A virtual platform for facilitating
natural face-to-face conversations

CASE STUDY

No Small Magic reduces Showboat's development time by 6 months with LiveSwitch Cloud's flexible video API & platform

Goal

Build and launch an immersive virtual event platform for experiential marketing clients switching to online productions in the wake of the pandemic.

Solution

Leveraging LiveSwitch Cloud, Showboat cut six months of development time and launched with full enterprise-grade video streaming features.

About Showboat

Showboat is an immersive virtual meeting platform for companies and event marketing professionals seeking an online solution that replicates live corporate meetings, sales presentations, and tradeshow marketing. It was launched in 2020 by No Small Magic, a team of experiential software professionals based in Milwaukee, Wisconsin USA.

"Our team leveraged experience design, programming, motion graphics, and display installations to build immersive experiences for some of the biggest brands out there," explains Nate Kresse, Creative Director of No Small Magic.

The Challenge

When the world shifted online in 2020, experiential marketing companies were left scrambling to find a virtual meeting solution that could move entire business operations online. As an industry that normally saw $62.96 billion in annual spending when vendors exhibit in conferences, experiential marketers required a total pivot - and fast. However, traditional video conferencing solutions lacked the immersion experience that many of these firms required.

"Our clients came back to us asking for a solution that could foster natural conversations in a way that didn't feel like there was one dominant conversation among a grid of faces," explains Nate Kresse.

Experiential Marketing Statistics

60% of industry professionals believed that reaching virtual attendees is critical to an event's success pre-pandemic (Statistica).

87% of brand-side marketers had invested in experiential marketing prior to 2020 (Agency EA).

$10 billion of exhibition spending directly lost in 2020 (64% decline from the previous year), with the industry expected to rebound slowly over the next 5 years. (Statistica).

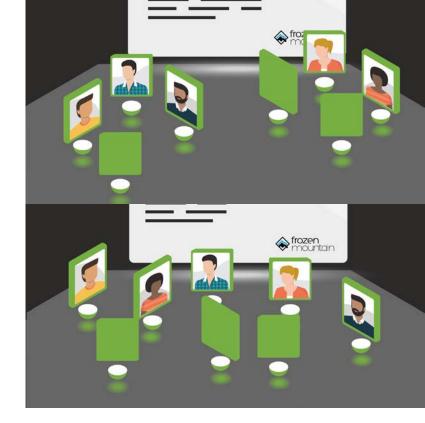## Identifying Critical Live Video Requirements

"We realized that imposing strict limits on participation numbers would impede a participant's ability to engage with their fellow users, whether that number is 5 or 20," explains Scott Vanderbeck, Technical Director.

"In addition," Vanderbeck continues, "we needed a video architecture that could be customized at all endpoints to provide our clientele with personalized brand experiences."

Researching Providers and Selecting LiveSwitch Cloud

"Our research began with assessing platforms such as Zoom, Google Meet, and Agora. We also considered open-source solutions and providers that enabled teams to spin up their own services," describes Scott Vanderbeck.

"Then I discovered LiveSwitch Cloud and realized it fit our requirements perfectly - LiveSwitch Cloud does everything we want. Perhaps most importantly, it enabled us to entrust the management of our Media Servers to experienced professionals so our team could focus on developing Showboat's custom features."

Deploying LiveSwitch Cloud

The No Small Magic team began developing with LiveSwitch Cloud in early May of 2020.

"LiveSwitch Cloud helped us iterate fast. Once our product roadmap was finalized, we were able to develop a simple proof of concept very quickly. In comparison, it would have taken our team another 3 to 6 months to launch Showboat if we had used an open-source solution or created our own platform from the ground up," explains Vanderbeck.

Showboat launched in January with ultra low-latency, enterprise-grade video/audio for 1 to 50+ participants and features such as screen sharing, chat messaging, presenter mode, and backstage access.

Flexibility For The Future

The team at No Small Magic has been persistently innovating the Showboat experience since its launch in January.

When asked about the future for Showboat, Kresse answers, "We are excited to bring more people together and help them facilitate interactions that would have been difficult in the real world. We're enthusiastic about providing companies the ability to host larger virtual events that can connect thousands of participants together concurrently."

Scott Vanderbeck echoes Kresse's sentiment. "We decided early on that Showboat is not just a pandemic solution. It is a long-term platform that will provide companies and experiential marketing firms the ability to engage with customers virtually, augment in-person tradeshow events, and foster long-term client relationships."

Book a tour to see Showboat. Or start developing with LiveSwitch Cloud.