

vhall

The Leading Webcasting Platform in China

VHALL.COM

CONTENT



About Vhall



Solution & Service



Application Scenarios



Customer Cases



Customer Reviews

PART 1

About Vhall

Company Introduction

Established in 2010, Vhall is the leading enterprise webinar marketing platform in China with over **200 million** professional users. With vhall 10-year-experience in webcasting, Big Data, and AI technology, Vhall has the ability to provide customers the best digital training and digital marketing solution and service, which empowers enterprise customers growth and helps to achieve digital strategies.

Vhall has currently provided over **5 million** webinars for more than **300 thousand** enterprise customers, in scenes of corporate training, online-courses, industry summits, marketing events, covering Information Technology, Healthcare, Education, Finance, Automobile and FMCG. Vhall has provided state-of-the-art webinar service for **11%** of Fortune Global 500 companies and **30%** of The World's 100 Most Valuable Brands including Microsoft, Apple, Google, Amazon, AstraZeneca, Nestle, Amway, NIKE etc.



Every *7 of 10* webinars in China
powered by Vhall

History

In 2010

To be the first and largest webinar marketing platform and service provider in China, Vhall was founded in Beijing, China.

In 2012

Extended service to mobile internet users.

In 2011

Based on cloud computing, built nation-wide streaming network.

In 2013

Received Series-A funding from first-class VC. Set up branch office in Shanghai, Guangzhou, Nanjing, and Suzhou.

In 2014

Received Top Tech Talent Project from Suzhou industrial Park

In 2016

Set up branch in Shenzhen. And Accumulated over 2.5 M webcasting for more than 60 M users.

In 2015

Received Series-B Funding

In 2018

Received Series-D funding, covered 120 million users and provided 4 million webcasts.

In 2017

Finished Series-C funding; completed 3.5M webcasting with 10M users. Built world-wide webcasting network.

In 2019

With users over 200 million, upgrade the service and solution to accelerate enterprise customers' transformation of digital strategy.

| Founder



Yanting Lin , Founder & CEO

Founder and CEO of Vhall. EMBA from China Europe International Business School, Master of Computer Engineering from Dalhousie University in Canada, Bachelor of Electrical & Computer Engineering from South China University of Technology. Expert of Internet data communication and cloud computing with over twenty-years experience.

After finishing his graduate study in Canada, he returned to China and founded Vhall in 2010 to build the largest enterprise interactive webcasting platform and provide online training and digital marketing service and solution for Fortune 500 companies in IT, finance, education, medical, automotive, e-commerce, manufacturing and other industries. During the last ten years, Vhall has served 300 thousand enterprise customers, which covering 200 million business users. Vhall also released the SaaS and PaaS cloud platforms. By combining big data analysis and commercial artificial intelligence with interactive webcasting, Vhall help enterprise customer accelerate the transformation of digital strategies.

Company Culture

core value

Customer-centric; Technology-driven; People-oriented

culture

Sincere, open to change, passionate, trustworthy, teamwork, fast speed

mission

Let webcasting service empower enterprise growth

“

**Be the best webinar marketing service
provider in the world**

”

Vision

Market Share

No. 1 in Chinese enterprise webcasting market

10 Years

Experience

200 M +

Users

300 K+

Customers

5 M+

Webinars

Market Share 73%

(from "2017-2018 China Webcasting Industry Research Report" released by iiMedia Research)

Coverage

Vhall webcasting service has covered more than **100** countries across the world, with global **5400 +** CDN node deployment. Vhall **Eagle Eye** intelligent system monitors the global webcasting traffic and seamlessly switches among multi-routes based on patented routing algorithm.



Technology Core

High-definition video coding technology

- Intelligent compression algorithm based on scenes (patent)
- Leading high-definition video processing and enhancement technology
- Bandwidth adaptive coding technology

High-performance webcast transmission technology

- Enhanced video transmission protocol (patent)
- Multi-IDC Intelligent Stream Notification
- Compatible with multiple transmission protocols, and supporting corporate firewall penetration

Multi-CDN intelligent fusion, scheduling and distribution technology

- Multi-CDN intelligent scheduling algorithm
- No limit in mass video synchronization
- Multi routes automatic detection and switching

The large real-time message distribution system

- Synchronization technology of webcast message (patent)
- Intelligent message tiering and bucketing and support large space
- Multiple message real-time filtering mechanism

Heart of enterprise webcast service: core system

- Globally deployed distributed streaming media core system
- Massive video real-time processing, analysis and storage platform
- Server multi-channel video fusion and guided broadcast technology (patent)

Real-time interactive technology based on WebRTC

- High-performance real-time interactive technology with low latency of 300 milliseconds
- The first interactive + webcast integration mode
- Web link interaction without any client software

Opening architecture and extensive adaptability

- Main cameras, professional cameras, video monitor equipment
- Medical, satellite, VR, unmanned aerial vehicle and other special industry equipment
- Perfectly compatible with the third-party webcast software

Intelligent application and analysis technology with the core of AI

- Real-time voice recognition and subtitle display, multilingual synchronized subtitles
- Real-time monitoring and intelligent auditing of video and text content
- Intelligent message filtering, video content analysis and summary

Eagle Eye intelligent operation and maintenance platform

- Full platform availability and automatically monitoring and warning
- Global webcast distribution monitoring and internet automated scheduling system
- Full-chain flow quality report and analysis

Honorary Qualification

4 invention patents

9 core technologies

48 software copyrights

Top 100 Chinese Enterprise Service Brands in 2018

Top Network Security Certification :

Level-3 Information system network security
certification issued by Ministry of Public Security



Software Copyrights





Strategic Partners



Technology



Education



Medical



Financial



Automobile



Other

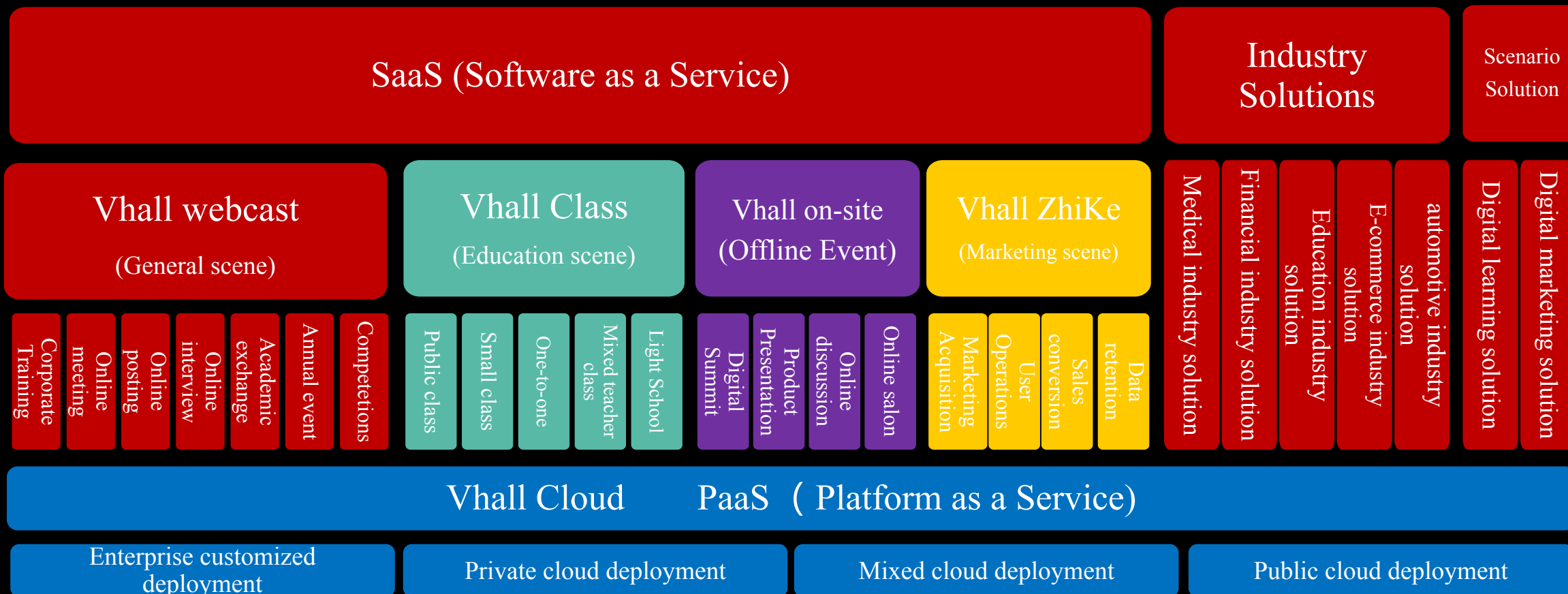


| PART 2

Solution & Service

Business System

Vhall Business Architecture



1. Scenarioized SaaS business

A. Vhall webcast

Positioning: Targeting different enterprise business and scenarios, provide scenario-based webcast solutions and services for enterprises (general scenarios)



Direct webcast

No download and install, just with one-click, webcast accessible at anytime



Multi-site interaction

1V16 global interact, real-time video chat, improve communication efficiency



Easy management

Linking corporate WeChat with the company OA platform, manage easily and rapidly



Visual data

Automatically generate full-dimensional data reports that you can easily analyze and keep



Service customization

Customize corresponding webcast solutions according to different scenarios of different industries



Controllable cost

Intelligent webcast effectively reduces corporate communication costs by up to 85%

1. Scenarioized SaaS business

B. Vhall Class

Positioning: Online interactive light classroom focused on education



Real "light"

No APP required, convenient and easy to use



Multi-terminal multi-version

Support PC / mobile phone / PAD perfectly, zero threshold to efficiently deposit students



Enrich course tools

1v16 Link / recording / document landscape / whiteboard / graffiti interactive / desktop sharing / answering questions, educate through entertainment and high retention rate



4 classroom types

Open class / small class/recording class/series class, flexible selection and combination as needed to enrich the classroom experience



Multi person synchronous video

Interactive online learning and immersive classroom experience, greatly improving student satisfaction



Customization

Customize to development, unique brand features

1. Scenarioized SaaS business

C. Vhall site

Positioning: Focus on the webcasting of various types of events such as summit forums/conferences/lecture salons to create the “second scene” of online marketing.



Reliable

Multiple "firewall" protection, no corporate secrets leaked



Extreme quality

1080P HD quality, enjoy the VIP experience



Low latency High concurrency

≤0.5-second delay, with a maximum capacity of 10 million views



Global synchronization

Global networking, real-time connect, low-cost coverage worldwide



Whole network notification

One-click synchronous notification of domestic main media, low cost, and high exposure, with maximal transmission power.



Artificial intelligence

Real-time translation, real-time subtitles, emotion recognition, intelligent retrieval, and intelligent review

1. Scenarioized SaaS business

D. Vhall ZhiKe

Positioning: Combining video interaction technology with **big data + AI** technology to provide corporate customers with full marketing services, intelligent marketing platform focusing on enterprise marketing and operation. Based on the live broadcast, and together with the three major capabilities of aggregate scenario + channel + data, referral traffic through the full channel, real-time interaction, user intelligent management and data analysis, to help enterprise users continue to grow.



/ Referral traffic from all channels

Mining the communication content into live broadcast scenes, providing integrated marketing planning based on live broadcast, channel promotion services, and connecting precise traffic and high-quality IP.



/ Improve acquisition efficiency

Provide users with a life-cycle intelligent management system, optimize user operation management processes, deeply explore user preferences, discover high-value and high-potential users, and improve acquisition efficiency.



/ Increase conversion rate

Intensive interactive marketing tools such as Red envelopes, sweepstakes, and product recommendations; achieve effective conversion and retention.



/ Increase repurchase rate

Provide data visualization analysis reports, optimize marketing campaign strategies, continuously improve marketing effectiveness and continuous growth of performance

2. Industry Solutions

Based on video interactive technology, combined with big data capabilities and webcast technology empowerment, providing medical, education, financial, e-commerce, automotive and other industry solutions.

Medical industry solutions

It is a digital live broadcast platform integrating online consultation, network discussion, medical training, online department meeting, doctor communication, marketing operation, and data retention management.

Education industry solutions

Through standardized products or rapid integration of the Vhall SDK, we can help our customers realize the live broadcast capability, and realize a complete solution from admissions referral traffic to live teaching, data retention, and teaching management.



Financial industry solutions

Through the rapid integration of the Vhall SDK, the financial client APP can realize the live broadcast capability and the interactive functions. Applied for internal training and external marketing scenarios.



E-commerce industry solutions

Through the rapid integration of the Vhall SDK and custom development, customers can realize the e-commerce webcast capability, and realize a complete solution from webcast only to webcast interaction, product recommendation, and online ordering.



Automotive industry solutions

Internal live broadcast introducing, external live marketing, user operations, webcast selling, and automotive after-sales services.

3. Vhall Cloud (PaaS) Platform Business

The industry's first professional cloud service platform with modularized live broadcast and self help, releasing 10 years of basic technical capabilities. And create private customized projects for enterprises.

Vhall Cloud

Positioning: Focus on enterprise webcasting cloud services, support secondary development, and private deployment.

Totally open, quick support

- webcasting, on-demand, documentation, real-time messaging, interaction and other capabilities
- Provide rich development documentation, online development tools and Demo support
- Highly customized and deeply integrated with business systems
- High degree of modularity, build your own system by inserting components

Big data and AI, release new technological potential

- Data depth mining, multi-dimensional data analysis, business value extraction
- Provide intelligent AI applications such as text, voice, image, and video

Vertical Industry Solutions Rapid System Integration

- Financial, education, medical, IT, automotive and other industry system integration
- Achieve fast response, simple docking, and rapid landing capability

Vhall "superior +" Service System



Full webcast service



Pre-sale engineering expert

One to one consulting / configuration recommendation / overall solution



Field execution expert

Test in advance, follow up in the whole process, and take responsibility till the end



Technical support expert

Full process hosting in technology, operation and maintenance, no errors and accidents



Customer success expert

Service available 24/7 , escort your webcast

After sales expert



Vhall "superior +" Service System



Webcast Marketing Services



Live Streaming——One to one consulting / 7 * 24 hours real-time follow-up / entirely follow in technical operation and maintenance / diverse live broadcast functions / intelligent management



Marketing——Customized marketing solutions / diverse marketing tools / omnichannel promotion / high-intensity brand exposure / effect evaluation



Data——Full-chain activity data / precise user portrait / user pool management / refined operation

Customer success expert -

Vhall "superior +" Service System



Vhall Cloud PaaS Project Services



Technical operation and maintenance

——Exclusive one to one technology development planning / technology, operation and maintenance in full process



Project management

——Project group development / personal follow-up / detailed processing / delivery control



Customized services

——Modular components / full capacity / fully customized

✂ Growing Services: Vhall Academy

The industry's first webcasting information platform. Share everything about live streaming



Vhall Academy

The Vhall Live Academy is dedicated to serving our business partners and users, and is open to the entire live industry. By integrating live broadcast cases, solutions, synchronizing the latest product features, and advanced technological breakthroughs sharing to pass the value of live broadcast, grow together, promote the healthy development of the live broadcast, and build an open and win-win ecosystem for the industry.

Features

Deep analysis
of webcast
industry
scenarios

Real-time
synchronizati
on of the
latest features

Innovative idea
& technology
sharing

Celebrity
sharing from
various
industries

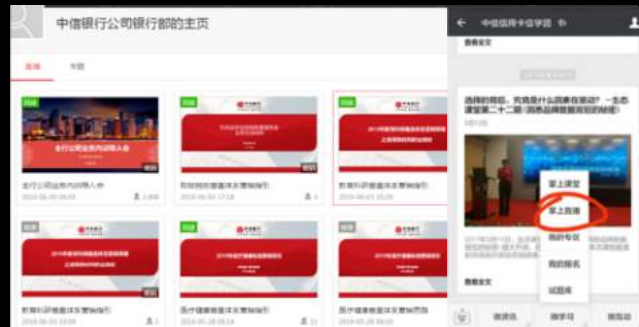
PART 3

Applied Scene



1. Internal and external training

- Branches and agencies at all levels are across the country / world, can't quickly, accurately and efficiently pass headquarters information? Can't the whole staff be trained at the same time?
- The training results can't be visualized? Zero interaction with users, distance causes trouble?
- In response to the above problems, Vhall has developed a live broadcast function that specifically addresses the internal and external training scenarios of enterprises, so that all the training can meet the standards!



Employee training of CITIC Bank

With branches all over the country and high internal training cost, CITIC embeds the live broadcast course into the company's WeChat via the Vhall API interface. Employees across the country can participate in internal training through mobile phones at any time and place. Registration, interaction, Q & A, and answering can be completed in one stop. Reduce costs and control the training effect. The one-to-one invitation code effectively guarantees the confidentiality of the live broadcast and intellectual property rights.



CreditEase internal and external training

CreditEase created a series of live broadcast columns such as CreditEase Night Talk with the help of Vhall. Directly broadcast investment hotspots and interact with users in real-time to become the first window for users to register for offline activities; synchronize corporate information internally and in time, greatly improving the efficiency of agent salesperson training.



17Wins CFO training

17Win, a subsidiary of the ServYou Group, is committed to providing comprehensive Internet taxation services to millions of enterprises and taxation professionals across the country. In 2018, the new tax and social security policy was launched, and 17Win quickly launched the external training live broadcast through the live broadcast solution of Vhall. A single live broadcast received 11 million clicks, which converted a large number of fans gathered in the corporate public account into paying customers.

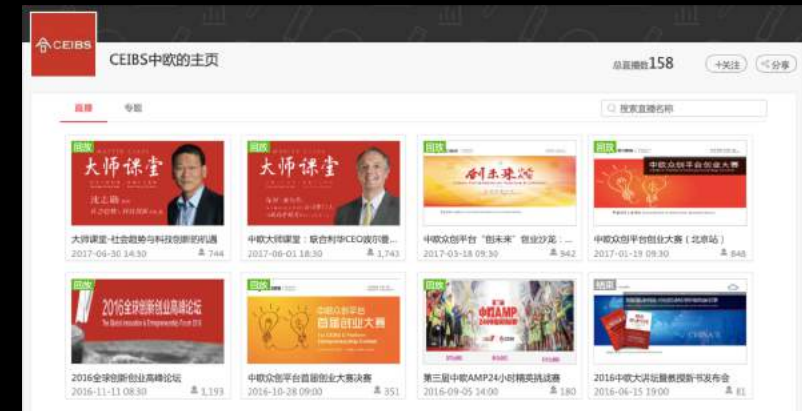
2. Education

- In order to achieve better teaching effect, online teaching should be adopted to enhance interaction, experience and real-time communication between teachers and students in the transformation of teaching and training institutions?
- Hoping to recruit students through public live classes? Online educational institutions and their own online school systems hope to have the capability of live broadcasting and develop live online teaching?
- According to the above requirements, Vhall can provide SaaS products for classroom scenes, as well as live broadcast capability and customized solutions to meet the needs of various teaching and training scenes.



Institute for China Business, HKU SPACE

ICB is set up by HKU to cultivate innovative and international professional and management leaders in the Mainland. It is currently Asia's distinctive professional school of business administration. Through the live broadcast platform in Vhall, **online teaching and real-time communication between teachers and students in Hong Kong and the mainland** were realized during the epidemic period. At the same time, it also provided a wider communication channel and enrollment contacts for **the online open classes of HKU**, improved enrollment efficiency, and covered the whole country and broke through regional restrictions.



China Europe International Business School

Students from China Europe Business School are spread all over the country, and many students cannot attend courses offline. Through live broadcast online in virtual hall, students from other places can also attend lectures and interact online timely. At the same time, the China-EU financial management salon will be synchronized through live broadcast, so that users can have a full understanding of China-EU courses and learning experiences.

3. Event Webcasting

- How to maximize the effect of communication when synchronizing offline activities online?
- Want to host a global live event?
- Versatile live broadcast with multi-region interaction, cross-country, real-time communication, and high conversion rate?



2018&2019 Computing Conference

2018 & 2019 Alibaba Computing Conference were broadcast live for twice, with over **22 million global users** watching. They can see in platforms such as Youku, Facebook, Twitter, LinkedIn, YouTube, Google, and 224 countries and regions. **As the only cooperative live broadcast platform officially designated**, Vhall is responsible for **270 forums and 17 overseas live broadcasts**; **split screen processing, Chinese and English subtitles, dual-channel simultaneous interpretation** are on the stage. The live broadcast received official written thanks from Alibaba.

World Internet Conference

Vhall has been responsible for the live broadcast of the World Internet Conference many times. **Once used the first VR live broadcast** of the conference, and has been trying new technology.

The webcast quality and seamless switching technology of the live broadcast perfectly present the world-class summit; the mainstream media across the country are synchronized to promote the national voice to the world.

GMIC2019

In 2019, GMIC was held in Guangzhou for the first time. The conference lasted for 4 days, with 1 main venue and 10 branch venues. The main venue requires 3 fixed camera stand and 1 rocker arm, and the branch venue requires 2 camera stand

Vhall designed the **live aggregate page H5** (including video, pictures, text live broadcast) for GMIC, embed the official website, **mini program**, and promote the live broadcast to major video live broadcast media.

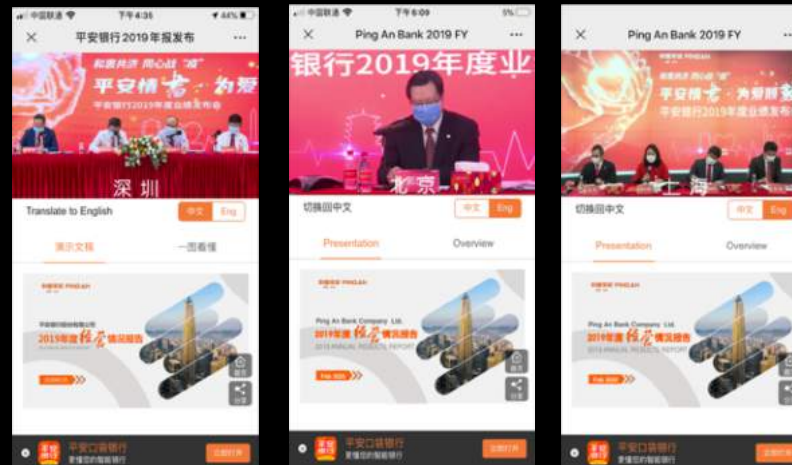
4. Performance and Product release conference

- Due to the impact of the epidemic, exhibition activities have been cancelled or delayed, which has seriously affected many scheduled offline activities.
- Online press conferences in the form of live online broadcasts have become the first choice for many enterprises.
- High efficiency, wide influence coverage, low execution cost and no contact to reduce personnel gathering.



SUNGROW · Online Launch Event

The "PAT2020 Love Photovoltaic Lifetime Photovoltaic Storage Digital Connectivity" online conference hosted by SSUNGROW provided **global live broadcast** services by Vhall, with over **1.4 million** online viewers in two hours, tens of thousands of comment interactions, and **real-time translation in Chinese and English**. Innovative live broadcast methods such as popular **red envelopes**, **rewards**, and **round tables** have also made their debut for the first time, causing widespread concern in the industry.



Ping An Bank Performance Release Conference

Ping An Bank's 2019 performance conference was provided by Vhall to provide live broadcast services in three places. The executive team adopted the form of live video conferences in Shenzhen, Shanghai, and Beijing. It realizes **one key switching between Chinese and English**, **APP embedding**, **off-site access for journalists**, and **270,000** investors watched online at the same time.

5. Overseas Live Streaming

- Cross transmission, cross-border transmission, worried about the signal interruption of live broadcast?
- English live broadcast, want to achieve real-time translation, Chinese and English simultaneous interpretation dual channel?
- The threshold of VR live broadcast, satellite live broadcast technology is too high?
- Vhall's overseas live broadcast service has covered 105 countries including the United States, the United Kingdom, Canada, France, Italy, Iceland, Japan, Singapore and Singapore.

Nearly 10,000 overseas live broadcast experiences

Escort your live broadcast

Harvard University VR live concert



With the development of virtual reality technology, **VR+ live broadcasting** has gradually become a development trend. Vhall is the forerunner of VR live broadcasting.

VR panorama camera is used in this concert. Users can adjust the viewing angle at any time when watching through multiple terminals such as **PC/APP/H5**. They can experience the music atmosphere in a full range of close range, present 360 degrees and enjoy the immersion experience.

Christie's New York Global Auction



In order to restore the strict requirements of the international auction on the details and smoothness of the auction process, virtual hall uses **1080P** picture resolution that can reach the level of documentary films, and the high-definition particles are visible.

Matching cross-data center fault-tolerant switching and cloud distribution network, realizing zero delay, maximizing **restoration of artwork details** while ensuring timeliness of bidding.

China-Cambodia Belt and Road Business Summit Forum



High-profile international conferences place extremely high demands on optimizing the service experience.

Vhall adopts **multi-camera** shooting, presents meeting minutes and venue conditions **from multiple angles**, instantaneous switching of perspectives and close-ups of speakers, and fully displays the original appearance of the summit.

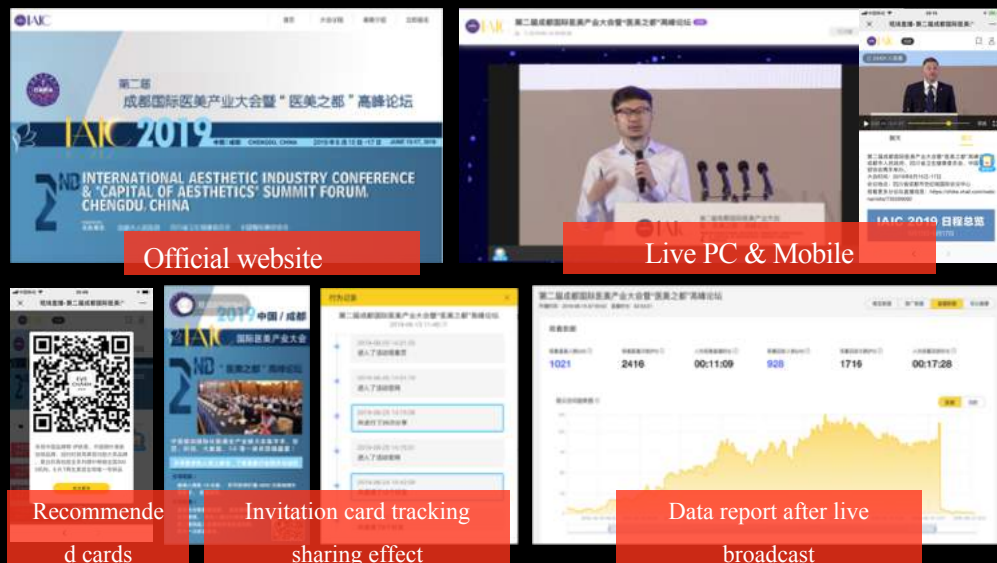
Live broadcast received **123,000** views and likes .

6. Digital Marketing Event

Vhall integrated solution, solve the last mile of live broadcast and marketing. Provide pre-streaming invitations, interactive conversions during live broadcasts, and data analysis after webcasting. The user pool activates one-stop live marketing services.

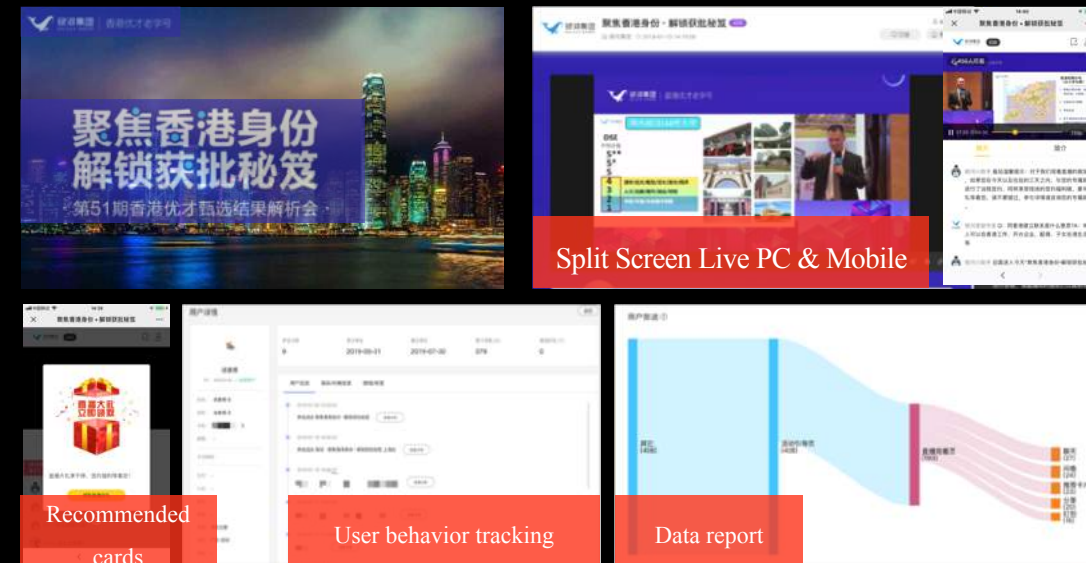
The Second China · Chengdu International Medical Aesthetic Industry Conference

Vhall not only provides the whole live broadcast service of the main forum, 30 sub forums and operation live signal access to the main venue for the conference, but also provided a **self-service official website** creation through the Zhike platform, and customized invitation cards to increase live broadcast fission. Email invitations for accurate user reach; new interactive methods such as **public account QR code** card push, product recommendation, red envelope rain during live broadcast; complete **BI report** generated after live broadcast, data evaluation, user rating and behavior analysis of the entire event, user potential guest sedimentation.



Hong Kong Talents Results Analysis Meeting

Based on the form of online webcast to make up for the disadvantages of the limited venue, online webcast and historical playback can make the analysis spread as a "content" for a longer time. Watch the live broadcast and fill out **the registration form**, to help the event organizer collect **the information of potential customers**, which can be effectively reached through the mobile phone number. Zhike not only provides customers with live broadcast services, but also helps customers build **user pools**. Based on Zhike's powerful data analysis capabilities, **selected customers are selected** to provide data basis for subsequent development into single customers.



7. Customized Deployment

- Customized function modules, on-demand live framework and functions, private logo label, VIP follow-up service.
- Based on Vhall strong webcasting technology background, create your exclusive webcasting and extraordinary experience!



Unicom has customized a **data management system** that includes the entire process of live broadcast-cloud live TOBSAAS business. It inherits the streaming core and redundant CDN distribution of Vhall, realizing seamless connection with live broadcast services.

Vhall also successfully established **Beijing Unicom's own live broadcast brand, the Wo Live Broadcasting Platform**. Fully meet the individual needs of different application scenarios such as internal training, large-scale events, interactive meetings.

Unicom



Adopt a **fully privatized deployment model**. Vhall builds UFIDA business applications based on the vhall class, uses its own multiple CDN redundancy mechanism to establish a distribution network, expands cloud live broadcast services for the UFIDA cloud service market, and implements independent operations for UFIDA Cloud. At the same time, it has realized the overall integration of data and UFIDA cloud background, personalized deployment of business applications, flexible combination of basic services, **and full integration of its own ecology** to create a secure closed loop.

UFIDA



Based on the strategic needs of **KYUNG DONG UNIVERSITY**, it realized the platform account system, the establishment of an enterprise online learning platform, the analysis of user behaviors, user tags, and learning evaluation and effect evaluation. Customized solutions for internal human resources docking, e-commerce smart recommendation, and third-party resource cooperation

JD UNIVERSITY

8. Customized scenes of integrated webcasting platform

- Based on Vhall's accumulated 10 years experience of webcasting, PaaS is built to provide customers fully customized webcast platform solutions;
- To meet the needs of group customers in multiple scenarios, multi-business units, multi-subsidaries and other integrated scenarios of live platform customization requirements.



Amway Platform

Live platform

- Initiator: Initiate live broadcast \ live broadcast interaction \ parent account, etc.
- Viewer: Amway Headline (APP), official website, third-party streaming
- Background Management: Rights Management \ Content Management \ User Management \ Data Management

Application scenario

- Enterprise training: employee training \ agent training \ customer training
- Group activities: annual meeting activities \ brand activities \ staff meetings
- Live Marketing: Product Promotion \ E-commerce Selling Goods \ New Product Release

Platform services

- Service throughout event and live broadcast
- System operation and maintenance and technical support
- 7 * 24 hours after-sales support service

PART 4

Industry Case

1 Education

Vhall is committed to promoting the innovative development of the education industry and advocating the construction of a new online learning model. Utilize the advantages of live broadcast to get rid of geographical constraints and scale limitations, and to reallocate and make full use of educational resources.

Integrate functions such as live on-demand, audio and video communication, and teacher-student interaction to create live broadcast services that meet the needs of large-scale online public classes, small class lectures, one-to-one teaching, academic lectures, and many other scenarios, fully satisfying education and training institutions, customer training, and corporate internal training And other needs.

Vhall provides various types of webcasting services for China Europe Business School, Hong Kong University, Tsinghua University, Zhejiang University, Fudan University, Shanghai Jiaotong University, Xiamen University, Shantou University, Xi'an International Studies University, Chinese University of Hong Kong, Harvard University, Yale University.



► Wuhan Education Cloud

Due to coronavirus outbreak in February 2020, Wuhan Education Department has to switch all public school classes from offline to online. Vhall urgently supported the Wuhan Air Classroom project, deployed Weihou Classroom on the Wuhan Education Cloud Platform, and quickly built an online webcast platform "Wuhan Air Classroom" for Wuhan teachers and students after 6 days to ensure that 700,000 teachers and students in Wuhan to continue their education.



Overcoming technical difficulties :

High concurrency---more than 100,000 students watch at the same time;
Stability---Lecturers broadcast low-latency, continuous streaming at home;
Easy---support 5000 lecturers self-service live broadcast;
High interaction---opening classes, small classes, live broadcasts, connect, documents, etc.

Within 18 days of launch:

Class hour

130,000+

Views

13.18 M +

Hundun University

Chaos University builds online courses such as Hundun University APP, public account, and official website by invoking the development interface of Vhall Enterprise Live Broadcasting Platform to achieve simultaneous online and offline courses, reaching more people. Paid courses can be ordered on-demand, which captures the precise needs of customers, greatly improves customer acquisition, and helps monetize.

Functions such as graphics, voice, video, etc. provided by Vhall, improve student satisfaction; re-use of recorded courses to continue to create value.

In 2017, the total number of online classes at Hundun University has reached **98,021**.



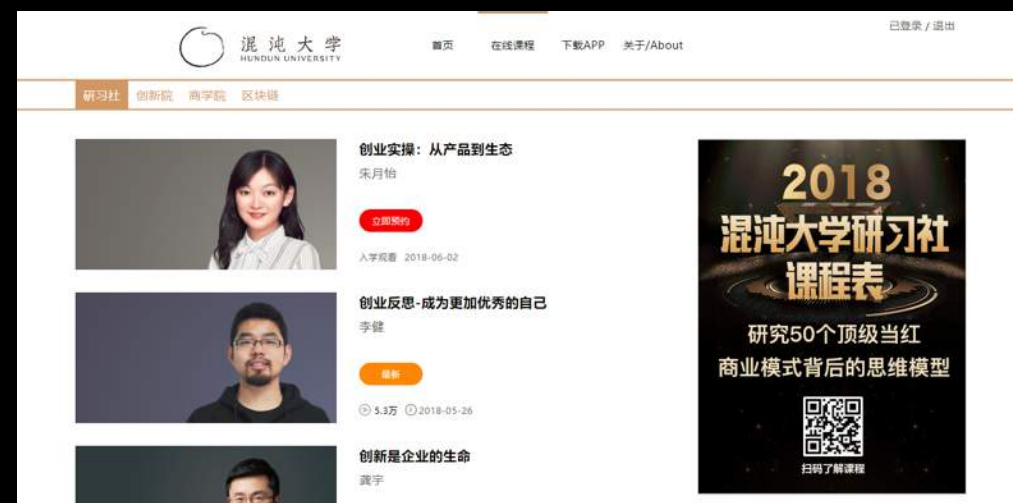
APP



Public account



Pay page



Official website

2 Healthcare industry

As a member of the National Health Industry Enterprise Management Association Transformation Medical Industry Branch, Vhall lead the medical and health industry into the "Internet +" epoch, and provide innovative support for academic exchanges and medical education for medical and health industries.

In the form of live broadcast, Vhall achieved full coverage: surgery, interactive consultations, internal training, lectures, medical seminars, transnational consultations.

At present, Vhall provides webcast solutions for TOP users invglobal medical fields such as **AstraZeneca, Fosun Pharma, Johnson & Johnson, Pfizer, Philips Pharmaceutical, Daiichi Sankyo, China Resources, Tongren Hospital**, and has accumulated valuable medical webcast experience; Institutions in the medical field such as Siquan, Saibailan, and CIAPH have launched cooperation with Vhall to promote the medical live broadcast.



► Johnson & Johnson

In order to improve the service level of clinicians in various places, Johnson & Johnson conducts regular training through live broadcasts. It sets up air classrooms, connects clinicians in different places, shares clinical surgery technology in various places. Through communication and discussion, improve local medical standards and doctors' surgical skills. At the same time, it disseminates and popularizes professional health knowledge for users, optimizes health services, answers medical questions, and maximizes the value of high-quality medical resources.

Online webcast has greatly improved the coverage and effectiveness of the conference, and the input-output ratio has increased significantly.



4 departments from different cities,
4 live channels + online interactive

Surgery details can be seen,
chat area can even discuss

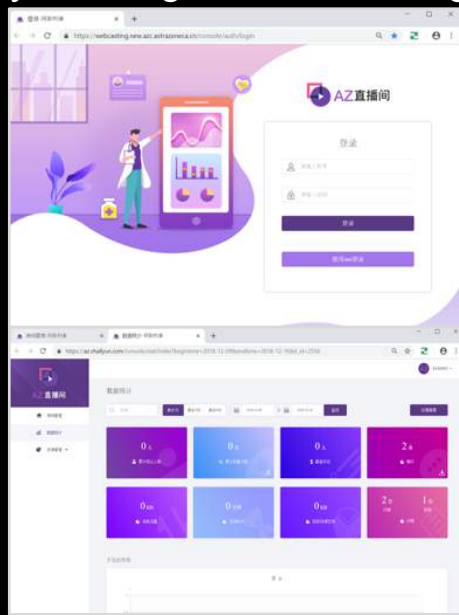


Vhall provides AstraZeneca with the industry's **unique PaaS integrated** live broadcast solution, fully opening streaming media services, big data services, monitoring services, and messaging systems.

The live broadcast has rich interactive functions and a powerful firewall system. It provides anti-theft, monitoring and early warning services for each live broadcast, ensuring the privacy and security of the live broadcast.

Webinars

Vhall builds the smart medical platform for **AstraZeneca-AZ live room**, through academic discussions, live surgery, celebrity lectures and other live interactive forms, to pass medical knowledge to more doctor groups, popularize medical cases, help doctors grow, and promote medical treatment Industry-Teaching-Research Convergence.



5G live surgery

On July 16, AstraZeneca and the Jiangsu Provincial People's Hospital used the 5G network for the first time to achieve a full live broadcast of the panoramic scene of the surgery. Nearly 13 hours, 10 operations were completed in 4 operating rooms. Vhall broadcast the operation process synchronously and performed different operation demonstrations in different channels simultaneously. The webcast is not only broadcast in the hospital's classroom for the doctors in the hospital to observe and study, and it is also open to doctors across the country. Statistics show that **more than 10,000 doctors across the country watched the live broadcast.**



3 Financial industry

Vhall devotes itself to creating a new product operation and promotion model for finance + live broadcast.

For the three major segments of securities, insurance, and banking, we have launched exclusive live streaming solutions to help financial companies broadcast live +.

Integrate on-demand webcast, video conference and multiple interactive capabilities to help enterprises and customers share information. It satisfies innovative business scenarios such as live talks, financial interactions, and online orders, hits precise customer sources, improves customer conversion rates, and enriches investor education models and experiences.

Well-known financial institutions such as Ping An Bank, China Merchants Bank, Ping An Securities, Founder Securities, China Life, Hexun.com, and PricewaterhouseCoopers are our customers.



▶▶ Hexun

Vhall provides Hexun with support the embedded product functions of SDK, JSSDK, H5, and other multiple mobile terminals; Fully interface all dimensions of live broadcast data to support API interface calling;

Technically capable personnel form a professional counterpart technical service team to deal with technical problems in real-time.

According to feedback from the Hexun operation department, Hexun Online Daily has **increased by 100%** year-on-year compared with the live & on-demand playback before embedding.



▶▶ Ping An Securities



Ping An Securities APP live broadcast module connects the original Ping An Securities APP user system, integration system, message system and live broadcast through the connection with micro-roar SDK, and then achieves perfect user experience and video effect through the customization of meticulous UI. View user behaviors and analyze data through the background to assist Ping An in the development of **record functions** for APPs, and conduct a reasonable and effective analysis of customer activity.

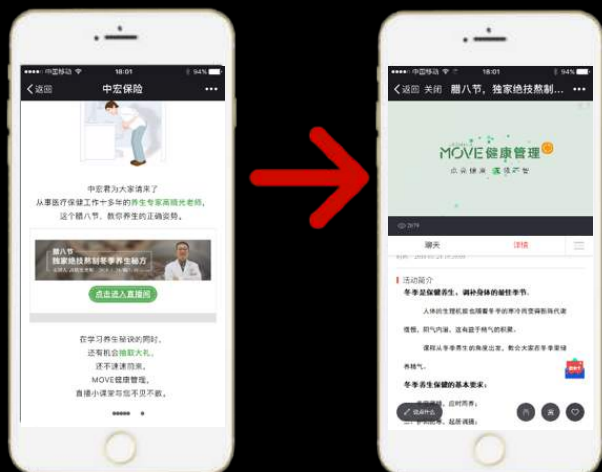
In addition, it also embeds **the customized development of live rewards, rankings, sweepstakes, announcements, product recommendations, and interfaces** to improve user activity and experience.

▶ Manulife-Sinochem Life

Manulife-Sinochem Life broadcasted a series of product launch conferences using Vhall. Achieved **30% growth rate**, the customer acquisition cost did not exceed 5%, and the return on expenditure was much greater than the offline seminar.

Since then, Manulife-Sinochem Life has shown the live broadcast page to its public account through the iframe embedding solution provided by Vhall, achieving **a 10% increase in fans in one month**.

It not only quickly expanded market share, but also obtained accurate user data to help better ordering.



▶ China Life Insurance



Vhall customized a dedicated live page for China Life to increase the channel for accurate drainage. Life Insurance Health Seminar Conference increased 35% new premiums (acquired customers) through online promotion. The consultation volume **increased by 60%** (exposure) compared to pure offline seminars.

During the tenth anniversary commemoration of the cooperation between China Life and Yao Ming, it attracted **30,000 viewers** for the live broadcast before the opening.

During the event, Vhall showed China Life's QR code on the live broadcast page, and increased **4000+ fans** for official accounts.

4 Information Technology

IT, technology, the Internet and live broadcast are closely related and are belongs to the earliest live broadcast + fields. Since its establishment, Vhall has a large number of IT company customers and has very rich live broadcast experience.

With its high concurrency, low latency, and zero stutters, Vhall Live has become the preferred live broadcast cooperation platform for IT and Internet summits. Vhall has broadcasted many world-renowned technology events such as the World Internet Conference, the 2018 Computing Conference, the GMIC Conference, the Product Manager Conference, the Apple Autumn Conference, and the Microsoft Developers Conference.

Currently, **Microsoft**, **Adobe**, **Alibaba**, **Sogou**, **UFIDA** and other well-known companies are using the live broadcast service provided by Vhall.

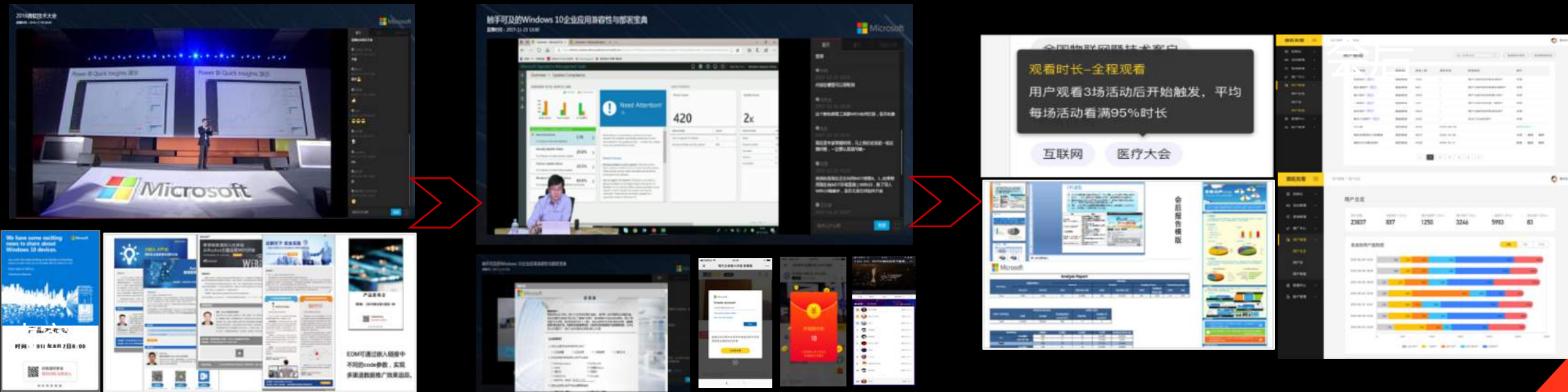




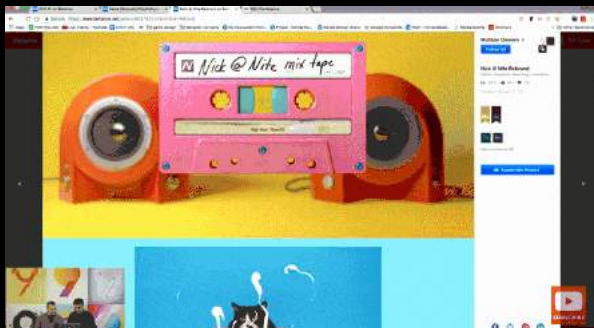
In response to Microsoft's needs, Vhall established business application system deployment, distribution networks, basic business systems, streaming media core systems, and operation and maintenance systems.

Based on Microsoft Cloud Azure and Microsoft's own CDN, complete business application system customization, and create live products that meet the two major scenarios of Microsoft employee training and external marketing activities.

Live broadcast includes product training, conference marketing, online preaching, data invitation service, campus recruitment and other activities. Use live broadcast to open up the key links of B2B marketing and drainage guests: accurate invitation in the early stage; through multi-dimensional and rich interaction methods such as red envelopes, lottery, invitation ranking and commodity recommendation sites in the live broadcast, it causes live broadcast fission and continuously promotes transformation; bullet window guides registration in the direct broadcast room to obtain effective user information; after live broadcast, through intelligent management such as user journey, user portrait, user label and grouping, it accurately grasps user trend, refines operation, cultivates private flow and promotes repurchase.



▶ Adobe



01

2017 "MAKE IT" Creative Live Show Comes to China

With 4 days, 96 hours, 3 burning periods, 4 creative themes, Vhall has customized a live broadcast solution of **keying + dual-screen demonstration** for this 4-day live broadcast, to create the ultimate live broadcast experience for users, realize the first live show supported by domestic creative people.



02

In 2018, launched creative live reality show--Adobe Live

As a regularly broadcasted live interactive program, Adobe invites artists illustration, animation, video, or the arts field, and displays and shares every month through live broadcast. The Adobe Live section is embedded in the official Adobe WeChat account. Users can make an appointment to watch the live broadcast through the public account.



明星摄影师

在线教学

如何60分钟速成大片?

包含Photoshop的中国摄影计划双十一活动进行中
现在预订立省109元
观看直播, 还有多重好礼等你来拿

2019 10/30 20:00

03

In 2019, well-known photographers double-eleven live broadcast pre-sale of new products

In the early stage of Double Eleven, Adobe invited well-known photographers to reveal the behind-the-scenes of celebrity propaganda photos and post-editing skills. At the same time, we recommend two ace products of Photoshop and Lightroom Classic through live broadcast, guide to Adobe Tmall flagship store, and enjoying preferential prices!

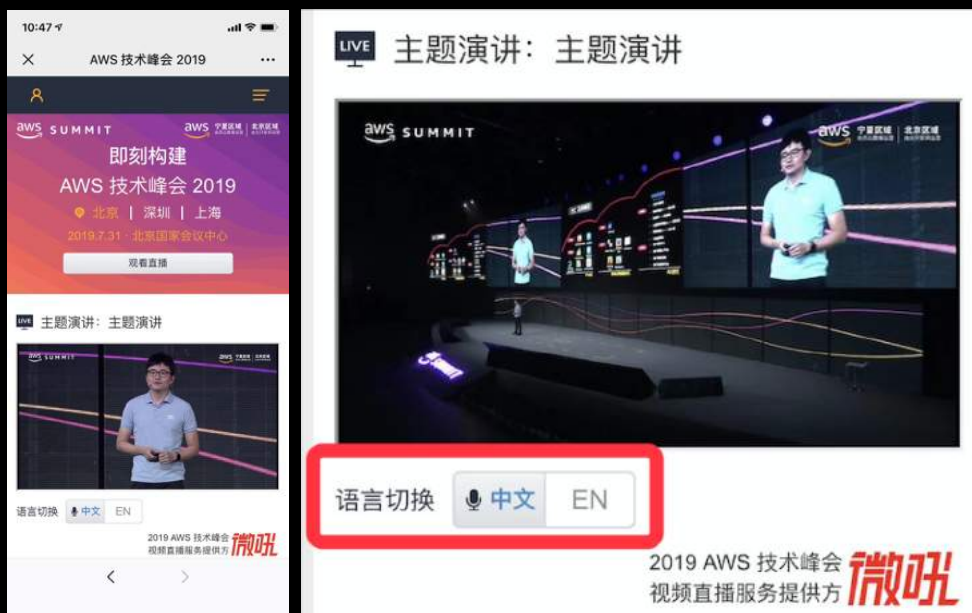


Public account-Appointment registration-Live reminder-
Watch live broadcast-Product recommendation-E-commerce



Amazon's comprehensive business is huge and complicated, so there are rich demand scenarios for live broadcast, which are mainly divided into: live broadcast of conference activities and live broadcast of daily training. Amazon live broadcast have the need to disseminate in the world, but also often set up overseas sessions. Therefore, It has high requirements for live broadcast stability, high concurrency, fluency, and bilingual. In addition, Vhall provides forms and other functions to help Amazon successfully increase diversion and guest rate.

Conference webcast



Vhall provides a full global live broadcast service for Amazon AWS Technology Summit 2019. The live broadcast embeds the official Vhall public account, and is equipped with Chinese and English dual channels. Audiences can choose their language.

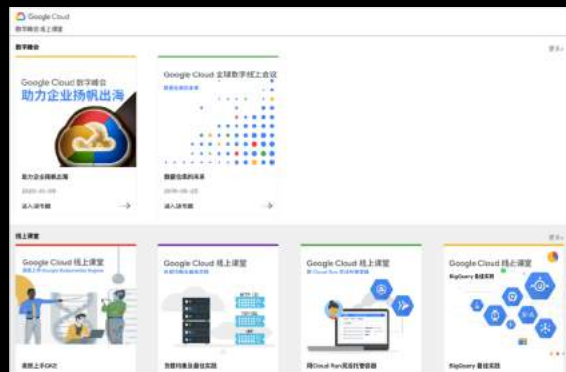
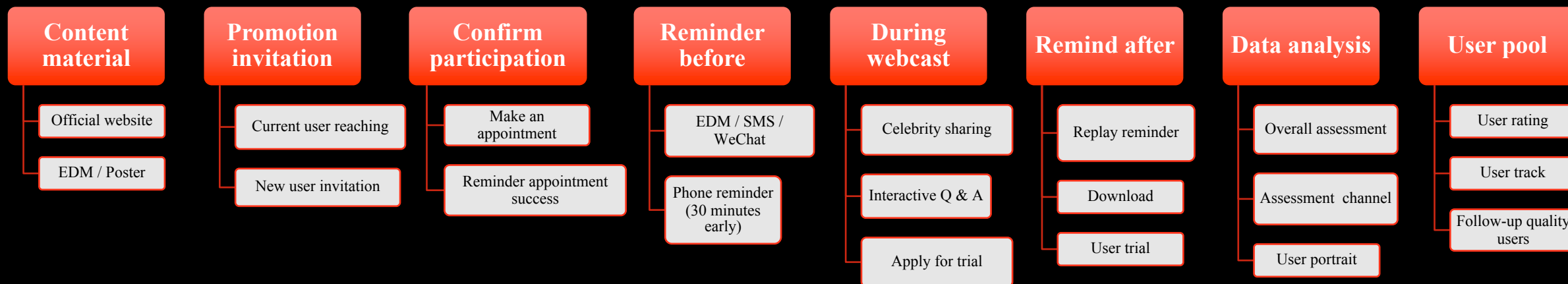
Training webcast



Vhall also provides live technical support for Amazon Global Selling and Amazon advertising. The live broadcast adapts to the PC's official website, embedded WeChat public account, and develops special features such as "thematic".



Cloud OnAir is an online seminar and conference system built for Google Cloud by Vhall. Industry experts, technology cafes, customers and partners are regularly invited by live broadcast to share and explain Google Cloud's products, technology and actual use experience. It is divided into two sections: digital summit and online class. Digital summit completely simulates the scene and process of offline meeting and transfers offline summit to online digitization; online class is used to share Google Cloud use experience. Create opportunities to communicate with users through webinars while obtaining effective sales leads.



► Computing Conference (2018 & 2019)

In 2018 and 2019, Vhall provided global live broadcasts for the Ali Computing Conference for two consecutive years. Vhall is responsible for nearly 300 domestic and overseas live broadcasts. According to statistics, more than 22 million domestic and foreign users worldwide watch the live broadcast online.

The live broadcast adopts the model embedded in the official website of the Computing Conference, and dozens of sub-forums run synchronously, and the viewing end can switch at will. Vhall has launched a lot of "black technology" for this live broadcast: all live broadcasts are split-screen processing, documents and videos are cut into left and right parts on the same screen; **Chinese and English real-time subtitles, dual-channel simultaneous interpretation, embedded cloud computing website seamless live broadcast, multi-forum simultaneous live broadcast switching, layered video coding technology, multi-channel transmission, VMAF real-time evaluation of audio and video signal-to-noise ratio, server-side monitoring, and big data analysis, etc.**

A data center monitoring wall is set up at the site to broadcast the live broadcast of each venue and the number of online viewers in real-time; all-weather firewalls, operation and maintenance, disaster preparation and other personnel follow up and patrol the site in real-time to prevent accidents.

The live broadcast finally won the unanimous approval of the senior management of Alibaba Group. The leader of the Alibaba team sent a thankful letter after the meeting.



Global Mobile Internet Conference

The Global Mobile Internet Conference (GMIC for short) has been successfully held for ten sessions since it was first held in 2009, covering nine countries and regions on three continents, attracting innovators from more than 70 countries in the world. It has become a grand event of science and technology innovation with global influence and is known as the wind vane in the field of science and technology innovation.

In 2019, Vhall, as a strategic partner of GMIC video live broadcast, provided live support for 3 days + 11 forums. Vhall designed live broadcast page H5 (including video, pictures, text live broadcast) for GMIC, embedded public account, official website, applet, and pushed the live broadcast to major video live broadcast media for promotion.



official website



Official mini program



WeChat account



aggregate page



Video media promotion



Live aggregate page H5



Live theme address



▶ Tencent Global Digital Ecology Conference

Tencent Global Digital Ecology Conference · City Summit was held in Beijing. As one of the industry Internet weathervanes, this session invited hundreds of celebrities from around the world.

Vhall embeds this live broadcast in **the Tencent mini-program**, and the live broadcast is equipped with real-time subtitles, live picture packaging (**real-time display by the speaker Title**), and distributed to Tencent Technology Media to ensure the global effectiveness of the conference.

In addition, in order to prevent unexpected situations during the live broadcast, Vhall has implemented a "**delayed live broadcast**" service for this conference, with a delay of 10 minutes to avoid unexpected situations and help the conference to be safe throughout.



PC Live Page



Poster-Mini Program
Code



Mini program
embedding

6 Automobile

Aiming at the development challenges faced by car companies such as high promotion costs, fierce competition from manufacturers, and high internal training and communication barriers, Vhall developed a set of live marketing solutions for car companies, which is suitable for car company new car launches, test drive activities, 4S stores. Multi-site interactive promotional activities, national dealer training and other scenarios.

In addition, Vhall also provides live broadcast services for various car events and international auto shows.

At present, Vhall provides live broadcast services for dozens of well-known car companies such as **Mercedes-Benz, BMW, Audi, NIO, Cadillac, Infiniti, Chevrolet, SAIC, Ford, Geely** and so on.



► NIO Automobile

NIO Automobile held the "EP9 London Press Conference" in the United Kingdom. With the help of the Vhall multi-video guide technology, it synchronized access to satellite signals and local video to achieve simultaneous global network live broadcast.

The live broadcast was also simultaneously passed to more than dozens of mainstream media platforms such as Youku Tudou, iQiyi and Headline, and the whole network reached 30 million viewers.

At present, Vhall is responsible for the online live broadcast of all NIO conferences.



► Audi



In addition to the WeChat public account mode embedded in the live broadcast, Vhall also customized a dedicated web page for Audi.

Through the live broadcast solution developed by Vhall, Audi has achieved unified real-time live training and management for practitioners such as dealers across the country.

Not only has the cost of enterprise internal training been greatly reduced, but the intelligent sign-in function and results acceptance method have also significantly improved the training results.

▶▶ Changan--quality and effect

As a newly launched sub-brand of Changan Automobile Co., Ltd., Changan Auchan Automobile is a reliable and practical boutique passenger car brand under Changan Group.

In 2019, Auchan participated in the Shanghai Auto Show, and held heavy events such as a new car launch event and the Auchan X7 Beijing People's Great Hall launch conference. Vhall has undertaken live broadcast marketing services.

- Using **multi-camera** shooting, switching between close-up and close-up shots, showing the new car in all directions; using **connect interaction**, the audience can communicate with the on-site host and engineer; through the **pop-up card** function, guide the WeChat public account and build private domain traffic.
- By downloading the Auchan APP, you can grab **red envelopes** and draw prizes. While enriching the interaction, you can successfully acquire customers, divert traffic, and increase downloads;
- Distributed through **media channels**, the press conference has simultaneously spread on hundreds of millions of users on **35+** platforms such as Car Home, Easy Car, dcdapp, Che You Headline, Tencent and other portal car channels, Douyin, and Headline.
- By setting up a subscription page at the entrance of the live broadcast, users can book live online when watching the new car release live broadcast. The Auchan X7 Beijing People's Great Hall listing conference, one hour live broadcast brought **2280** users online pre-sale deposit.

Brand exposure

User Operations

APP referral traffic

Media Diffusion

New car pre-sale



Auto Live Show



Unboxing webcast



New car release

7 E-commerce

E-commerce is one of the most typical application scenarios for live broadcast. With the rise of the mobile Internet, the logic of Chinese business is also undergoing a profound change. Live + e-commerce spawned the birth of business miracle one after another, and now trading volume has increased by more than \$50 billion compared with last year, with live broadcast contributing nearly half.

E-commerce has natural advantages in live broadcasting. First, real-time interaction, viewers can ask questions at any time and communicate at any time; second, all-round display of goods without dead ends; third, the amazingness brought by real-time communication, brand communication and social communication; fourth, global influence, radiating global purchasing power; fifth, the convenience of purchase.

At present, Vhall provides live broadcast services for dozens of well-known e-commerce brands such as **Amazon's global store opening, Yunji, and SECOO.**





On May 3, 2019, member telecommunications companies Yunji on the NASDAQ for listing and became the first stock of Chinese member e-commerce to land in the international capital market. Under the S2B2C architecture, the membership distribution system is implemented in the cluster, which is essentially the fine operation of private traffic. In order to better realize socialized communication, word-of-mouth communication, the use of live broadcast planning of the "daily explosion" column, embedded in the Yunji APP home page. Daily selection recommendation through live broadcast, and then encourage shopkeepers to live broadcast link social sharing, directly trigger purchase behavior.

In addition, we plan a series of online training courses and advanced webcast classes to help novice shopkeepers get started quickly and conduct unified training on the skills of shopkeepers to help selling goods.



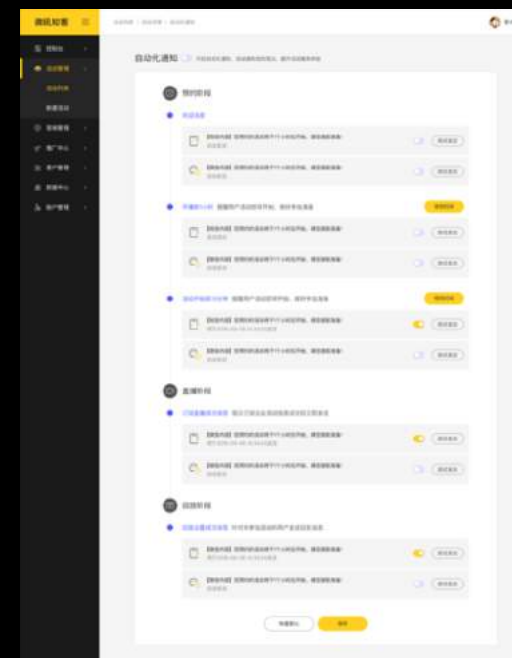
Referral traffic



Conversion



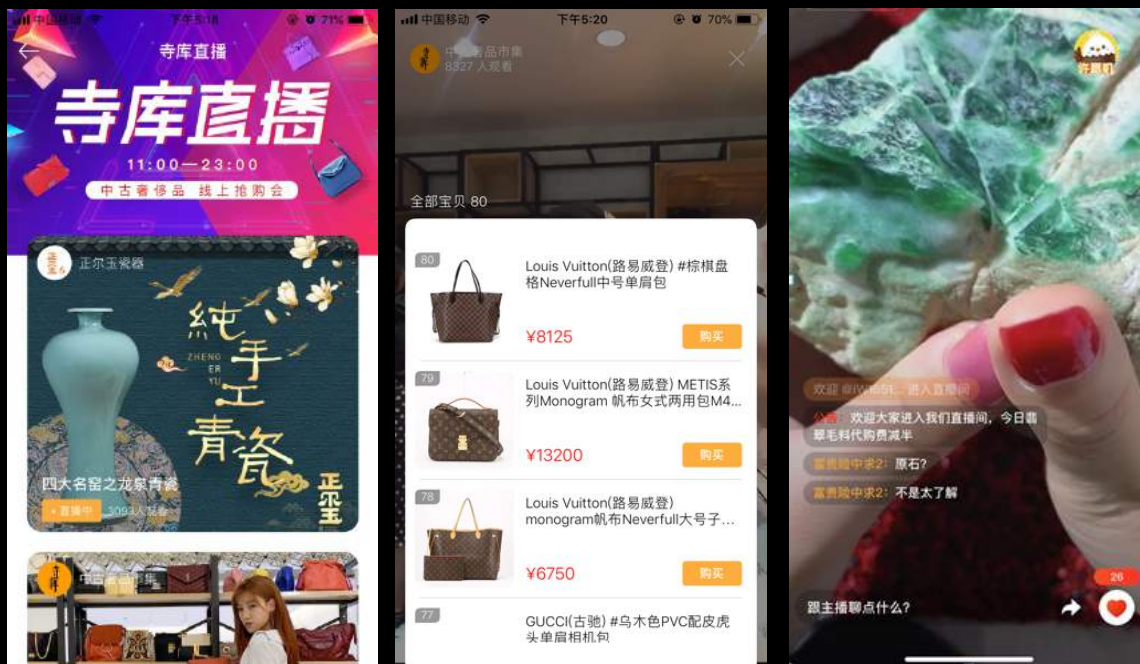
Operation



Intelligent marketing
background



SECOO, a diversified group of global luxury service platforms. Its main business involves online sales of luxury goods, luxury physical experience clubs, luxury goods identification, etc.



Coinciding with the big promotion of SECOO, Vhall relied on its powerful PaaS capabilities to develop e-commerce webcast products for SECOO urgently and adapted a series of channels such as headline pop-up messages, headline homepage, mini-program homepage, WeChat public account, and WAP web page.

Designed and developed a live viewing page and purchase conversion channels that are more suitable for C-end viewers to watch, consult, like, interact, purchase, and completed the live launch in a very short period of time.

In the announcement, the influencer can answer the frequently asked questions, and can also set a jump page under the independent ICON, which is used to complete specific tasks in exchange for points and other activities. Such as sending a red envelope for sharing, getting a coupon for new product recommendations. More and more users are diverted to the live room.

The high-definition picture, up to one million concurrencies, active interaction, and easy and smooth purchase channels have helped SECOO to achieve new grades in several major promotions.

| PART 5

Customer Reviews

Customer Reviews

JD University used the Vhall Live Broadcasting Platform to conduct remote training for 200,000 employees of JD Group. Later, it will also open permissions to let JD 200,000 employees become "live broadcast teachers." Vhall's advanced live broadcast platform and high-level technical experts are a strong guarantee. In the future, JD University looks forward to cooperating with Vhall and jointly creating a professional content sharing platform. Boosting enterprise development, achieve career development, and empower co-creation of ecological value.

JD Group Talent Development and Learning Platform Department

The Hangzhou Computing Conference lasted 4 days, attracting nearly 80,000 audiences, and covered 224 countries and regions through Facebook, Twitter, LinkedIn, YouTube, Google and other platforms in global webcasts. In this conference, through your earnest implementation and efficient guarantee, the relevant live broadcast work can be achieved. It has earned highly praise by relevant leaders and customers. I sincerely thank your leaders and colleagues in charge for their strong support. In the future, I hope to have more opportunities to cooperate with your company in all events and keep on innovating.

Alibaba Group Event Development Department

Vhall has provided live broadcast services for Amazon Global Selling for a year and a half. During this period, your service was very professional and stable, and respond to any problems quickly. Being responsible regardless of the webcast or offline activities, and provide us with guidance and answers in the first time. We are very relieved.

Amazon Global Selling

Customer Reviews

The 2019 Water Cube International Junior Swimming Invitational Tournament, hosted by Water Cube, was successfully held on November 30, 2019, at the Yingdong Swimming Pool in Beijing. The online webcast service we provide owned great praise of the National Sports Administration Swimming Management Center and participating teams. It has achieved a win-win result. Once again, I would like to express my deep respect and thanks to the enthusiasm and dedication of all employees! Looking forward to cooperating with you again. And I wish your company flourishing and getting stronger!

Water Cube International Youth Swimming Invitational Tournament Organizing Committee

On the basis of previous cooperation, your company has provided important support for the Pudong Branch of the China Cadre Network College and the Network College of the Pudong Cadre College of China in 2019, especially in terms of online broadcasts. I sincerely thank you for your support to us, and thank the professional team and staff for their delight service! We sincerely hope that in the future cooperation, we will cooperate closely, and make career progress together!

China Pudong Cadre College

In the past two years of cooperation with Vhall, you conducted remote training in the form of webcast/recording for Yunji members more than 100 times. It has a great connection with the professionalism and efficiency of Vhall, and we look forward to creating more efficient forms of empowerment together.

Yunji Academy



The leading webcasting platform in China

Headquarters: 5th / 6th floor, Gate 4, Block C, Phase 3, Dongyi International

Media Industrial Park, Chaoyang District, Beijing

Beijing, Shanghai, Shenzhen, Guangzhou, Silicon Valley

www.vhall.com

400-888-9970