Flox launches to offer immersive metaverse virtual events across industries



Game changing metaverse experience set to revolutionise the events industry and deliver for sustainability goals

27th February 2023 – London, UK: Metaverse virtual events platform, Flox, has launched to make large scale immersive virtual events a reality for organisations and brands. The UK-designed 3D virtual platform offers the first full-feature 'metaverse' experience to help create more human virtual and hybrid live events for business, HR, marketing and events leaders across all industries for up to 25,000 participants.

The multinational Molson Coors Beverage Company used Flox to host the first virtual event for its global marketing team. **Matt Marlow, Digital Operations Manager EMEA & APAC at Molson Coors** said: "Flox is a great platform and great team, it's made our annual marketing event even more engaging."

Flox is a major development in the metaverse virtual events market, and the platform marks an unrecognisable leap from video conferencing solutions. The global virtual events market is projected to reach USD 617.33 billion by 2030 but after much metaverse hype and a recent McKinsey article claiming “investors are asking questions of metaverse companies about when they can expect tangible results from companies’ investments” - Flox is leading the field to deliver a remarkable metaverse experience that will benefit businesses, citizens and the environment.

Increased calls for an environmentally responsible approach to events, as well as the need for the advantages of digital (including instant translation, conversation transcribing, data capture and limitless space) are driving demand for digital events. Flox’s metaverse offer is far superior to 2D digital alternatives in offering an experience that’s as close to in-person as you can get digitally. Attendees move their digital avatars (personalised to their face with scanning technology) around a defined space, with active intention and more freedom to explore an event than is achievable in a video conference or in-person event.

Facing mounting pressure from increased ESG directives for an environmentally responsible approach to events, forward thinking business leaders can at last switch up their in-person events for a more sustainable and immersive experience, with proven return on investment and calculable CO2 savings. Based on 2,800 attendees of a physical event, an equivalent global Flox virtual event for a global brand would have saved 338 metric tonnes of CO2 and 85% of the costs of hosting the event in person.

The brainchild of digital and experiential marketing heavyweights Alistair Bryan and Jaie Genadt, Flox has successfully managed events with over 3000 participants and is backed by advisors including Phil Chambers, Founder of employee engagement platform, Peakon (which recently sold to Workday) and Matt Kingdon, Founder of innovation leader Whatlf?.

Flox co-founder, Alistair Bryan said: “Flox marks a new era in virtual events and online experience. For event managers and organisations that want to engage with their audiences - whether prospects, peers, students, employees, customers, suppliers or other stakeholders - our 3D virtual events platform is truly focussed on human connection and engagement at a global level. Designed to be fully immersive and scalable, Flox can also

enable business leaders to minimise the carbon impact of events, support diversity, reduce event costs and measure the effectiveness of their spend."

Flox co-founder, Jaie Genadt, said: "Far from sticking to the status quo in the virtual event space, we set out to design a platform that replicates the spontaneity, collaborative opportunity and live excitement of in-person events and experiences. Between us, we have decades of experience building relationships with event producers, tech suppliers, production logistics teams and CMOs, so we understand what matters to them, and we can bring it to life in the Flox metaverse."

Easily accessed at home or at work through a computer screen or phone, businesses and brands can use the beautiful pre-built and customisable virtual space or decide to build something entirely bespoke. The bespoke option could be a digital twin (e.g., an exact replica of a corporate site, a retail environment or pop-up, or a university campus) or something completely original and limited only by imagination.

Social connection is at the heart of Flox and has been built into its core product, with movement around virtual space and artificial intelligence helping users find and connect with the right people. This makes it easy to create spontaneous breakouts, or schedule one-on-ones and message other people instantly. The platform also has integrated tools to encourage active participation, such as live polls and moderated Q&As. With responsibility in development a priority, Flox has best in class privacy and security built in and is Cyber Essentials accredited.

Key features of the Flox platform include:

• Easy customisation: No Flox event feels the same; unique embedded branding; bespoke virtual spaces; Organisations can create the functions that serve their audiences.

• International access: Flox can be provided in most countries globally and events can be delivered in multiple languages.

• Virtual or hybrid events: Developed for our new 'hybrid' world with flexible broadcasting baked into the platform. This means the team can build a digital twin of corporate HQs, and clients can host in-person events with content delivered through the Flox platform to a real screen at the event. Or the reverse; using a live feed from an in-person audience to relay content to an expanded real-time or catch-up audience connecting remotely.

• Ability to be adjusted for personal preference: People can easily switch between perspectives: Personalised Avatar, incognito or personal view, which can also be 2-D or 3-D, and easily accessed at home or work through a phone or computer screen.

• Social connection built in: AI-driven intuitive platform helps participants find the right people, create spontaneous break-outs, schedule one-on-ones, and message others instantly.

• Integrated tools for active participation: For instance, moderated Q&As, free movement in the virtual space, integrated live polls and immediate responses.

• Joined up social technology: Agnostic data direct to CRM; social sharing integrations; machine learning refines AI over time, improving performance.

• High quality dubbing and subtitles: The platform has integrated translation software (available in multi-languages) that can provide an almost instantaneous dubbed commentary and immediate subtitled translation of content.

• Secure: Best in class privacy with security built in and Cyber Essentials accredited.

• Integrated carbon measurement: Flox has a built-in Flox carbon footprint tracker which allows organisations to understand the impact saving by virtual attendance.

• ROI measurement: Because Flox is agnostic, working with the major CRM platforms, the platform can integrate engagement and behavioural data straight into the CRM system providing measurable ROI for customer experience, sales and HR teams.

About Flox

Virtual events platform, Flox, offers events managers, organisations and brands a three-dimensional web - or 'metaverse'- experience to help create the most human virtual and hybrid live events that revolutionise the way we do business. The powerful, easy-to-use and immersive platform allows participants to access a virtual 3D event experience where information can be easily experienced, captured, and shared for boundless collaboration, in limitless languages.

Co-founded in the UK by advertising and digital events leaders, Alistair Bryan and Jaie Genadt in 2022, Flox's diverse and impressive client portfolio includes Fortune 500 companies and organisations across industries including retail, tech, finance, energy, government, pharma, education, and many more. Use cases include conferences, summits, exhibitions, trade shows, product launches, networking events, internal communications and concerts and performances, The virtual events specialist is proud to be a principal member of the Metaverse Standards Forum and a Microsoft partner.

Flox offers bespoke design using a powerful combination of human tech experts and the latest technologies. It enables clients to simplify and advance their events strategies and realise the power of digital communication – all while meeting their ESG objectives. Fully scalable, Flox can save over 85% of the cost of hosting an in-person event and minimise the CO2 impact of business events, as well as improve diversity and inclusion in events.