

BRANDLIVE

Greenroom[®]

Virtual Production Studio



Create engaging TV-style content— minus the stress & cost—with a powerful virtual production studio at your fingertips



You don't need to be a technical expert or hire an expensive video production team to produce professional-quality content. Greenroom makes creating high-end videos and shows easy and accessible for everyone—with a simple drag and drop UX and intuitive features.

Build your show with Greenroom, then stream your live or pre-recorded content (or a mix of both!) to audiences everywhere using Brandlive audience platforms—Allhands, Showrooms, and Events—or social platforms like Facebook Live, Twitter, LinkedIn or YouTube. With Greenroom, it's easy to make your biggest moments, key meetings, and important content stand out from the everyday.

Producers: Self-produced or with our help, we've got you

Whether you're a seasoned video producer or brand new to the game, we've got you covered. Greenroom makes building your perfect show simple and seamless, thanks to innovative features that let organizers and producers easily manage, build, and stream shows. And Greenroom enables you to make decisions about your show's content and creation process earlier in the game to lower the risk of things going wrong during your live broadcast. Want help building your show, producing a stream, or recording? Our team of Greenroom Technicians is here to help every step of the way.

Scheduler

Putting together more than one event at once? Scheduling events with Greenroom is easy. Producers and organizers can easily manage multiple shows, rehearsals, recordings, and tech checks. You can even create channels to group Greenrooms by brand, project, or teams—and give each room its own calendar and email alerts. Keep everyone in the know—automatically—for every show they're working on.

The screenshot displays the Brandlive Workspace interface. At the top, there's a navigation bar with a 'Brandlive Workspace' title, a '+ Create show' button, and a user profile icon. Below this is a sidebar with options: Shows, Templates, Team, and Settings. The main content area is divided into two sections: 'Up Next' and 'All Shows'.

Up Next section features two show cards for Wednesday, Nov 27, 6:00 - 7:00 PM:

- Q3 Mission & Vision** (Brandlive Marketing): A 'Recording' event starting in 20 minutes. It includes a 'Join Greenroom' button and a 'Set up show' button.
- Sales Updates** (Sales and Product Teams): A 'Broadcast' event starting in 1h 46m. It includes a 'Join Greenroom' button and a 'Set up show' button.

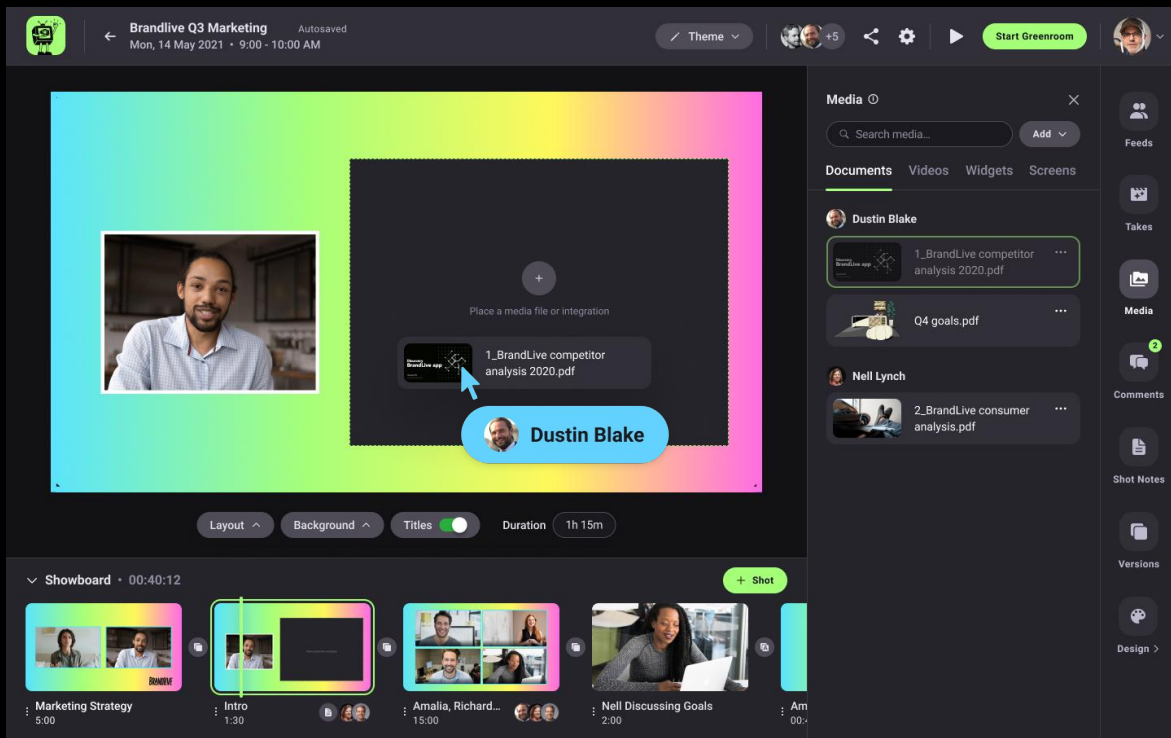
All Shows section features a calendar view with a search bar and filters (All, Month, Today). The calendar shows events for November 2021:

Mon	Tue	Wed	Thu	Fri	Sat	Sun	
	26	27	28	29	30	1	2
	8 AM Creative T...	10 AM Content... 11 AM Team Tr... 2 more		10 AM Training O...			
	3	4	5	6	7	8	9
		10 AM Brandlive...	10 AM Q4 Projec...				
		1 PM Training...					

A pop-up window in the bottom left shows a 'Broadcast' event for 'Creative Team Brainstorm for Upcoming Campaigns' (Brandlive Marketing) on 8:00 - 9:00 AM, with a 'Join Greenroom' button and a 'Set up show' button.

Showbuilder™

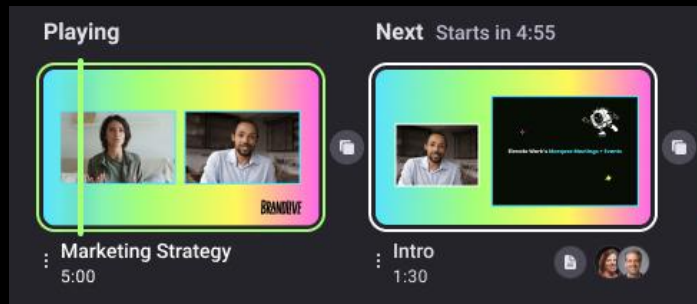
Showbuilder enables teams to collaboratively create a run-of-show prior to broadcast. Customize your show's flow—including pre & post-stream media, shot layouts, shot order, production notes, and cues. Showboard's intuitive navigation displays timeline-style across the bottom of the screen, so you can easily see the flow of your show—and share it with presenters during rehearsals to get everyone on the same page before you go live. Plus, you can easily create titles, lower-thirds, and canvas designs—whatever you can dream up, it's possible in Greenroom.



Showboard™

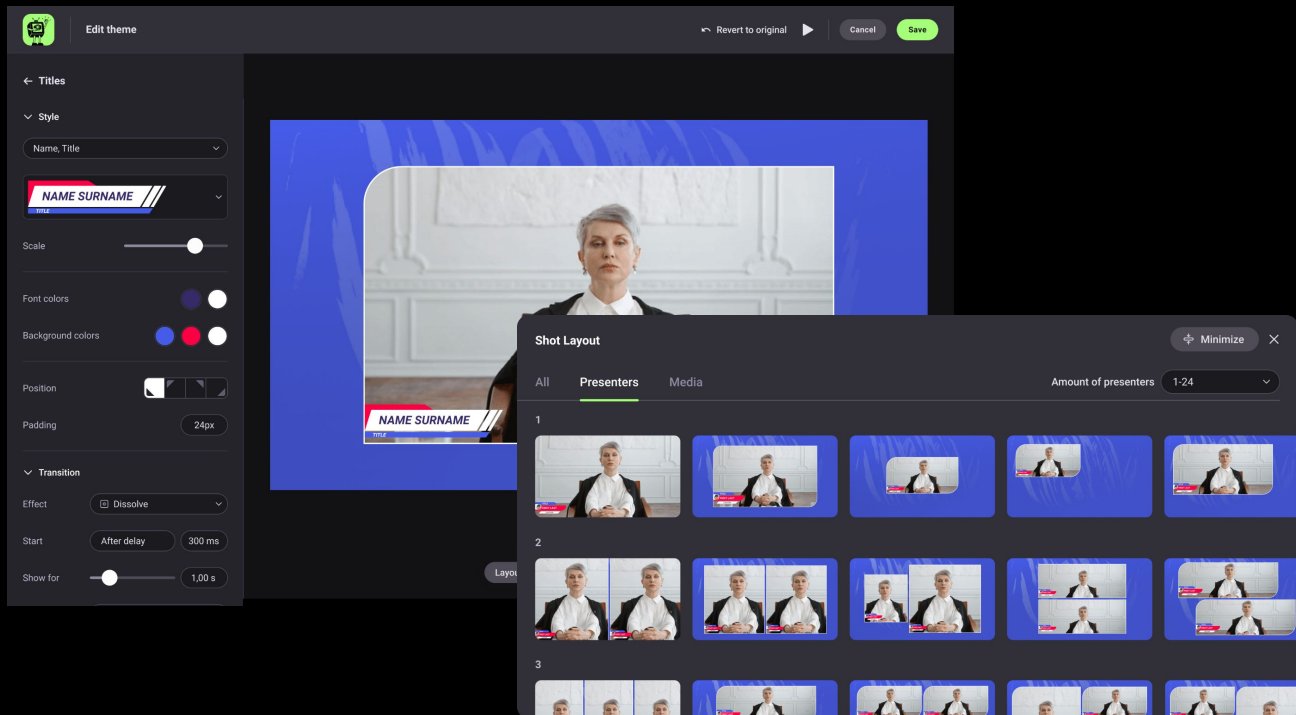
Build your perfect show, shot after shot. Simply drag and drop your media and presenters into Showboard—shot layouts, pre-recorded video, and both pre-and post-stream media. Building your show from start to finish—before you start streaming—doesn't get any easier.

- Pre-Stream Media
- Post-Stream Media
- Shot Layouts
- Pre-Recorded Media



Canvas Editor

Bring your brand's style into every show—colors, logos, assets—with total control over the look and feel of your virtual experience. You can also work with our designers to create and build polished, custom backgrounds, wallpapers, and more.



Keyboard shortcuts

Produce like a pro with all the essential shortcuts to run a show. Greenroom puts the power of a TV-quality production studio quite literally at your fingertips—with simple keyboard shortcuts that make every function lightning-fast. You can even program your own custom shortcuts!

Viewer mode

Get the whole team into the Greenroom without distracting your presenters. Presenters get a comfortable, intuitive experience. They can access their presenter materials and communicate with their producer and co-presenters—while multiple organizers, producers, and stakeholders collaborate behind the scenes.

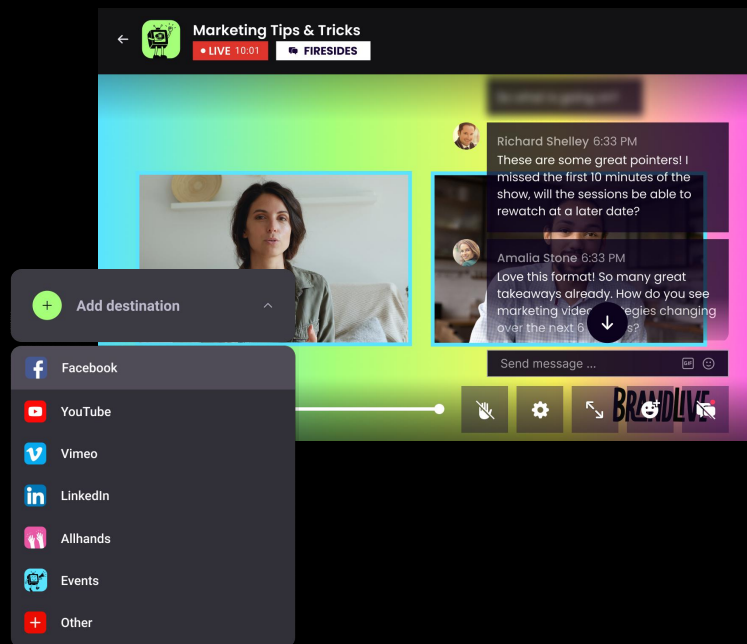
Broadcast Options

Once you've created, reviewed, and rehearsed your show, broadcast your high-quality content to your audience, wherever and whenever you want. You can use Greenroom to pre-record your entire show or stream live in real-time. From Brandlive audience platforms—Allhands, Showrooms, and Events—to online destinations like YouTube, Facebook, and Twitter (any platform that supports universal RTMP streaming protocol), engage your audience where they are.

Cloud streaming in 1080p

Stressing over wonky wi-fi and internet connections is a thing of the past, even if you have multiple producers and presenters joining from different locations.

With Greenroom's proprietary streaming technology, you stream high-quality 1080p directly from the cloud to any Brandlive audience platform.



Security settings

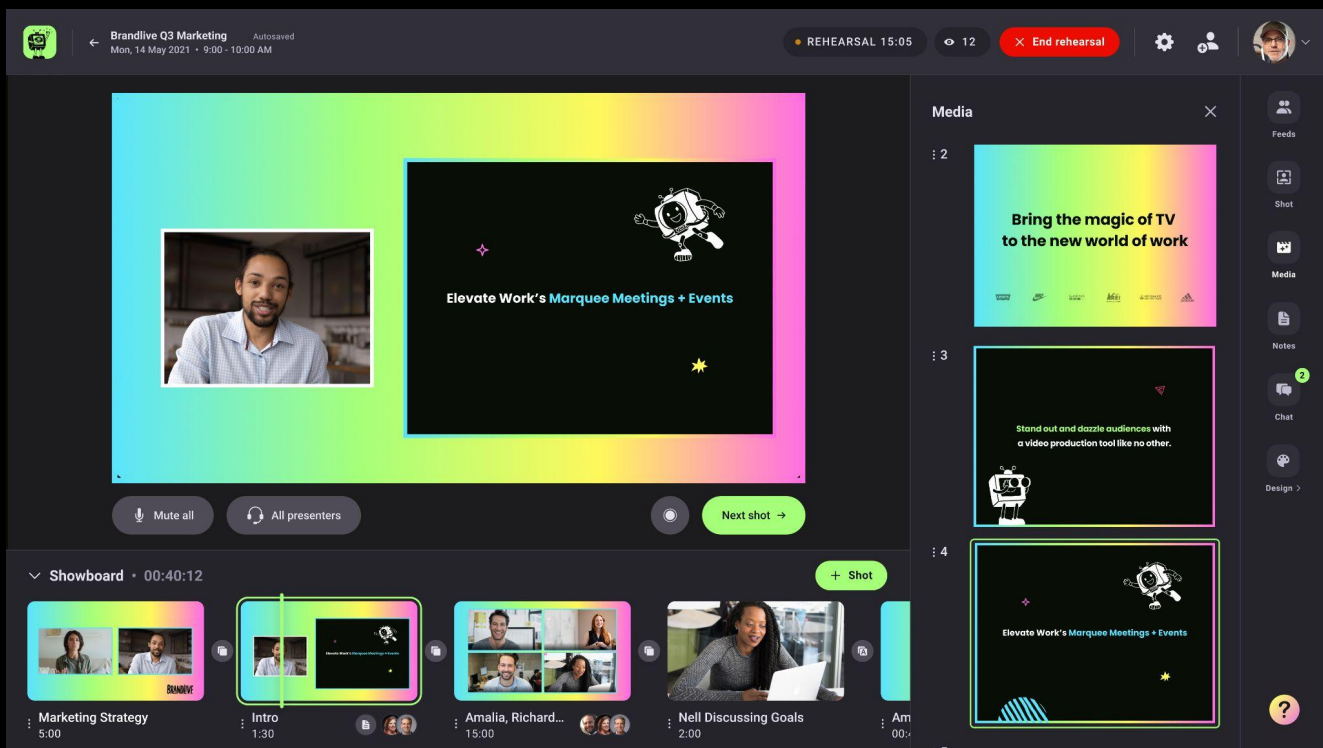
Security is important. Greenroom offers multiple options for granting access to different users, ensuring the right people have the right level of access at all times—and no uninvited guests come knocking.

Backup for mix-ups

Greenroom gives you confidence that your live broadcast will be smooth. But when the unexpected happens—a presenter has problems, a cue goes askew—you've got a host of options to keep the show going. Mute your show's audio or video, display a safety shot or photo, or bring up your wallpaper to keep things moving along while you get things reset and ready to roll again.

Presenters: Designed to make you shine

Your presenters are bringing their A game—don't let technology dull their sparkle. The Greenroom environment is designed to enhance the presenter experience, elevate their content, and bring their digital presence to life. With intuitive presenter features like slide controls, teleprompter, and notes —delivered in a modern, easy-to-use UX —your presenters stay connected to the audience, producers and organizers. Help them relax, focus on their message and have just as much fun as the audience!



Backstage comms

Bring the classic backstage experience into the virtual world with seamless backstage communication. Greenroom always knows who is live and who isn't and routes the audio accordingly so you never have to worry about "hot mic" accidents. And producers can easily communicate with live presenters without disrupting the show, no awkward earpieces required.



Speaker cues

Ensure presenters are never caught off guard when it's time to go live. Greenroom knows exactly who's slated to appear in each shot and alerts presenters in plenty of time when their moment in the spotlight approaches.

Countdown clock

Help presenters stay on track with a countdown clock that shows them exactly how much time is left in their segment. Set custom durations for each shot and give presenters the confidence of knowing just when to wrap up.

iOS app

Put the power of Greenroom in your presenters' pockets and take production, editing, and presenting on the road. The Greenroom iOS app uses the iPhone's best in class camera to capture stunning video—even better than some webcams.



With Brandlive, amazing production support comes standard

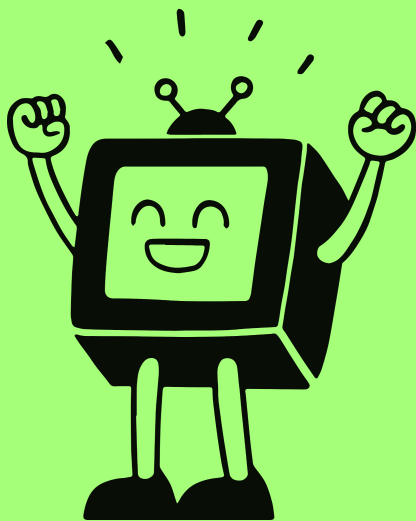
Get Greenroom for every show

Whether you're putting on a big event, hosting a company-wide meeting, or presenting a sales conference, your virtual experiences need to be memorable. That's why we include Greenroom with all our audience platforms: Allhands, Events, and Showrooms. So every virtual experience you create will be a standout show.

Design Services

Amazing shows call for amazing content—and we're here to help every moment of your event shine. Our in-house design team can help you create assets that tell a story, engage an audience, and elevate your production quality. Whether you need complete design services or experts to integrate with your in-house design team, we can hop in to support you anytime as you create your show!





Your success is our success

True partnership is built-in at Brandlive.

Licenses come with a dedicated customer success manager and a Greenroom Technician to help you produce your shows.

Ready to bring the power of TV-style video and engagement to your organization? Let's chat!

Reach out to your rep or start the conversation:

sales@brandlive.com

Explore Brandlive's suite of virtual engagement products

Greenroom | Events | Showrooms | Allhands