risk

Time, months	No Prior Chemotherapy in ABC (96% of ITT)	Prior Chemotherapy in ABC (4% of ITT)
0	110	110
12	100	100
24	90	90
36	80	80
48	70	70
60	60	60
72	50	50
84	40	40
96	30	30

Prof. Dr. med. Axel Haferkamp
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State of the Art von Samstag, 10.07.2021

Expert:innen & Studienhighlights

Uniquely tailored solutions born of true expertise



Friend MTS

Friend MTS has been at the forefront of video content security for 20 years.

Their patented video fingerprinting and forensic watermarking, monitoring and enforcement technology are amongst the most widely-deployed in the sports, media & entertainment industry, and protect the content that is delivered to tens of millions of customer devices around the world. Friend MTS video security solutions are trusted by the biggest brands in the world, including Sky, BBC, UEFA, DirectTV, Serie A, beIN, Rogers Media and many others.

EIMEX

EIMEX solutions specializes in virtual customer and product communication for the field of B2B marketing and training.

The EIMEX communication platforms can be independently operated by the client, individually further developed and has been used by a wide diversity of technology enterprises across a number of industries, including semi-conductors (NXP), medical (Med•today), industrial automation (Festo) and automotive (Mercedes-Benz).

Contact us for a demonstration today
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Friend MTS

www.friendmts.com