

CLIENT CASE STUDY – SERVICES FOR METAGENICS

## ImageBEAM – Projecting Metagenics’ message

### Providing Town-Hall streaming services for North American employee meetings

#### SERVICES

Metagenics is a leading worldwide organization that turns nutrigenomic discoveries into readily available medical foods and nutraceuticals. The company serves patients and medical professionals in the US, Canada, Europe, Australia and New Zealand.

For their “All Employee” Town Hall meetings, Metagenics had previously experienced poor video and audio quality. In ImageBEAM, they found a single company that could manage the Town Halls, delivering a high-quality experience for the audience, as well as on-demand recordings after the event.

The new format of Town Halls allowed executives to connect in real time with their staff to share important new developments and corporate news without the technology getting in the way of the message.

Typically Metagenics connects all their US/Canadian employees in a 2-hour live event staged from Aliso Viejo, CA and streamed to offices and individuals. Staff can join from corporate conference rooms, mobile devices – in one event even from a cinema location. A team of 5-6 executives are able to present in high-definition video and the stream is available next day for on-demand viewing.

#### SERVICES

- Pre-event planning and co-ordination.
- Custom viewer page with one click access.
- Access on mobile devices (iOS, Android, Windows)
- High-definition video with real-time direction for marketing videos and slides.
- Stream broadcast using hosting partners.
- Post event editing.
- On-demand streaming after the event.

#### Case Study

## Metagenics.

#### About ImageBEAM

Since 2003, **ImageBEAM** ([www.ImageBEAM.com](http://www.ImageBEAM.com)) has used video production and rich media to make a difference in companies and organizations as they market to their existing and potential customers. Key clients include Capital Group, Lockheed Martin, Medtronic, Metagenics, NBC, Pureline, Stemedica, and many others. ImageBEAM is based in Pasadena, Calif.