

Elevate your visual communication with

T1V Story™

in Experience Centres, Briefing Centres, and Visitor Centres



PROSPECT

CUSTOMER

SUCCESS

FOR EVERY

INVESTOR

LOGO

TIMELINE

INNOVATION

STORY, THERE'S T1V STORY TO
CREATE YOUR

WOW



Use the power of storytelling to inspire and persuade your audience.

Make it personal, so that you increase emotion to get their full attention with engaging and memorable content.

To capitalise on customer engagements, you must create a WOW-moment that your audience will relate to, and for that you require a personalised story for your audience to be enthralled by.

Throw off the shackles to pre-determined linear slide decks and get your audience to lean in and listen to what you have to say with a memorable interactive story they can easily retell to others.

PEOPLE REPEAT STORIES.

STORIES ARE PERSUASIVE.

PERSUASION DELIVERS RESULTS.



Create **YOUR** compelling story with **T1V Story**

If you're engaging with investors, customers, sponsors, suppliers or high net-worth alumni, their experience of you must be active and compelling to get the outcomes — the persuasion — from their attendance.

An active and compelling experience is unlikely to be achieved using slide decks. Anyone can stand in front of a slide deck and, without any charisma, present the information, and that's exactly what you don't want. You want your best people to be storytellers who can captivate their audience, bring them into the experience, creating a melody and a flow that hooks them. Great communication is about what your audience hear, rather than what is said. Can you achieve that with stop-start judder from slide decks?

Stories allow you to personalise your message, make it appeal to the emotions of your audience with examples they can now relate to. Such empathy persuades people to your point of view, changing hearts and minds, thereby making the objectives you had much

more likely to be successful.

Story™ by T1V, gives your content a fully branded, interactive platform for your own stories to be successfully told. Because it's not linear, your story can flow differently every time, perfectly tailored to each unique customer. And because every customer is different, that's already more actively engaging than the passive reveal of the 'next slide' that everyone can see and read but not be engaged or inspired by. See, they're checking their emails again instead of listening to the bland person reading the slide verbatim.

Storytellers ensure that your message is heard. They come out from behind the lectern and build connections with the audience as they interact with the screen to make their story fun, informative, and relevant. If they're having fun presenting, your audience will have fun being there, listening, being WOW'ed, being so actively participating that checking their emails can actually wait. ►

T1V'S STORY SUPPORTS A STORYTELLING ETHOS.

STORIES MAKE COMPLEX PRODUCTS AND SOLUTIONS EASIER TO UNDERSTAND.

STORIES BRING PEOPLE ALIVE, CREATE ENERGY, AND HAVE THE POWER TO ELEVATE YOUR BRAND ABOVE THE COMPETITION.

Create YOUR T1V Story with highly visual interactive content — vibrant images, compelling videos, maps that make people curious.

Arrange them as an **Interactive Timeline** that you can dip in and out of as each unique conversation flows, where images, videos, pdfs and more reinforce your verbal explanations.

Assemble your Products and Services so that you can delve down into those specifically of interest to the audience you have right now. Visually engage with 3D graphics, videos, animations and more. Your showroom might not have physical room for your entire product portfolio, whereas T1V Story can bring every product line or service offering to life. Story means never having to miss an opportunity.

Using local, national or global maps, which you can enlarge, minimise or scroll around in, you can clearly show the information you want to get across. Each map point for showrooms, manufacturing facilities, customer deployments, etc., can be reinforced with images, videos, that continue your story.

Content can be filtered and categorised for easier user navigation and, if required, multiple people can simultaneously explore this interactive content.

When YOUR storytelling is complete, T1V's Story can be explored by visitors to discover more about you for themselves, immersing themselves in a fully branded interactive environment.

Award-Winning Collaboration Software Included

What if you've driven your visitors to explore more about your offering than you already have pre-prepared?

Every deployment of T1V Story includes T1V's Award-Winning visual collaboration software ThinkHub, allowing you to collaborate with customers on the next step of their journey. Alongside images, PDFs and more, you can open websites, create notes and sketch out ideas. Instantly connect a mobile phone and send images from your camera roll to the ThinkHub Canvas that add to the conversation.

Begin to Relish Storytelling

Too many presenters can't function without their content on a slide, and being in front of an audience — speaking in public — is a common phobia. Using T1V Story, navigating interactive content as you weave your magic allows you to communicate with people rather than simply talking to them. For storytellers, the opportunity to use the power of interactive stories should be their working highlight, and the basis for enduring success. Your own fun with Story will be infectious.

Organisations use T1V Story with many different screen arrangements from single 86" interactive flat panels to large touch-enabled video walls. ThinkHub and T1V Story make compelling platforms with great visual content for the latest generation of 105" displays with their 21:9 format. ■

ABOUT DUNCAN PEBERDY



Since 2006, when Duncan worked with the University of Nottingham on collaboration solutions that were part of the Visual Learning Lab — a HEFCE Funded Center for Excellence in Teaching and Learning (CETL), Duncan has helped universities and colleges develop new ways of learning and teaching enabled by technology, including innovations with multiple display technologies to support new pedagogies.

In 2015 Duncan innovated the Digital Classroom Roadshow that took new active collaborative technologies and furniture on to university and college campuses across the UK and into Europe. These roadshows were ultimately responsible for hundreds of active collaborative classrooms being installed on campuses throughout the UK, and in the Netherlands and Ireland.

In 2018 the roadshows (and Duncan) became part of Jisc and was re-branded as The Sticky Campus Roadshow, with Duncan becoming Jisc's Senior Lead for Digital Learning Spaces.

When Covid struck and campus roadshows weren't possible, Duncan provided consultancy to Intel on developments in EdTech, before joining T1V in 2022 to spearhead their solutions for hybrid working and learning across Europe.

In 2023, Duncan joined POLAR, quickly developing collaborations with multiple manufacturers to jointly deliver best-in-class immersive environments for entrepreneurial learning in Higher Education, and Customer Experience Centres for commercial organisations.

Duncan has written two business books on meetings commissioned by Pearson, and self-published two books — with contributions from Higher Education experts in Pedagogy, Technology & Professional Services — on the use of digital technology for small group active collaborative learning.

ABOUT POLAR

POLAR

POLAR is the UK's premier distributor of Workplace Technology solutions offering professional audio, immersive environments for entrepreneurial learning, room and resource management, audio visual, and equipment control solutions.

Founded in 1969, POLAR offer a comprehensive range of products, services and support that help organisations increase productivity whilst reducing costs. We offer technology solutions that help people communicate in the education, corporate and commercial sectors. From simple technology for a single person or small group of users, to collaboration platforms with the power to connect dispersed groups and individuals in multiple locations across the world.

Within education, POLAR's solutions empower schools to create a range of effective immersive and creative educational environments. Clear communication is the foundation for learning, enabling inclusivity and higher levels of engagement that enable successful learning outcomes.

Based in Burgess Hill, West Sussex, POLAR exclusively represents many audio, visual and workplace technology companies in the UK and Ireland and work directly with the approved specialist integrators who supply and support the education sector.

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