



InterCall Virtual Environment

The Power of Customisation



www.intercalleeurope.com

WHAT IT MEANS FOR YOU:

- + Greater creative control
- + Wider branding opportunities
- + Reduced production time
- + Greater cost savings
- + Enhanced user experience

THINK OUTSIDE THE EVENT

The virtual environment is an engaging touch-point and therefore needs to be an extension of your brand. Regardless of whether you are using the Virtual Environment for a client-focused event, internal collaboration or both, your virtual environment needs to adopt the color, imagery, typography and other design nuances that reflect your company's brand. A large part of your event success is tied to how you create and design your environment.

POINT. CLICK. CUSTOMISE

Virtual Environment offers a level of creative control and customisation unparalleled in the industry. From the **Organiser Console**, you have immediate access to create, design and customize your environment using multiple dynamic templates, or instead create unique templates by uploading your own backgrounds, graphics, and Flash animation! – all with just a few clicks of the mouse.



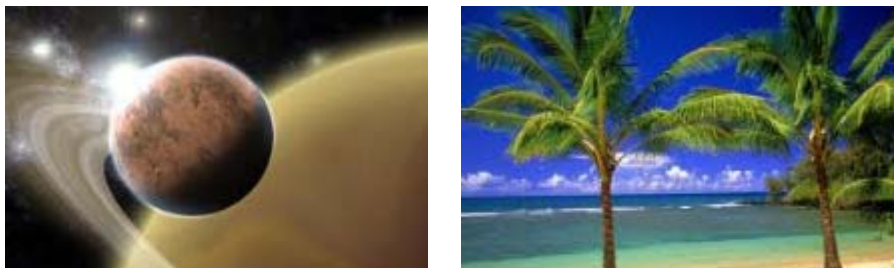
Each **location** within your environment serves a different purpose, which can be customised. Therefore your brand or 'theme' can be echoed throughout the environment to provide a truly immersive and branded attendee experience.

Virtual Environment background templates.....



.....from the Virtual Environment design catalog.

Your templates.....



.....from your own imagination.

A BOOTH IS MORE THAN A BOOTH

The Unisfair platform lends itself to creative flexibility. A booth is not simply a booth; you can transform it into a **location** with its own branding, messaging, logos and graphics, in other words, its own microcosm. A booth can be a classroom. A Net-working Lounge can be a café or a music hall. A Resource Centre can be bookstore or a bank. Depending on your event goal and theme, each location can be customized. As the organizer you have both control and visibility inside the environment 24/7.