



# Communicating with impact

**Beyond PowerPoint:**  
Augmented reality storytelling  
for corporate leaders

# Contents

03	The Real Cost of 'Just Another Meeting'
05	Enrich Your Presentations – There are Better Ways!
06	Small box, big productions
07	Getting Started with AR Graphics and Virtual Sets
07	A: Elevate your storytelling: 1 Executive Keynotes and Other Meetings 2 Interactive Product Launches & Announcements 3 Employee Training and Onboarding
07	B: Getting started
09	Beyond AR and Virtual Sets: The Larger Visual Storytelling Ecosystem
10	Conclusion

THE REAL COST

# 'Just another meeting'

We're drowning in communication. Every year, Zoom users spend a staggering **3.3 trillion minutes in online meetings, and in 2024, a whopping 333.2 billion emails were sent each day**. Your employees' inboxes are likely overflowing, their calendars jammed with yet another PowerPoint-driven meeting. It's become routine; but is anyone truly connecting? Are your employees engaged? Are they paying attention, aligning with your company's vision, or just ticking boxes?

For leaders, keeping teams aligned and engaged has become a serious challenge. When messages miss the mark, employees tune out, and the consequences go deeper than information loss. Gallup reports that disengaged employees cost companies around \$8.8 trillion in lost productivity every year. Poor or rather 'inadequate' and 'ineffective' communication isn't just a nuisance; it's a bottom-line issue.

For the C-suite, especially CEOs, the stakes around effective communication couldn't be higher. Communication gaps don't just impact productivity; they influence how employees and the public perceive the company's leadership. When employees aren't engaged by the CEO's message, it weakens morale and lowers engagement. But when the message connects, it drives alignment and action across the organization.



**Disengaged employees cost companies around \$8.8 trillion in lost productivity every year**

Source: Gallup Employee Engagement Survey, September 2023



**In a revealing statistic from Vizrt's recent Employee Engagement research, it was found **40% of respondents said having to put up with poor communications via video would make them consider leaving the company!****

Externally, with CEOs now more visible than ever, their communication style and the tools they use have a direct impact on brand perception and reputation. Leaders who communicate with clarity and inspiration strengthen their company's position in the market and inspire trust among stakeholders and the public.

As remote and hybrid work becomes the norm, this challenge grows even further. With fewer in-person interactions, leaders are often speaking to a camera rather than a room full of people.

What doesn't help the situation is the over-reliance on the dreaded PowerPoint, often the go-to tool for everything from important keynotes, to corporate townhalls and training sessions. Let's be honest: most of us have nodded off at least once during a presentation. PowerPoint, as a presentation tool, is a 30-year-old technology, and these flat, one-way formats just aren't cutting it anymore, **especially across screens in reaching hybrid and remote employees.**

At Vizrt, we have found that **'how leaders communicate matters as much as what they communicate'**, and visual storytelling is at the heart of all of this.

Employees are increasingly drawn to video-based updates, which offer them more clarity, context, and a stronger sense of connection. According to a recent Vizrt survey, 65% of employees agree that receiving updates through streamed town halls, webinars, and other video events helps them better understand critical information and feel more aligned with their company's vision.



**In a world where leaders are constantly in the spotlight, every presentation and meeting is an opportunity to strengthen, or undermine, trust and credibility.**

ENRICH YOUR PRESENTATIONS

# There are better ways!

Traditional presentation tools like PowerPoint have been staples in corporate communication for years, but they often fall short when it comes to leaving a lasting impact.

What if your presentations go from looking like this:



To looking like this:



Slides filled with dense data points and static visuals can weigh down the audience, making it hard for essential messages to break through. Engaging employees in meaningful ways today requires a different approach, one that goes beyond conventional slideshows.

**Increasingly, video-based visual storytelling is proving to be the answer.** By engaging and captivating audiences through dynamic, standout formats, video is able to drive key messages home in a memorable, lasting, and human way.

At Vizrt, we see video as a transformative tool for internal communications and employee engagement. **And what we're discovering more and more is that layering in elements like augmented reality (AR), virtual sets, and 3D animations can elevate video's impact even further. These immersive elements bring messages to life, making it easier to capture and retain audience attention.**

Consider this: when communicating key information, it's essential to stand out, cut through the noise, and humanize numbers and data. This is where AR graphics and virtual sets excel. By transforming data into interactive, visual elements, Augmented Reality allows leaders to bring abstract concepts into the real-world; **turning numbers and data into stories that resonate.**

Imagine, for instance - **using virtual graphics to animate a complex statistic - with data points dynamically unfolding around a speaker, illustrating growth, scale, or trends in a way that words and slides alone could never achieve.**

SMALL BOX

# Big productions

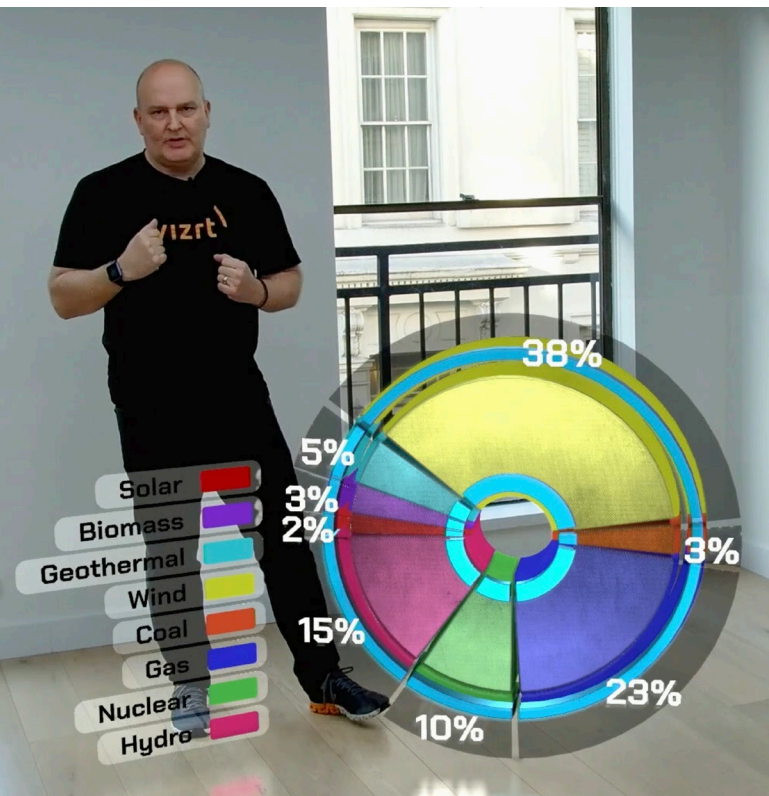
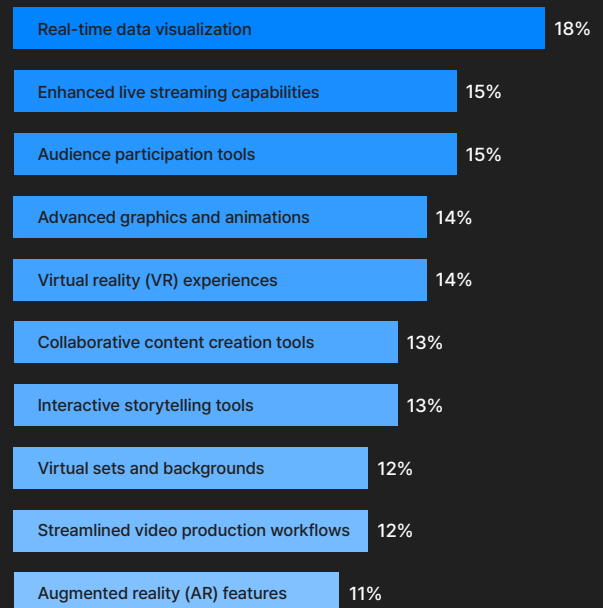
We believe that powerful storytelling should be both easy and accessible for everyone. That's why we're continuously thinking of new tools that empower storytellers.

One of our latest breakthroughs is **the world's first fully equipped AR Graphics and Virtual Studio in a box**, a solution that has everything you need to produce immersive augmented reality graphics and virtual sets fully in-house, with minimal setup. It's designed to give your presentations and keynotes an edge, helping your message rise above the noise and leave a lasting impact on your audience. And don't worry, there's no need to equip your entire workforce with virtual reality goggles to enjoy this elevated storytelling experience!

## The video technologies that employees want the most

We asked which of ten different video technologies respondents would like their employer to invest in within the next 12 months. **Real-time data visualization** is the top choice, selected by 18%, followed by **enhanced live streaming capabilities** (15%), and **audience participation tools** (15%).

### Which of the following features and functionalities for video communication platforms would you like to see your company invest in within the next 12 months?



# Getting started with AR graphics and virtual sets

How would you like to have a powerful storytelling studio at your fingertips; no outsourcing needed, no overhead, just a flexible solution that adapts to your corporate storytelling needs? With this fully equipped AR Graphics and Virtual Studio in a box, this is possible. You can now produce dynamic, engaging content on-demand, connecting with your employees in fresh and memorable ways.

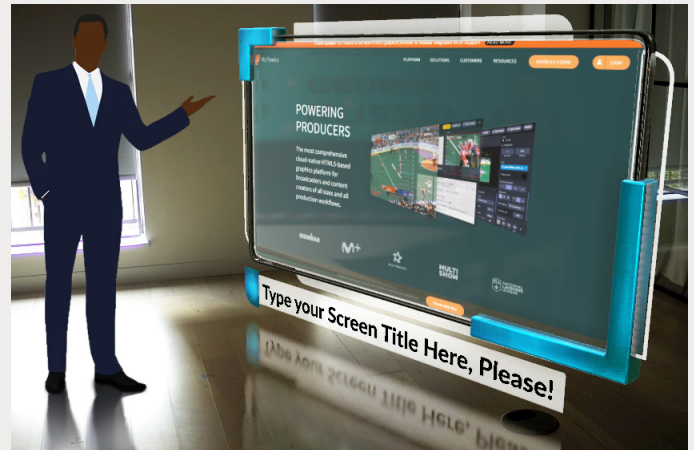
Let's dive into a few areas where interactive storytelling elements can truly elevate your communication:

## 1. Executive keynotes and other meetings

Keynote presentations often address complex ideas and data points; Transforming these presentations with AR graphics can bring numbers and strategies to life, making your vision and goals resonate. It can make data points feel personal and relevant, turning abstract information into insights that everyone can now visualize and thus grasp better.

As Harvard Business Review notes, great leaders humanize data to create value, to make it interesting and digestible. And augmented reality along with virtual sets go a long way into making this possible, driving leadership agendas to the grassroots level of the organization with the help of visuals.

**Are you ready to elevate your influence?** Let's reimagine your executive presentations with **Viz Virtual Studio Go** and create an experience that's as impactful as your vision and message. Reach out to explore how we can help turn your next executive keynote into a memorable, persuasive session that drives real impact.



## 2. Interactive product launches and announcements

Live demos, exhibitions, installations, press-events and in-store trials are common available options for showcasing or launching products. But how about integrating some alternative realities to get your product in front of your audience?

AR and virtual sets can inject new life to product launches, allowing you to showcase features, benefits, and applications in vivid, interactive ways. Customers need not imagine, but can now see key features in real time, making complex details clear and memorable.

An AR-based approach can also reduce marketing expenses while improving recall and customer impact. Rather than investing in resource-heavy, physical demos or events, AR enables audiences to explore your product's capabilities from anywhere, eliminating travel, setup, and venue costs.

This approach is particularly effective and economically viable for geographically dispersed audiences who cannot travel to experience your products.

Another area where AR releases excel are early-stage product announcements where gathering customer feedback is key; think proof-of-concept releases, even for internal stakeholders.



### 3. Employee training and onboarding

Incorporating AR into training and onboarding provides a more practical, interactive experience and can hugely improve learning outcomes for employees. With AR, employees can interact directly with virtual components, processes, or workflows, providing a clear, in-depth understanding of complex subjects without the need for extensive physical setups or resources.

This technology enables leaders to onboard and upskill teams quickly, even across dispersed locations, while keeping training consistent and scalable. AR allows employees to engage with key materials in real time, improving retention and reducing the time needed to become effective in their roles. Supplementing your training materials with the help of this kind of technology offers a highly efficient way to build skills that are immediately applicable, making it easier for employees to contribute value from the start.



#### Getting started: a super-simple solution anyone can learn

While Viz Virtual Studio Go is based on the same advanced live production technology that the world's top broadcasters and content creators use to tell stories to millions of people every day, Vizrt product designers have crafted Viz Virtual Studio Go specifically for the non-broadcast professionals like you. Whether you are a Corporate Communications Manager, AV Producer, Administrative Assistant, or even an intern, this is a super-simple solution anyone can learn to operate.

The Viz Virtual Studio Go package includes AR and Virtual Set graphics assets, with additional elements added to an expanding library. Many of these elements can be easily customized to you, such as changing colors or data values. In addition, 3D objects can be imported, and Designers can use Viz Artist to create original, fit-for-purpose AR graphic assets and virtual set scenes.

#### Understand, Unbox, and Get Underway

Getting started with Viz Virtual Studio Go is easier than you'd think. What helps are three dedicated courses, produced by [Viz University](#), to help you understand, unbox, and get underway quickly. If you would like to explore improving your corporate stories, get in touch with us.

#### Here's a quick sneak peek into what the courses cover:

1. The **Essentials Course** provides an introduction to Viz Virtual Studio Go's purpose, primary users, and major feature sets.
2. The **Unboxing Course** walks you through the unboxing, wiring-up, and initial preparations for getting Viz Virtual Studio Go ready for its first production.
3. The third and newest online lesson is the Viz Virtual Studio Go **Operations Course** that delivers insight and answers on the most-asked 'How-To' questions.



Unbox **Viz Virtual Studio Go**



Power up and follow the **Quick Start Guide**



Access courses on **Viz University**



**Customize your theme** and add your **templated data**



Engage your audience with **AR Graphics and Virtual Sets**

BEYOND AUGMENTED REALITY AND VIRTUAL SETS

# The larger visual storytelling ecosystem

Having talked at length about augmented reality graphics and virtual sets in our previous sections. We would like to highlight that Vizrt has a full suite of enterprise live production solutions that are purpose-built for enhancing engagement and connectivity across hybrid offices, teams, and colleagues.

If you're interested in video-based storytelling and want to know how to get started, we've got the perfect starter resource for you. **'The Corporate Video Workbook'** is a step-by-step guide to making video work harder for your business; from defining your business's video strategy from scratch to talking about the kit you'll need – it provides a roadmap for you to get started on the video storytelling journey.



**Vizrt**

## Corporate Video Workbook

The step-by-step guide to making video work harder for your business

LEARN MORE AT [VIZRT.COM](https://vizrt.com)

# Conclusion

**The stats are clear: disengaged employees cost businesses trillions every year, and ineffective communication is a surefire way to leave employees feeling disconnected and craving more.**

Viz Virtual Studio Go, the world's first fully equipped AR Graphics and Virtual Studio in a box, offers a powerful solution to cut through the noise. By making engaging video communication easy and accessible to everyone, it gives leaders a fresh opportunity to build stronger connections with their teams by delivering impactful presentations that stand out and create impact in the minds of audiences.

This isn't just about adopting the latest technology; it's about using the right tools to create meaningful connections that drive real results.

Don't just take our word for it, video is an indispensable tool for many businesses to drive employee engagement. Most of our customers, which includes more than 80% of the US Fortune 100, use our video production solutions to engage employees.

Click here to speak to our experts if you would like to explore Viz Virtual Studio Go or other Visual Storytelling solutions for your organization.



**Speak to  
our experts!**

[Click here](#)

**Would you like to explore Viz Virtual Studio Go or other Visual Storytelling solutions for your organization?  
[Book a meeting with one of our experts today!](#)**



## About Vizrt

Founded in 1997, Vizrt is a leading viewer engagement platform and a trusted expert in live production technologies for the Media & Entertainment, Sports, Enterprise, and Content Creator industries.

Vizrt's software-defined, cloud-ready and AI-integrated solutions are the foundation for a new era of storytelling, enabling creators to streamline workflows and enhance content delivery. It offers solutions for every component of live production, from real-time data-driven graphics and studio automation to intelligent media asset management and cloud-based productions.

Vizrt, and its subsidiary NDI, employs over 600 people globally, enabling thousands of organizations worldwide, from colleges and corporates to the largest names in news and sports, to deliver visually immersive experiences to billions of people daily. For more information, visit [vizrt.com](http://vizrt.com)

