



# Streaming Colombia®

## Live corporate events taken to the next level

The concept of corporate presentation takes on a new dimension when Streaming Colombia® designs virtual events for its wide range of clients in the country and in Latin America, creatively using the most advanced technologies.

Streaming Colombia® is an events company whose DNA is permanent innovation. Apart from its experience with face-to-face events of all kinds, both corporate presentations and specific events or business meetings, the company's spirit has always been to stand out from the competition, and for this they have invested in creativity, passion and innovation.

During the pandemic, given the difficulty of maintaining the usual in-person and physical events calendar, Streaming Colombia® saw both a crisis and an opportunity, and decided to bet fully on virtual events, an area that they had previously explored. And, after an intense search for a technological partner that could accompany them in their vision, Juan Pablo Prieto Sánchez, CEO and co-founder of this company, decided to bet on

Brainstorm's Edison PRO, a product that at that time was starting its commercial journey, but at the same time was supported by a solid company and its proven advanced technology. Edison PRO meant entering an exciting world, that of

virtual reality, virtual studios and augmented reality, but given the philosophy of the product, designed to be operated in a simple way, the transition to virtual studios and immersive events was much more easy than expected for



Streaming Colombia®. The company already had sufficient facilities and personnel to undertake this ambitious plan, but also incorporated specific profiles for this new journey.

The next step was to take virtual events to the next level, creating more impactful and engaging viewing experiences through virtual production, as Edison PRO allowed for integrating the presenters, speakers or participants immersed in a hyper-realistic virtual environment, and interacting with 3D objects in real time. To create these environments, Streaming Colombia® has a fully functional chroma set, including advanced lighting, and a human team with graphic designers, 3D animators and video and television producers, who bring the client's ideas to life through virtual scenarios and in-context visual elements that enhance the quality and impact of each event.

With broadcast quality technological resources at your fingertips, Edison PRO fits perfectly into the company's workflow, hosted in the Streaming Colombia® Virtual Event Center, which is also included in their portfolio. These facilities allow hosting all kinds of events, including those that require registration forms with QR codes, payment gateways, controlled or free access tickets, meeting rooms with conference transmission, interactive chat, trade shows with stands and networking areas, to name just a few applications.



Every story is born from a creative concept, and Streaming Colombia® accompanies the client from the conception of the original idea to turn it into a content that has a great realization, building a story that materializes in a video product, a streaming feed, or even a podcast for the world of digital content. Edison PRO is a fundamental piece in the creation of a unique, personalized narrative with a quality that can be assimilated to any television product.

For Juan Pablo Prieto "The year 2020 will be unforgettable for humanity but for us it defined a turning point, because it was the moment in which we found Brainstorm with a unique technological solution that added more value to our service offer. We always wanted to get closer to the world of Virtual and Augmented Reality with 3D virtual scenes in motion and with photorealism, and we ended up finding this Spanish company as an angel that illuminated the path we are now traveling on. Streaming Colombia® celebrates almost 20 years of operations and the last three accelerated our growth with the use of Edison PRO in all transmissions and audiovisual products in which we incorporated "Real Time 3D", with a quality and output that only Brainstorm can deliver, compared to other products the market. Let this be the occasion to

recognize that Brainstorm not only sells you equipment or a license for its software, but also accompanies you with support and even personalized advice on special projects. Now we are looking at the possibility of scaling to other Brainstorm products such as AstonElections or, why not, InfinitySet, but in the meantime we will continue to squeeze Edison PRO and its fantastic integration with Unreal Engine".

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**Juan Pablo Prieto**  
CEO  
Streaming Colombia®