



B buzz
master

www.buzzmaster.nl

Working with
BuzzMaster

Working with BuzzMaster

Technical and organizational details:

- What does BuzzMaster provide?
- What is the system capable of?
- What are the technical considerations?
- What are the organizational considerations?

In General

How does BuzzMaster work?

Does it work on each phone type?

BuzzMaster = Sidekick

Equipment required

Technical Requirements

BuzzMaster Connection

Possible disruption by other transmitters.

Technical Guidance

Wi-Fi & Cellphone Coverage

Twitter

Email, Facebook and Other

Design (Content and Visuals)

Which graphic input do we need beforehand?

Which content-related input do we need beforehand?

Can I still change things during the event?

Data

Accessing your data after the event

How long do you save the data?

Settlement

Invoiced and Payment Terms

Cancellation

We think it's great you're interested in using BuzzMaster for your event. BuzzMaster is revolutionizing the event industry. We set out to achieve real interaction between the audience and your speakers and we achieve this by using the audience's smartphones.

The audience is no longer a passive spectator but becomes an active co-creator of your event. This document explains the features of our product and the way we work. Please read everything carefully to prevent future miscommunications. Please also ask the people responsible for the event's technical setup to read this document, so they understand BuzzMaster's technical requirements.

In General

How does BuzzMaster work?

It's very simple. Everyone who has a smartphone can participate. The audience doesn't need to download an app and you don't have to worry about network coverage or functioning Wi-Fi. We take care of everything.

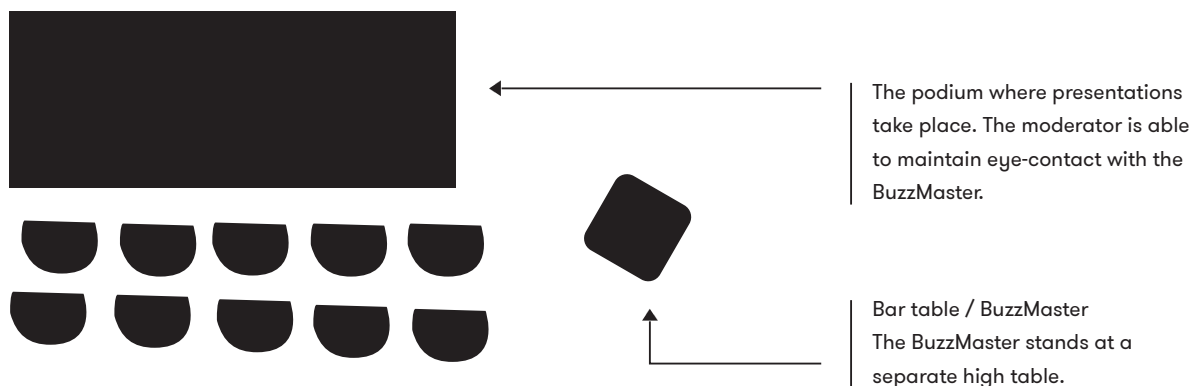
Does it work on each phone type?

BuzzMaster works on virtually every phone that has a browser installed. Whether it's a BlackBerry, Samsung, HTC, Huawei or Iphone - everything with a stock browser installed can connect. People with an iPad or Galaxy tablet can join in, too!

For the technicians among you: Apple iOS 5 and up, Google Android 3 and up, RIM BlackBerry 10 and up, and Microsoft Windows Phone 7 and up. Together, these systems represent over 95% of the smartphone market.

BuzzMaster = Sidekick

BuzzMaster is much more than a system that helps you capture the audience's opinions. It is also a person: the BuzzMaster. Our BuzzMasters are all highly educated and experienced in either journalism or events. Prior to and during the event, they will help think of questions, statements, and select the most interesting answers given by the audience. They operate the BuzzMaster computer and act as a sidekick to your event's moderator. Generally speaking, the moderator does not have to do anything technical. Everything can be done by the BuzzMaster present. However, it is possible for the moderator to look at all the results on an iPad or tablet. Deploying your BuzzMaster as the sidekick to your moderator yields the best results. To make the most of this interaction, we suggest the following setup for the podium and equipment: Screen Shot



Equipment required:

- One VGA or HDMI cable
- Two 220-volt connections
- One DPA microphone, not handheld
- Sufficient light, so that the audience can see the BuzzMaster.

Technical Requirements

We bring our own Wi-Fi system. Consequently, we do not need to use the onsite Wi-Fi network. BuzzMaster does not bring its own screen or projector. We connect to the equipment already present, be it a beamer or TVs connected to a computer.

For the technicians among you: We work with HDMI, including audio (BuzzMaster has a male HDMI type-A port that can directly connect to screens [female]). BuzzMaster also possesses a VGA + mini-jack audio (BuzzMaster has a DE-15 male port that can directly connect to screens [female]). To get the best image quality, HDMI is absolutely preferred.

If you want to switch between various input sources, for example between your own Powerpoint and BuzzMaster, ask your AV supplier for a video input switch.

BuzzMaster Connection

We need a spot where we can connect the BuzzMaster set to the video equipment. We prefer a table next to the stage, so that the audience can see the BuzzMaster as well. At this spot we need two 220V connections. Please note this needs to be a stable power supply. We also need a connection cable for the beamer / video input switch here. We prefer an HDMI cable + Switch as this guarantees the best image quality. VGA is also possible, but its quality is lower and the aspect ratios are fixed at 4:3. It is your responsibility to provide a proper cable that enables us to connect the equipment to the screen.

Possible disruption by other transmitters.

- BuzzMaster only uses the following, standard Wi-Fi frequencies:
- 2.4 – 2.484 GHz
- 5.15 – 5.85 GHz

It is not possible to use other frequencies, to change them or to turn them off. Please keep in mind that if there is other equipment present that transmits at these Wi-Fi frequencies, interference may

occur. If there will be other equipment transmitting at these frequencies, please contact us.

A few examples:

- You plan to set up additional Wi-Fi spots
 - Your microphones use these Wi-Fi frequencies
 - You plan to broadcast webcasts through Wi-Fi
 - You plan to have audio guides
 - If we don't know which equipment is present beforehand, interference may occur.
- As a result, we cannot be held responsible for such interferences. Please note that any adjustment may lead to additional charges.

Technical Guidance

Our BuzzMaster will set up the system, connect it to the AV supplier's equipment, instructs the moderator, and perhaps implement any last-minute changes to the program's content. We need about 15 minutes to set up the system and test it. Our BuzzMaster will arrive **2 hours before the event starts**. If you would like for the BuzzMaster to arrive even before that, please tell us beforehand and we will adjust the proposal. If you want to change these times after you've accepted the proposal, we will update the invoice accordingly. The BuzzMaster set is rather heavy, so a parking spot near the entrance would be much appreciated. If parking isn't free, could you validate for us?

Wi-Fi & Cellphone Coverage

Essentially, BuzzMaster creates a local network. The smartphones 'think' they are connected to the internet, but in reality they are not. The audience can use Twitter while they are connected to BuzzMaster, but this does depend on the 4G coverage. In less urbanized areas this may pose a challenge, so this is not guaranteed.

Twitter

While it is generally possible for your audience to tweet using our 4G connection, this is not guaranteed. If you want to be absolutely sure your guests can continue tweeting while connected to BuzzMaster, the BuzzMaster set needs to be connected to the internet by cable. To make this as easy as possible, BuzzMaster can simply be plugged into any normal Wi-Fi access point or PC.

Technical information for the local systems administrator in order to guarantee the use of Twitter:

BuzzMaster may be connected to your Ethernet network by means of a UTP Ethernet cable (RJ-45). The equipment can be connected to the public LAN and needs to be automatically configured through DHCP. All handsets connected to the BuzzMaster network will make use of our own gateway, so your DHCP server only needs to configure 1 client. Our equipment cannot complete login procedures or captive portals. The connection provided needs to be freely accessible. Additionally, it is not possible to connect through proxy servers or VPNs. BuzzMaster throttles data usage to prevent overload.

In case firewalls do not allow this or if there are any NAT blocks, we advise you to contact us well in advance. We assume the connecting cable will be present at the setup location for the BuzzMaster equipment.

Email, Facebook and Other

If you want to email, check your Facebook or simply browse, you will need to disconnect from the BuzzMaster network and use your own data connection or the local Wi-Fi network. **It is not possible to surf the web using the BuzzMaster network!**

Design (Content and Visuals)

Which graphic input do we need beforehand?

Please send us the following files:

- A high-res version of the conference or organization's logo. One logo, preferably in transparent PNG format, with a minimum of 250 × 50px.
- A background image we can use on the large screen. An image like this is often related to the conference's theme. Minimum requirements: 1200 × 800px, PNG format preferred. If the background image(s) supplied are not suitable, we can use our own templates. Background images containing text cannot be used. Moving background images are also possible for a small surcharge.
- Optional: a background image suitable for smartphones. Minimum requirements: 960 × 960px, PNG format preferred.
- Do you plan on using specific colors during the conference? Does your organization have a style guide? Please send these to us, so we can customize the backgrounds and other visual elements using your preferred colors.
- The layout of the graphs cannot be adjusted, unfortunately. For example: we work with column charts, not pie charts. It is also not possible to remove bars.

Which content-related input do we need beforehand?

There will always be a briefing with the BuzzMaster prior to the event, preferably with the moderator present as well. This allows us to explain how the system works and what its features are. Additionally, we are happy to advise you on which questions to ask and how to get the most out of your audience. We ask you to send us the definitive event plan no later than 3 days before the event. Please have this plan include the following:

- The definitive questions we will ask the audience
- The other BuzzMaster options you want to deploy
- The order in which we will deploy these options.

Can I still change things during the event?

- Absolutely! BuzzMaster is very flexible – you can change questions during the event.

Data

Accessing your data after the event

After the event, we will send you an email with an Excel sheet that contains all the event's questions and results. You will also receive a screen dump of all the screens showed during the event.

It is easy to edit these results and use them for other purposes. It is also possible to ask the audience to review the event (and/or separate speakers). This data is included in the Excel sheet as well.

How long do you save the data?

We generally save the data for 3 months. This data can only be accessed by us and the client and will not be used for any other purpose.

Settlement

Invoiced and Payment Terms

BuzzMaster uses a 30 day payment term. A longer payment term is of course possible but comes with a 2% surcharge. Cancellation Once you've confirmed our presence at your event, we set aside time, people, and resources for you. Therefore, late cancellations mean other events can't buzz. If you cancel four weeks or longer beforehand, we will not charge you anything.

Cancellations

between two and four weeks prior to the event will cost you 35% of the amount stated in the agreed-to proposal. Cancelling between one and two weeks cost you 75%, and cancelling one week before the event or even later will result in a 100% charge of the proposal's amount.

In conclusion

We started BuzzMaster to truly connect you and your audience. Our experience at various events proves the system is very accessible and reliable, and it truly creates a buzz during events. We hope to make that happen at your event, too!

Amsterdam, November 2015 The BuzzMaster Team

