HANS-DIETRICH

GRAPHIC & PRESENTATION DESIGN EXPERT

PRESENTATIONS

Power BI Pro

Cloud-based SaaS BI solutions

- Get started quickly
- Secure, live connection to your data sources, on-premises and in the cloud
- AI-infused insights and intuitive data exploration using natural language query
- Pre-built dashboards and reports for popular SaaS solutions
- Live, real-time dashboard updates
- Deliver insights through other services such as SharePoint, PowerApps and Teams

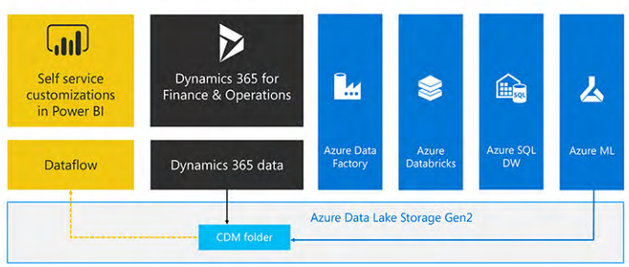
Power BI product portfolio

Author	Share and collaborate	Large scale deployments	Share and collaborate	App dev
Power BI Desktop	Power BI service	Power BI Premium	Power BI Report Server	Power BI Embedded
Free data analysis and report authoring tool	Cloud-based modern business analytics solution	Dedicated capacity for increased performance	On-premises report server	Visual analytics embedded in your applications

But it's hard to do

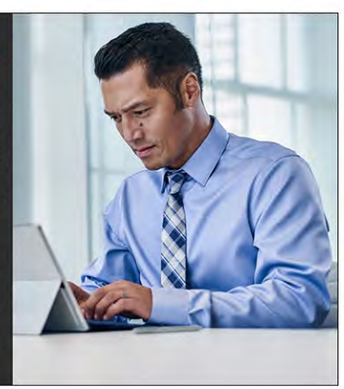
Amount of data is growing	Data sources are growing	Lack of specialized workers
163ZB	86%	#1
worldwide data creation by 2025	challenged to analyze unstructured data	data science and analytics are most challenging to find
IDC - Data Age 2025	IDG – Big Data Survey	IDG – State of CIO

Deliver ready-made insights to Power BI users from Azure



Portfolio Overview

- Experience your data
- Data analysis & report authoring
- Advanced data prep on big data
- AI in Power BI
- Security & Compliance
- Integration
- Administration & Management
- Extend with Azure & Power Platform



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5G Broadcast Powered by Intel® Technology

Overview

At the Olympic and Paralympic Winter Games Beijing 2022, Intel® Xeon® Scalable processors made it possible to transmit live sporting events over a 5G network for the first time. Intel and its partner OBS teamed up to capture and transmit the events at latencies similar to those of fiber-connected content-capture devices.

Live 5G coverage

Along with nonlive events, these live Olympic events were captured, encoded, decoded, and broadcast over a 5G network for the first time:

- Curling
- Alpine skiing
- Cross-country skiing
- Opening Ceremony, Closing Ceremony, and medal ceremonies

Business benefits

- **Increased sustainability** with faster and less-costly setups/teardowns, requiring fewer personnel
- **Freedom from fiber** with portable, discreet content-capture devices
- **Flexibility and capacity** with 5G-enabled content-capture devices that can capture live action from new angles
- **New opportunities for near-real-time streaming**

8K Virtual Reality

Solution components

The end-to-end 8K VR solution incorporated Intel® processors and networking products and other technology from content capture to display.

- 8K stitching with 11th Gen Intel® Core™ processors
- 8K encoders and 8K cloud transcode powered by Intel® Xeon® processors
- CDN network for edge distribution powered by Intel Xeon processors
- Video IP network powered by Intel® Tofino™ Ethernet switches

Market demand

- **USD 59.14B:** Global video streaming market size in 2020[1]
- **21 percent expected growth** in global video streaming market from 2021 to 2028[1]

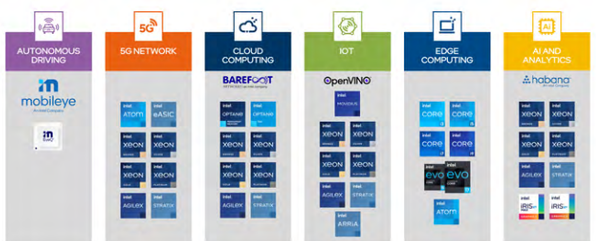
Intel® technologies

- Intel® Xeon® processors
- 11th Gen Intel® Core™ processors
- Intel® Tofino™ Ethernet switches

[1] "Video Streaming Market Size, Share & Trends Analysis Report By Streaming Type, By Solution, By Platform, By Service, By Revenue Model, By Deployment Type, By User, By Region, And Segment Forecasts, 2022-2030," Grand View Research, accessed June 13, 2022, https://www.grandviewresearch.com/industry-analysis/video-streaming-market.

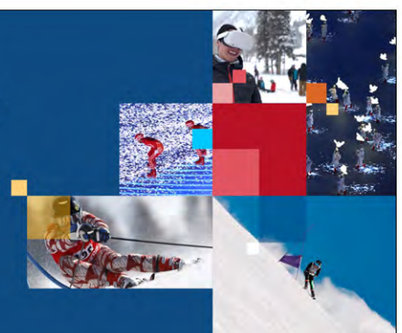
What do we do?

Our end-to-end product portfolio



Hero use cases

- 8K Virtual Reality
- 5G Broadcast Powered by Intel® Technology
- Venue Simulation System (VSS)
- Mobileye, an Intel Company
- Virtual OB Van
- Intel® 3D Athlete Tracking Technology



8K Virtual Reality

Overview

At the Olympic Winter Games Beijing 2022, Intel captured and produced the first-ever fully produced live 8K virtual reality (VR) video for Olympic Broadcasting Services (OBS), which then distributed it to rights holding broadcasters (RHBs) worldwide.

Live content

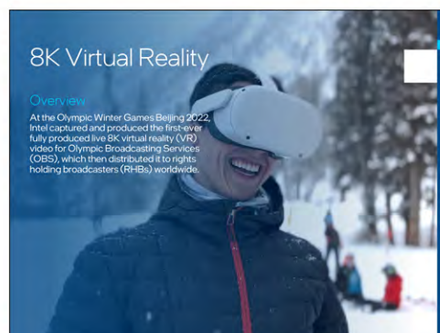
More than 80 hours of live, 180-degree VR content was produced, including livestreaming of the Opening and Closing Ceremonies and marquee sporting events.

On-demand content

On-demand content—including highlights, features, and sports clips—was produced in both 180- and 360-degree formats.

Business benefits

- **World's first fully produced 8K sports livestream** provided to broadcasters for global audiences
- **Transformative user experience** with the highest resolution possible on modern VR headsets (also available on web and mobile)
- **Highly efficient media processing and encoding**
- **End-to-end solution powered by Intel® Xeon® and Intel® Core™ processors** includes capture, production, and distribution



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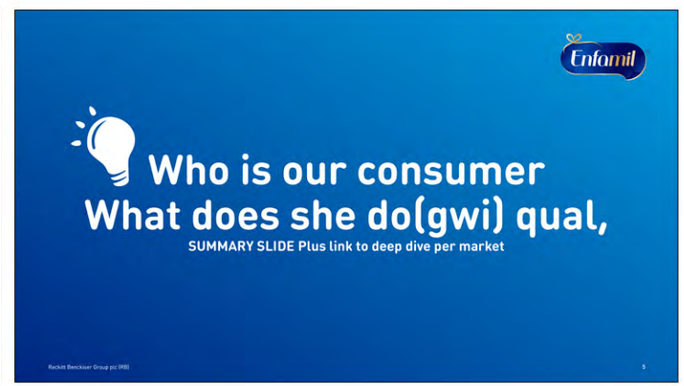

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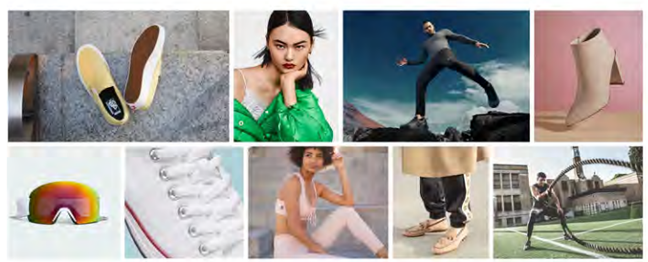
straub collaborative | Thread + WOLVERINE WORLDWIDE

We Know Footwear



Makers of Damn Good Content for Iconic Brands

adidas · PUMA · Reebok · New Balance · Danner · BURTON · KEEN · FIVE TEN · Carhartt · LACROSSE · FRENCH TOAST · CONVERSE · FOOTJOY · Titleist

Through our services and partnerships, we create loyal customers and generate billions of dollars of revenue for many of the world's most trusted brands.

Including: WOLVERINE worldwide

We Know Footwear

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CASE STUDY: adidas Group

Copy that Converts Consumers

adidas

Challenge
Producing brand-right copy at scale across 30 sport and fashion categories season after season.

Solution
- Systems and tools that scale
- Standardized workflow with flexibility
- Long-term relationships with brand teams

Results
- Products 50,000+ descriptions in 2020
- On time delivery rate: ≥ 95%
- Annual error rate: < 1%

straub collaborative | Thread

Who We Are

Studio Manager · Project Managers · Photographers · Videographers · Stylists · Merchandising Managers · Hair and Makeup Artists

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Account Director · Project Manager · Copy Director · Researchers · Writers · Editors · Proofreaders

Creating high quality product content
is not unlike creating high quality products themselves

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Operating in Three Separate Timezones: Enabling 24 Hour Work Cycles

Portland

Hush Puppies · CAT · Harley-Davidson · Chaco · 7 For All Mankind · Smartwool · HYTEST

On average, most of the items that are produced in Rockford, MI currently

New York City

Easy access to high-end staffing and models for more editorial-style imagery

Boston

SPERRY · saucony · Keds · stride rite · MERRELL · WOLVERINE

On average, most items that are produced in Boston, MA currently with the exception of Wolverine and Merrell

Hong Kong

Ability to field production quickly and efficiently due to shortened shipping times and pricing from Chinese-centralized factories

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GlideScope BFlex™ – Single-use Flexible Bronchoscope

GlideScope® BFlex™ is a single-use bronchoscope designed with exceptional image quality and maneuverability for difficult airways and bronchoscopy procedures

GlideScope BFlex is pending CE mark

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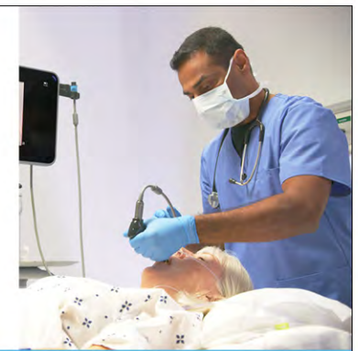
MKTG-0120 Rev-02

Intensive Care Unit



In the ICU

- Over **13%** require three or more intubation attempts
- Over **10%** of intubations require 10 or more minutes

Bleeker, Dewulon DR, Bruins FL, Kluft T, Sun G, Ginkus GR. Complications of endotracheal intubation in the critically ill. Intensive Care Med. 2008;34(10):1832–1842.

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We are Verathon.
Proud to deliver innovative and specialized medical solutions that empower health care providers to improve and extend patients' lives.

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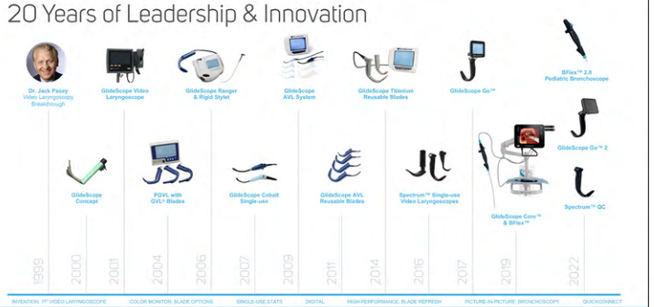
20 Years of Leadership & Innovation



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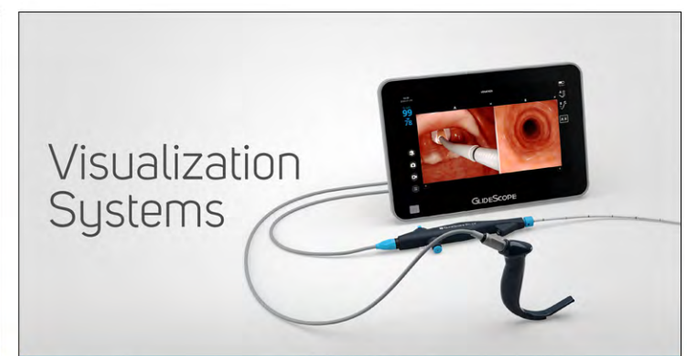

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PROWESS

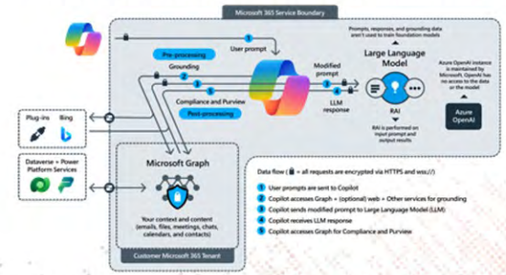
Intrinsic Limitations of Generative AI for Marketing Content Development

Generative AI cannot replace the subject-matter expert (SME)

A Prowess Consulting webcast

2024

Microsoft Copilot for Microsoft 365 Architecture



https://learn.microsoft.com/en-us/microsoft-365-copilot/microsoft-365-copilot-overview

Common Errors (During the Research Phase)

Right answer about the wrong topic:	Outdated information:	ELI5—overly literal interpretation of prompts:	Gaslighting:
• For example, information about superconductors versus a focused topic that wasn't superconductors	• Older positioning, claims, or proof points	• Search intel.com: *"I can't do that."* • Search the web and only use content from intel.com: *"Okay."*	• Dragons: *"I didn't say anything about dragons."*

Agenda

- Who we are
- Research and core learnings
- Recommendations
- What's next?

Internal Processes: Potential Uses for GenAI

Example: Create a white paper regarding a new network device

Typical Time: Days

1 Synthesize source content from customer and research

Customer data	Research	Meeting summary
• Variety of sources	• Raw data • Summarize	• Kickoff • Status

Data ingestion	SME Q&A	Data summary
(all sources) 1. PDF 2. .doc 3. HTML 4. Text 5. Charts 6. Video 7. Audio	• Create Q&A • Summarize answers	• Customer data • Research data

Typical Time: Weeks

2 White paper creation steps

Marketing brief	Draft 1 creation	Draft 2 creation
• Create brief • Review and revise brief	• Create • Revise	• Create • Revise

Final version	Outline	Graphics
• Create • Revise	• Create outline • Modify/add detail to outline	• Create • Revise

AI tools

Microsoft Copilot

Other

Other

Where can we accelerate?

Prowess Consulting

20-year technology and content consultancy

Based in Bellevue, Washington (greater Seattle), with more than 100 employees across seven countries

Primarily serve big tech with an emphasis on business-to-business (B2B) technologies

Unique combination of technical experts and storytellers

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Advanced Packaging Solutions

First Draft

Lam Research: Leading the way in advanced packaging

Lam's industry-leading tools and technologies deliver precision and accuracy that increase production yields and improve cost efficiencies.

We're helping chipmakers create heterogeneously integrated products for AI, HPC, HBM, AR/VR, and other highly advanced technologies.

Customer-led solutions:
- Wafer-level packaging (WLP)
- Panel-level packaging
- Through-silicon via (TSV)
- Hybrid bonding
- In-line process monitoring

LAM RESEARCH

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Panel-level packaging solutions

Kallisto ECD, vertical clean application (VCA) and vertical resist treatment (VRT)
- Processes up to 30 panels per hour
- Available for multiple substrate sizes up to 1.1 m x 1.3 m
- Modular and extendable tool design
- Provides a wide range of advanced wet chemical processing capabilities

PHOENIX ECD, VCA, and VRT
- Designed for high-volume manufacturing of up to 120 panels per hour
- Available for substrate sizes of up to 510 mm x 515 mm
- Modular platform configuration depending on application
- Handles next-generation glass and glass-core based-substrates

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Next-generation chips require advanced packaging

Examples of advanced packaging techniques:
- 2.5D: multiple IC dies on a single interposer
- 3D: three-dimensional vertical die stacking
- Fan-out: Connections spread out on the chip surface
- System on a chip: IC that integrates most components onto a single module

High-performance computing (HPC)

High-bandwidth memory (HBM)

Augmented reality/virtual reality (AR/VR)

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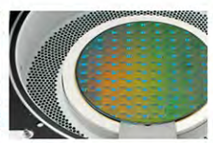
Hybrid bonding solutions

VECTOR®
- PECVD superior thin-film quality
- Within-wafer and wafer-to-wafer uniformity



Syndion®
- Plasma dicing for deep silicon etch and die cleanliness

Coronus® family
- Plasma bevel for etch and deposition enhances yields
- Precise control and flexibility

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In-line process monitoring

Metior® mass metrology systems
- Inline process monitoring that's integrated into each step for quality control
- Sub-milligram mass measurements for ultra-thin and ultra-thick films and 3D device structures
- High-throughput process controls that lower the cost of sampling (per wafer)

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MOUNTAIN HOUSE™

SALES PRESENTATION TO [RETAILER WITH FD SET]

XX / XX / XX

FOOD CRITERIA

CONSUMERS TOP 3

Criteria when packing food for an outdoor adventure:

Mountain House delivers on all three, while other brands fall short!

TODAY'S JOURNEY

1. Target
2. Market Size & Opportunity
3. 2024 Plan
4. Brand Refresh
5. Our Partnership

TARGET DETAILS

- Skewing younger, more diverse. Bullseye age range is 25-40
- Moderately to extremely planful about their outdoor adventuring
- Digital is their 'door to the outdoors' – look for info on YouTube, Google, Social Channels
- Value community and connection; share what they know with others

TARGET INSIGHT

"I love being outdoors, but it takes planning – including planning what to eat.

Food needs to be easy to pack and prepare, it needs to fill me up, and I really want it to taste good.

When I need help getting the most from my time outdoors, I trust people and brands who've been there, done that."

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IDENTITY

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CASCADE
INSIGHTS

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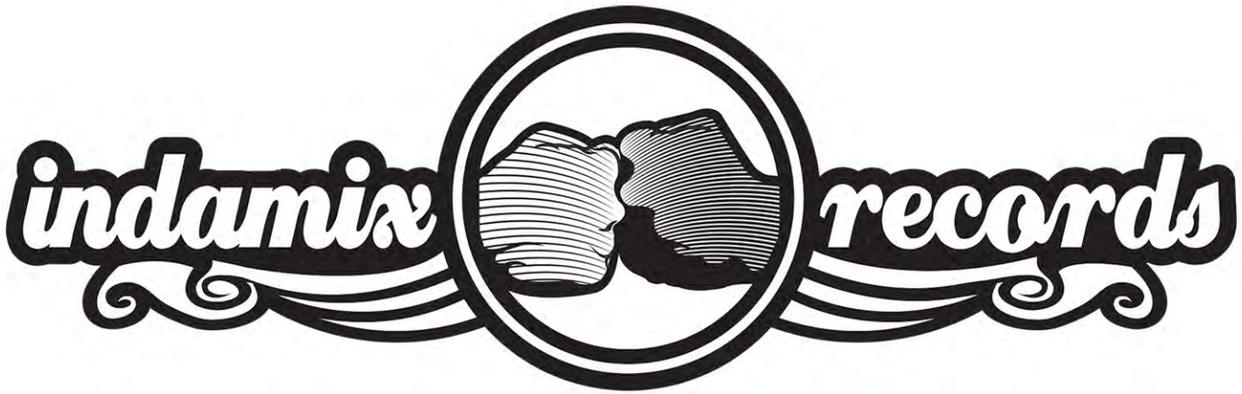

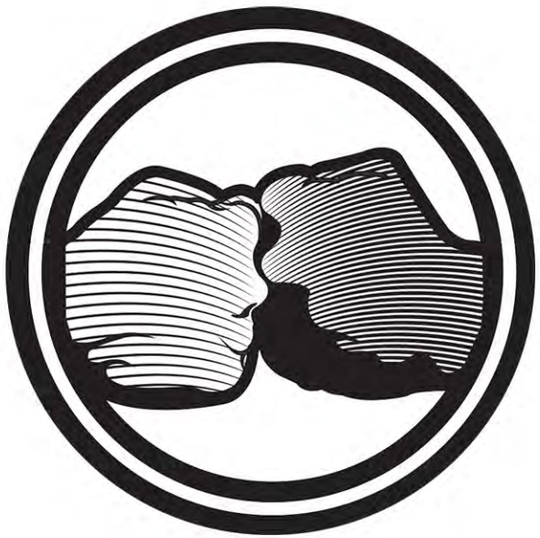

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ILLUSTRATION

UBIQUITI®
NETWORKS

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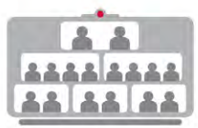
Halo



HALO SPACE

HALO PC CLIENT

HALO CONFERENCE ROOM

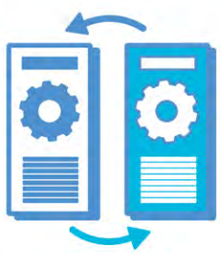
STANDARDS BASED VTC

HALO 2.0 Central Services

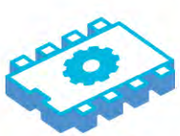
HALO 2.0 IT Management Software Package

HALO STUDIOS

HALO 2.0 Infrastructure



InterOpp Services



HALO 2.0 Infrastructure

Monitoring & Incident Resolution

Concierge

Smart Planner

HALO C2C

Record & Archive

Webcast

HALO Local Directory

HALO Global Directory

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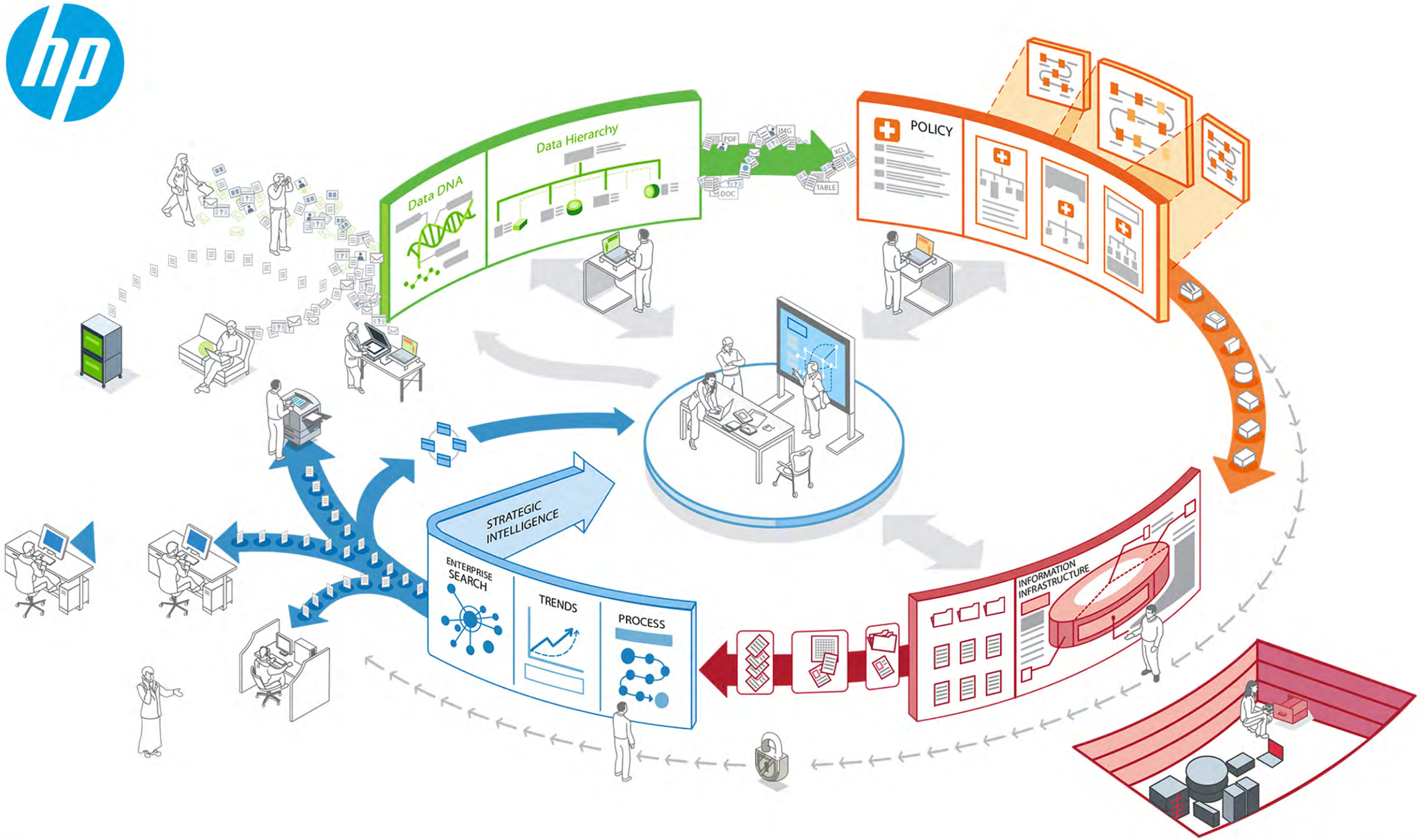
INFO GRAPHICS



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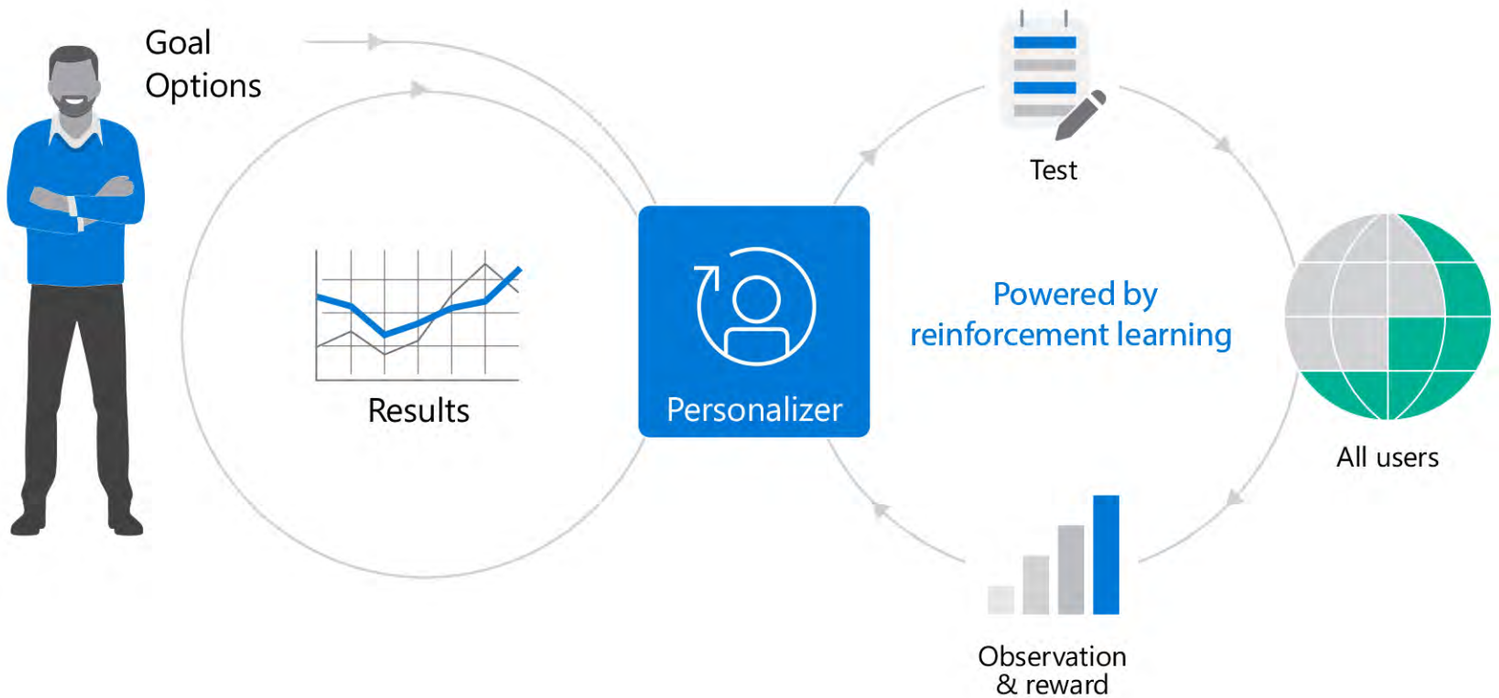
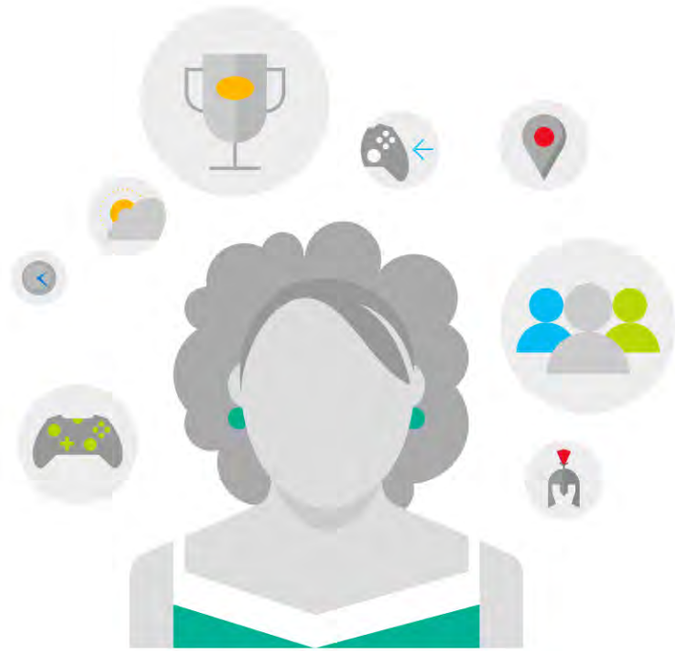
Microsoft





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