

PRESS RELEASE  
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## NEW PRESENTATION SYSTEM 'CROWDBEAMER®': GIVING PRESENTATIONS WILL NEVER BE THE SAME AGAIN

Slides and video during presentations are disseminated in real-time to the audience – a world's first, developed in Antwerp (Belgium). It allows the audience – using their own smartphone, laptop or tablet – to capture presentations and images, take notes right on them, as well as storing the desired information, anytime, anywhere – even where there is no internet connection. No other system allows this. crowdbeamer® is set to be launched at the ISE exhibition today.



### New Experiences for Presenters and the Audience

With the launch of crowdbeamer®, meetings, presentations, events and press conferences are elevated to a new level.

For starters, crowdbeamer® offers great ease of use **to speakers**.

*“crowdbeamer® is not dependent on the Internet. Consequently, as a speaker, you no longer need to worry about a good Wi-Fi connection”, says co-founder Hans Romaen. “You offer your audience an innovative, unique service which enables them to store images right on their own device, as well as adding notes. Moreover, this is a sustainable solution because, thanks to crowdbeamer®, there is no more need to hand out printouts of presentations.”*

Also, since the system immediately disseminates information, presentations no longer need to be transmitted in advance, resulting in additional time savings for the speaker.

The unique thing about crowdbeamer® is that **the audience**, at the same time as the speaker, have the same image on their screen and can start working on it right away: Take notes, mark elements, place comments... and store only the information they find interesting. No more lost notes: Everything is stored right away on their own, familiar device. In addition, crowdbeamer® provides the perfect solution for a common annoyance during presentations: legibility. Everything is perfectly legible on your own screen!

All the audience need is the free crowdbeamer® app on the devices they always have with them: laptop, smartphone or tablet.

## **A growing number of people want to have as many things digital as possible**

*“The development of crowdbeamer® meets a real need”, explains Peter Ryckaert, co-founder of crowdbeamer®. “Research\* shows that 76% - while attending a presentation – would like to be able to immediately note down their ideas to accompany the slides. Thus, crowdbeamer® represents a real added value for them”, Peter Ryckaert continues. “We expect crowdbeamer® to appeal to a great many people. Already, 8 in 10 Dutch citizens have a laptop, 9 in 10 have a smartphone and 67% have a tablet.”*

In professional environments, too, smartphones, tablets or laptops are often brought to meetings and/or presentations, for example to take screenshots or photos during a presentation or to film part of it.

### **Where and For Whom?**

Crowdbeamer® has a wide variety of uses. The presentation system can be used any place where people gather: In classic meetings, during a sales pitch, but also outdoors, at construction sites, during dinner, on the bus or the train, in hotel lobbies...

*“We are especially proud to have a few big corporate names among our early adopters. Even before the product hit the market, they demonstrated their confidence in crowdbeamer®. They include the Belgian multinational company Puratos, Deloitte, Hanssens Telecom, Groep Hugo Ceusters and the Crown Plaza Hotel in Bruges”, concludes Hans Romaen.*

Available from [crowdbeamer.com](http://crowdbeamer.com)

\*Survey conducted by the market research company iVox among 600 Dutch citizens who attend presentations.

#### **About crowdbeamer®**

Crowdbeamer® was developed by Hans Romaen and Peter Ryckaert in association with a team of European experts who were in charge of the development process. The solution was tested and validated at the technology lab of iMinds. Crowdbeamer® is a trademark of RORYCO. RORYCO was established by Hans Romaen and Peter Ryckaert in 2015.

#### **PRESS CONTACT**

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