



Extreme Mobility For Radio Presenters

| COULD WE LEARN FROM SCI-FI ?



Ruby Rhod

The Fifth Element

Luc Besson
1997

| TRADITIONAL RADIO STUDIOS



HEAVY
COMPLEX
EXPENSIVE



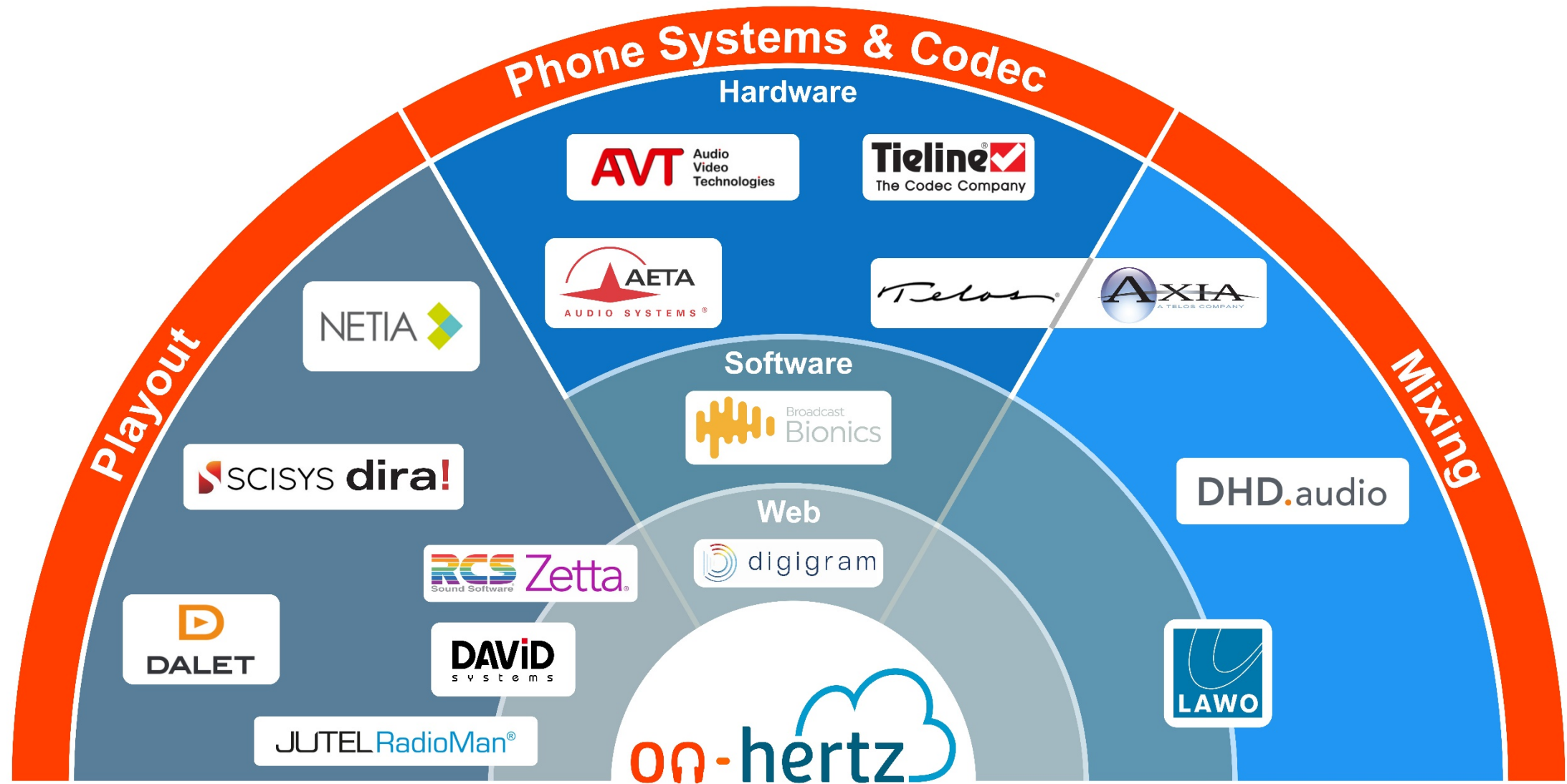
A STUDIO IN THE PALM OF YOUR HAND



FULLY VIRTUALISED
UNIFIED APPROACH
WEB IN ITS DNA

LUMO WON **BEST OF SHOW** WINNER
AWARDS 2018 @ IBC

TODAY'S LANDSCAPE



WHY MORE MOBILITY ?



- To create exciting (new kind of) content
- To improve brand awareness and experience
- To engage with listeners in real conversations
- To increase revenue

A studio so light that we could fly it
And produce the **first radio show** in Europe from a hot-air balloon !





| WHY UNIFIED AND VIRTUALISED ?



- To improve and simplify the workflows
- To focus on better content and less on tech matters thanks to better UI and overall UX
- To gain from all advantages of virtualisation
- To reduce cost



┌ We increase radio **audience engagement** by bringing **radio presenters** closer to their listeners.

To do so, we **dematerialise** professional live **radio studios** by transforming them into an integrated versatile **web-app** running on **COTS** devices. └



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