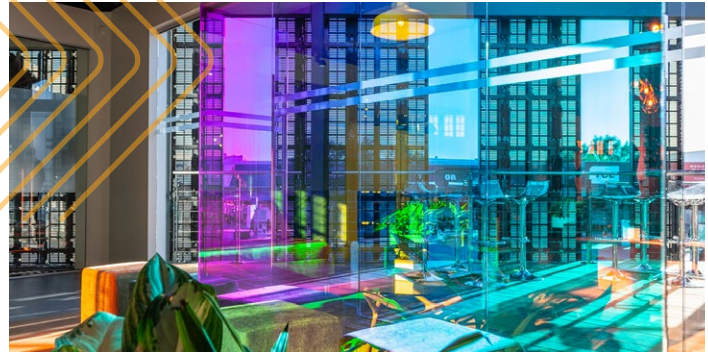




SMARTSOURCE

A GLOBAL BRAND EXPERIENCE AGENCY FINDS AN ALL-IN-ONE SOLUTION TO IMPROVE BROADCAST QUALITY



BACKGROUND

When an award-winning global brand experience agency needed a reliable solution for its virtual client events, there was little question where it would turn. The agency had a relationship with SmartSource® spanning over 17 years, relying on the company to support its live events. Over the years, SmartSource had outfitted the agency's clients with laptops, printers, monitors, and video walls, and in January 2020, with seventy 65" digital signs for an event conducted across four Las Vegas hotels. During the pandemic, the agency sought a cost-effective solution for its virtual client events. The goal was to deliver more professional quality virtual events and secure client testimonials.

CHALLENGE

While the agency had a successful formula for hosting live events, virtual events posed new challenges. Most notably was its clients' use of their own devices (i.e., PCs, Macbooks, etc.) to participate in virtual events. The problem was that the audio recording solution, Open Reel, only works well with iOS-based systems. Additionally, the agency wanted a streamlined, all-in-one solution.

SOLUTION

SmartSource's mobile and professional web presentation kits were the answer. SmartSource provided the agency's Fortune 500 clients with identical hardware, pre-loaded with software such as Open Reel. A total of 60 kits were ordered initially. The agency benefitted from SmartSource's technical support and logistics. SmartSource managed the inbound and outbound shipments – sending directly to the agency's clients – saving the agency countless hours and presenting them in a favorable light to their clients.

SmartSource provided two of its high-quality, broadcast-grade packages to meet the client's needs. The Mobile Presentation Kit comprises an iPad with built-in HD camera, a desktop multi-arm tripod with an iPad holder, a mobile-boom microphone, and a mini speaker. The Professional Presentation Kit is equipped with an i7 laptop loaded with Office 2019, a full HD USB webcam and ring light, a desktop tripod for the webcam, a high-quality external microphone, and a wireless keyboard and mouse. The presentation kits enabled the agency to secure professional quality recordings which could then be edited to achieve high-end events and testimonials.

"I am always comforted by SmartSource's capacity to support me quickly and effectively all across the country. It's so important to have partners you can count on, day and night, rain or shine."

- Duncan
Technical Director