

LiveControl

The Future of Video Production



What is LiveControl?

LiveControl is a video software company democratizing video production for all.

We're doing so by building on-demand, multi-camera, cloud production tools that dramatically reduce the cost of producing video.

That means, we are also...



A machine learning company that's automating camera control.



A marketplace of experienced camera operators around the world.



A SaaS business that's scalable with predictable revenue.



From your favorite comedy venue
to your local spin class.

All industries are investing in live video.



And while distributing content has become easy...



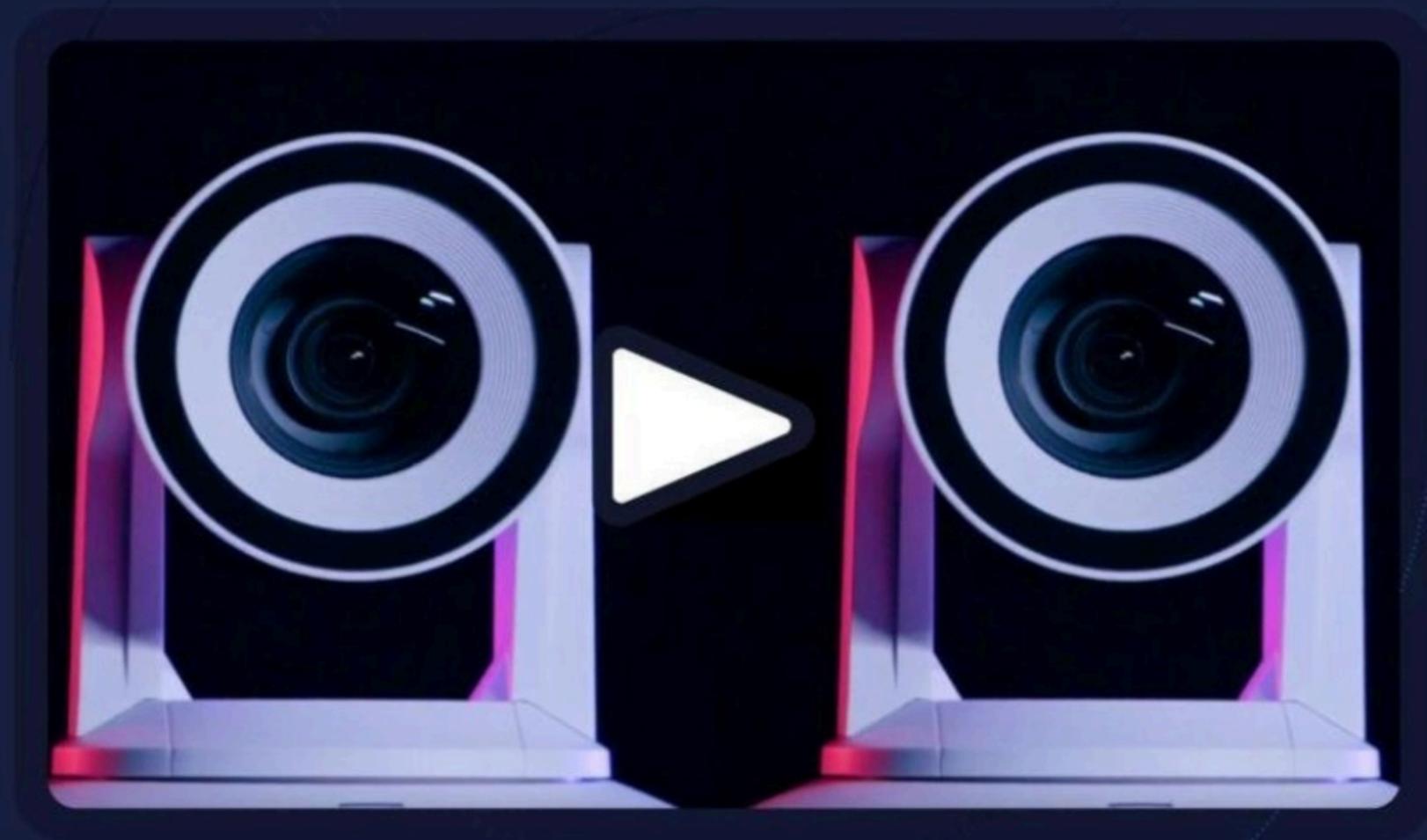
Everyone is still struggling with how to produce it.

Because producing great video is really hard.
It's expensive, time consuming, and requires expertise.



The process hasn't changed in decades.

Enter LiveControl: The future of video production.



CLICK TO PLAY 60S

TIRED

From an expensive process
that doesn't scale...



Set up and tear down.
Every single time.

WIRED

To on-demand cloud
video production.

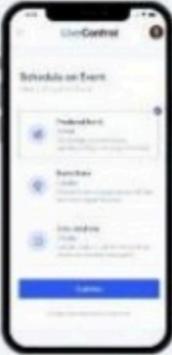
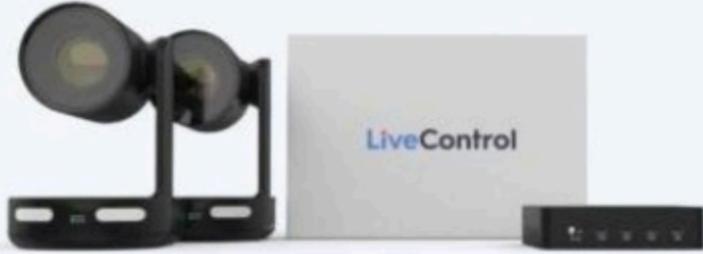


Simple and seamless video production.
Every single time.

We're making video production
accessible to everyone.



Video production at the **click of a button**.



ONE-TIME SET UP



Customers setup a PTZ camera. Our software integrates with all major camera models.

SCHEDULE

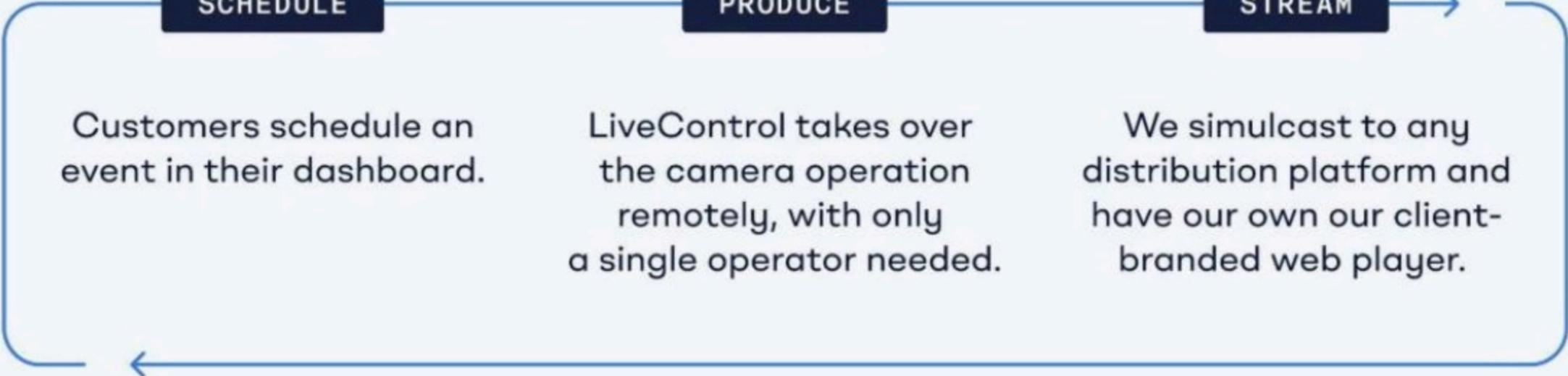
Customers schedule an event in their dashboard.

PRODUCE

LiveControl takes over the camera operation remotely, with only a single operator needed.

STREAM

We simulcast to any distribution platform and have our own our client-branded web player.



We **automate** the production work through our backend platform.



REMOTE CONTROL

We can remotely operate single & multi-camera productions from across the world in real-time.

TRI-SYNC MOVEMENTS

Our system's custom algorithms allow cameras to operate smoothly and pan, tilt, zoom simultaneously. Just like a live camera operator.

24/7 MONITORING

Remote equipment checks give us real-time diagnostics on production equipment.

COMPUTER VISION

We use computer vision to calculate camera positions and virtual presets allowing us to dynamically frame multiple shots at the click of a button.

We also **host** and **distribute** content, enabling us to own the entire process end-to-end.

DISTRIBUTION & SIMULCASTING

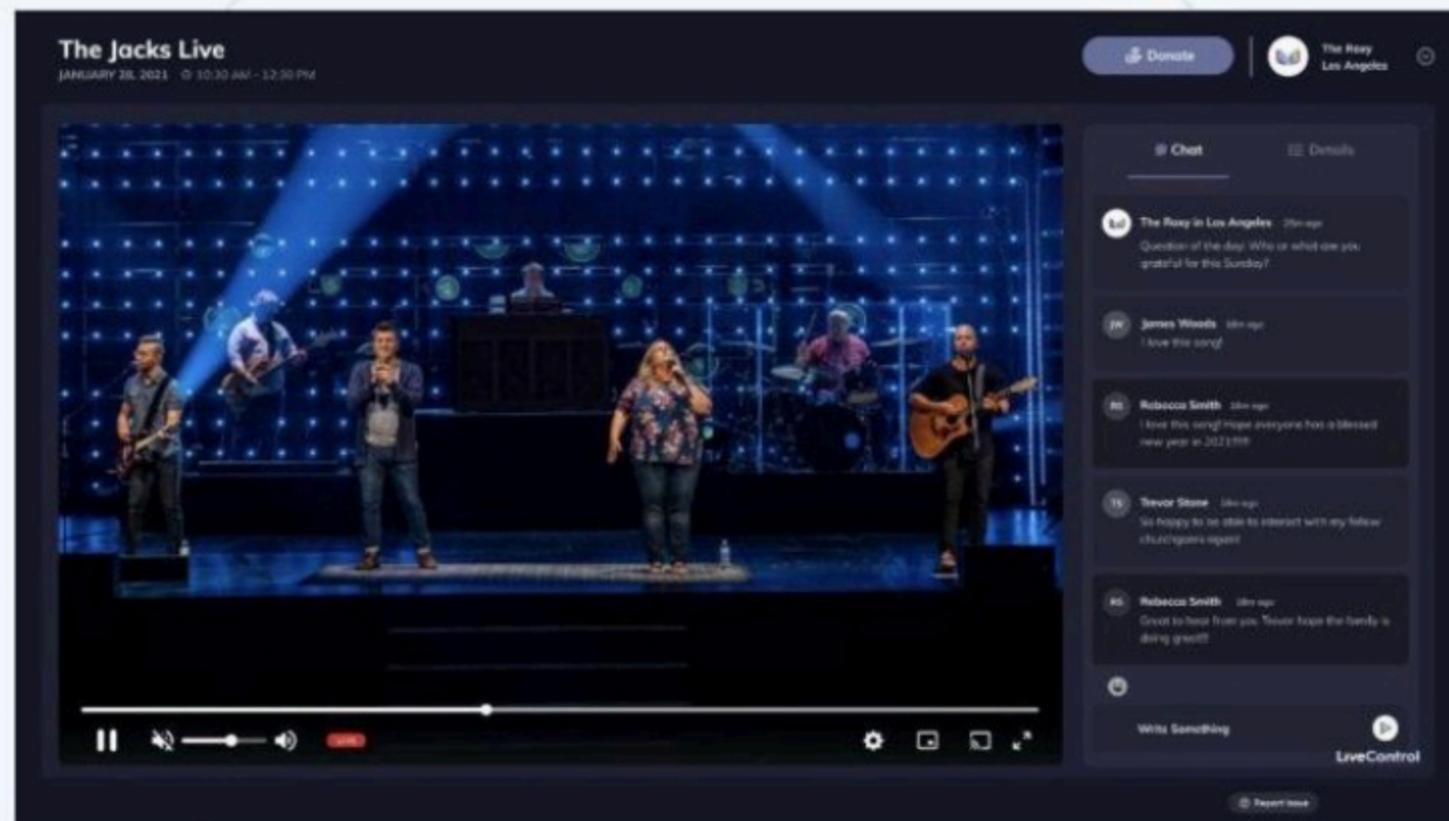
Hosting and distribution for customer live streams including simulcasting to 3rd party platforms like YouTube, Facebook, and any customer RTMP destination.

WEB PLAYER & ARCHIVING

We provide our customers with their own customizable Web Player. We also provide chat, automatic archiving, upcoming schedules and more.

ANALYTICS

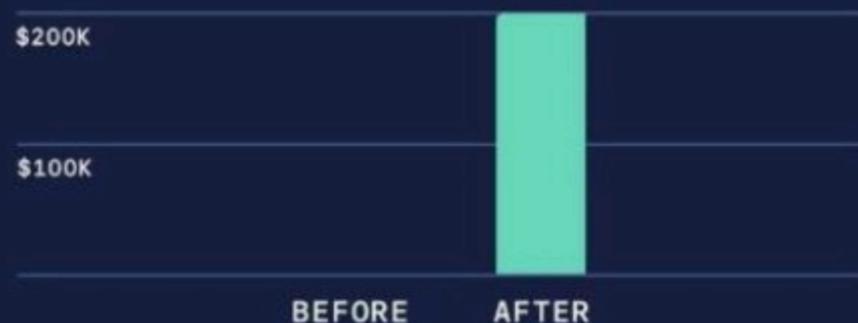
Real time analytics on all our streams help customers understand their audiences.



People love LiveControl because **we unlock real value for them.**

INCREASE REVENUE

LIVE STREAMING REVENUE



"LiveControl allows us to offer a service to our families that is deeply meaningful. Most of our families want to live stream, and it is becoming a significant new revenue stream for us."

— Jenna M.

INCREASE ENGAGEMENT

VIEWERSHIP

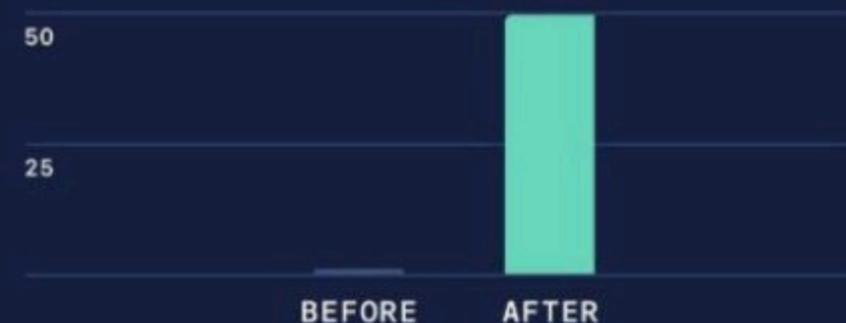


"Our venue has experienced a tenfold increase in viewership after we started using LiveControl. We're now reaching people all across the globe."

— Nathan A.

SAVE TIME

HOURS



"LiveControl turned my one-man band into a global operation. What used to take multiple people 40 to 60 man hours per week, is now as simple as scheduling a service."

— Chad M.

So we're **scaling fast.**



500%

YOY GROWTH

\$30M

TOTAL CAPITAL
RAISED

1000s

OF PRODUCED EVENTS



LIVECONTROL CUSTOMERS

With **plenty of room to grow** by unlocking a massive
whitespace for creators who could not afford video production.



Music



Worship



ADDRESSABLE
MARKET

\$200B



Cooking



Comedy



Exercise



Funerals



Corporate