



**PRESS RELEASE**  
**24-02-2016**

## **BELGIAN START-UP LAUNCHES 'CROWDBEAMER', A UNIQUE PRESENTATION SYSTEM**

The Antwerp start-up company is launching a presentation system which is unique in the world. 'Crowdbeamer' allows a presenter or speaker to distribute pictures, texts and graphs to the audience immediately. Attendants can capture these images with their own smartphone, laptop or tablet, annotate them on the spot and store any information as desired. The system works everywhere, even where there is no Internet. This unique system is universally applicable.

### **Presentations are not keeping up with technological developments**

Hans Romaen and Peter Ryckaert, inventors of crowdbeamer, came to the conclusion that meetings and presentations were still being conducted in an old-fashioned way.

*"We were constantly being confronted with the 'old-fashioned' way of information transfer", according to Hans Romaen. "Everybody has a smartphone or tablet at hand nowadays. We noticed, however, that when attending meetings or presentations, people are still frequently using pen and paper to take down notes. Why not ensure that they can receive the entire presentation live on their laptop, tablet or smartphone? That does not exist yet."*

So he and Peter Ryckaert, also a university-trained engineer, went looking for a simple solution and came up with 'crowdbeamer'. With the launching of crowdbeamer, **digitisation** has now also moved in on the public's side in the world of presentations.

### **Anytime and anywhere**

Crowdbeamer is a unique and simple method of receiving, storing and annotating images and presentations immediately, as well as adding extra content or personal comments – and all this on **your own smartphone, laptop or tablet**. As an audience, all you need is the **crowdbeamer app**. Once the app is installed on your smartphone, you can take notes digitally and save what you wish straight away. As a speaker you only need to perform a single task: simply connect the crowdbeamer appliance to your computer.

Crowdbeamer is flexible, mobile and operates **without an Internet connection**. *"Indeed, that is the crowdbeamer's great asset", states Peter Ryckaert. "Crowdbeamer does not only free us from pen and paper, but also from the Internet and wifi. With the aid of crowdbeamer you can **make a presentation at any time and anywhere**: not only during classic meetings or sales talks, but also in open air, on construction sites, during a dinner, on a bus or train, in hotel lobbies, ..."*

### **International network for Belgian start-up**

Crowdbeamer was developed by Hans Romaen and Peter Ryckaert. The latter gathered experience in several successful technological/technical companies and projects in the IT Internet sector. By joining forces with Hans Romaen, who built up extensive expertise in organising international conferences and innovative events, they have formed a strong team.

The founders developed crowdbeamer in collaboration with a team of European experts, who were responsible for the concrete realisation. The system was tested and validated in iMinds' technology laboratory.

As a stepping stone to their product's market introduction, Hans and Peter ordered a 'go-to-market' study. *"Crowdbeamer has global potential. It is thus part of our ambition to be one of the leaders in innovative presentation tools on the American market in five years' time. Wherever people communicate, crowdbeamer can be implemented,"* adds Hans Romaen.

### **New investment round**

Crowdbeamer's business plan anticipates a break-even after 2 years. Within the context of a new investment capital round, discussions are underway with several eminent investors. *"We are highly confident",* concludes Peter Ryckaert. *"We have a functional product and a go-to-market plan. We are therefore ready to put our foot down and go full speed ahead."*

crowdbeamer is a RORYCO trademark.

RORYCO was founded in 2015 by Hans Romaen and Peter Ryckaert.