

## Leading Brands Rely on **Interactive Experiences** To Engage Customers

## Seamless Delivery of High-Impact Content Depends on Streaming Global for Scalable Solutions

### The Brand Opportunity

Top brands are finding that interactive content is key to staying competitive. However, delivering via current cloud and pixel streaming transports is too costly, slow, and inconsistent. Streaming Global provides a game-changing alternative: the ability to deliver interactivity seamlessly across all devices with unmatched performance and efficiency at scale. If your brand experiences are short lived, and provide underwhelming and untrustworthy results, then it is time to get unconventional.

In 2024, LVMH portfolio company, Sephora, worked with US-based, Surreal Events, to launch the **Sephora Universe** showcasing a variety of brands and enabling the user to build their own avatar and don luxury brands like Givenchy and Guerlain.

In 2022, the Atlanta Braves became the first MLB club to launch a interactive digital twin of their home ballpark. Braves fans create and customize their own avatars, roam the **Digital Truist Park**, participate in challenges, meet players, and more.

European Automotive and Motorcycle Manufacturer, KTM, partnered with Vienna-based Concept House, Friendly Fire, to provide a photo-realistic configurator to **enhance engagement through hands-on interaction.**

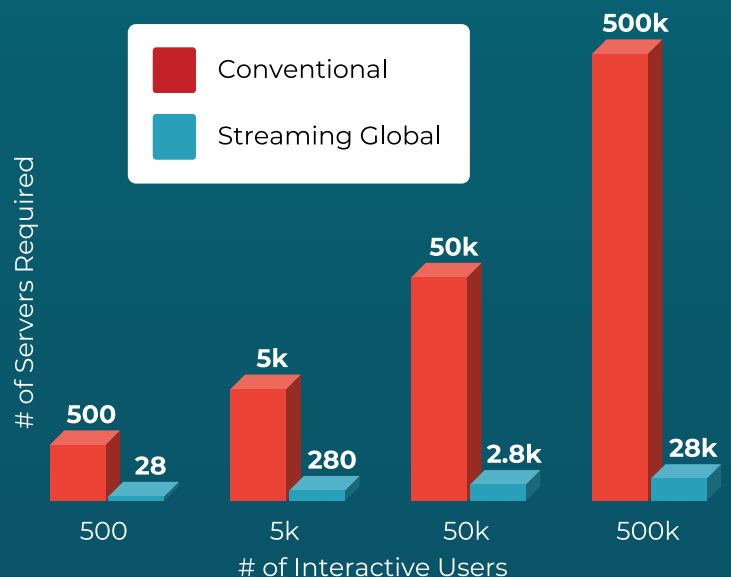
### Your Competitive Edge with Streaming Global

#### Maximize ROI with Efficiency

Streaming Global's SG-RT technology materially reduces your investment in infrastructure, allowing you to focus on innovation and scalable growth.

#### Deliver Flawless Experiences, Every Time

Exceed customer expectations of immediate, photorealistic interactions across all devices with performance that builds loyalty and strengthens your brand.



### 3 Questions to Ask When Determining If Conventional Infrastructure Is Holding Back Your Brand's Interactive Content

#### Escalating Costs for the Wrong Infrastructure

Brands miss the opportunity for scalable reach with inefficient systems, diverting resources from innovation and struggling to meet market demands.

#### Lost Revenue and Missed Opportunities

High customer expectations and poor interactivity lead to lost sales and declining loyalty, as 70% of customers leave brands over subpar digital experiences. (Source: PwC)

#### Inconsistent Customer Data

User saturation, latency and low performance degrade data quality, hindering personalization and strategic insights.

## Delivering Interactive Experiences with Streaming Global

Today's customers positively respond to instant, photorealistic interactions across devices. With Streaming Global, you ensure seamless performance on every screen, enhancing customer loyalty and reinforcing your brand's equity.

### 1-to-Many

It feels 1:1 for customers, but operates 1:Many, expanding your capacity to meet customers where they are, whenever they want.

### Seamless

Zero lag-time, and a seamless content delivery experience means instantaneous interactions and the reduction of customer churn.

### Browser-Based

SG-RT technology eliminates the need for your customers to use specific hardware or download special software.

Streaming Global empowers brands to **captivate customers, drive loyalty, and stand out in competitive markets.**

## Unlock the Full Potential of Your Brand's Investment in Interactivity

Too often, high costs prevent brands from fully promoting the content in which they've invested. Streaming Global changes the equation, making it cost-effective to maximize engagement across all channels. With Streaming Global, you can confidently bring your interactive content to the forefront, ensuring it reaches the widest audience and delivers the greatest impact.

### Transform How You Interact with Customers.

Contact us to learn more: [info@streaming.global](mailto:info@streaming.global)

Streaming Global provides *Generative Content Servers (GCS)* to seamlessly deliver, at scale, the incredible interactive content your brand has built in **Unreal Engine**, enabling your brand to **engage customers, reduce costs, and boost ROI.**