

**stereolize.**

Whitepaper

# Interactive Presentations

Turning messages into impactful experiences

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# Interactive Presentations

## Challenge

Companies are constantly faced with the challenge of communicating their variety of offers, services and products in an appealing, understandable and easily accessible way. In this white paper, you will learn how to create **compelling presentations**, why **good design** plays a crucial role, and what advantages **interactive presentations** offer compared to linear presentations. It also looks at

applications and **devices** for interactive presentations and their relevance to different industries. You will also learn why interactive presentations are called **sustainable** and how **content management systems** and **artificial intelligence (AI)** can be used in this context.

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## Balancing complex presentation requirements

Today, companies face the challenge of presenting their **broad product and service portfolio** to diverse stakeholders. Both on the part of the audience and on the part of the presenters, the target group for **company and product presentations** includes various users, for example, customer segments with different levels of expertise and prior knowledge or internal departments with **individual needs**. Ideally, the company or product presentation should make it possible to address individual user needs and offer different depths of information.

At the same time, there is a desire for a **consistent brand presence** across all departments and segments, presenting complex products, processes or services that require explanation. This requires **visually appealing presentations** that take into account the different levels of knowledge of the target groups. Traditional, non-animated 2D visualizations are often not sufficient to adequately convey the subtleties of these topics.

In addition, presentations are often designed from the **presenter's perspective** (What do I want to tell?) rather than the audience's perspective (What is relevant to my audience?). Traditional linear presentations quickly bore audiences due to a lack of relevance to their individual level of knowledge. When presentations fail to captivate or interest the audience, important information is overlooked or quickly forgotten. In the worst cases, this leads to misunderstandings or wrong decisions. The tendency to prioritize the presenter's perspective also leads to overloaded slides. This overabundance of information dilutes the **core messages** and makes the presentation seem overwhelming overall.

In view of these diverse requirements, it is a challenging task to present a comprehensive, comprehensible and consistent overview of a company's entire spectrum. But with targeted measures and **innovative approaches**, convincing presentations can be designed that inspire the audience and achieve the desired effect.



” While most technologies have advanced at breakneck speed over the past few decades, many companies are still lagging behind in their presentations with outdated and one-dimensional technologies. Creating such presentations is often tedious and time-consuming, and in the end no one is really satisfied. Neither the target groups, who can't absorb the messages properly, nor the presenters, who have difficulty conveying their content effectively. That's why we advocate the use of interactive presentations.”

**Jens Lange**  
Managing Director stereolize GmbH

## Interactive Presentations

The ideal way to meet the diverse requirements of corporate and product presentations is through interactive presentations. They offer a variety of benefits that delight both presenters and audiences.

### Flexibility

One of the most important features of interactive presentations is their flexibility. Instead of having to strictly stick to a linear sequence of slides, interactive presentations allow you to quickly and easily switch between different topics and sections. This allows you to adapt and flexibly use your presentation depending on the prior knowledge and needs of your target audience.

### Customization

Customizing your presentation to the individual needs and interests of your audience is another big advantage. With interactive presentations, you can offer different paths through your content, allowing you to deepen relevant information and skip less relevant ones. This ensures that the audience gets exactly the content that is relevant and that your presentation is tailored to their individual needs.

### Design

Interactive presentations offer impressive design possibilities. In contrast to traditional linear forms of

presentation, which are mostly limited to two-dimensional elements such as images, texts, diagrams and videos, interactive presentations allow you to integrate animated 3D objects and navigate through virtual 3D spaces. This allows you to convey even very complex topics in an interesting and varied way.

### Engagement

Another advantage of interactive presentations is their high engagement factor. By integrating animated elements, interactive calculation examples, questions, quizzes or discussion rounds, you actively involve your audience in the presentation and maintain their attention. This helps to ensure that your messages are better understood and absorbed.

### Time-saving

Last but not least, interactive presentations also allow you to use your time more effectively. The ability to jump directly to the most important parts of the presentation allows you to convey your content more effectively while saving time.

Overall, interactive presentations offer you a versatile alternative to traditional linear presentation formats. They open up new possibilities for flexibility, customization, design, and engagement to excite your audience and create the desired impact. By using these innovative approaches in a targeted way, you create compelling presentations that meet the requirements and needs of your target groups and users.



## Compelling Presentations

### How do you convince your audience with your presentation?

If you want to create successful presentations, it is not enough to simply present information. It requires careful attention to some important aspects in order to convince your audience and convey your message effectively. But how can you successfully implement these aspects and make your presentation a success? Here are some important points you should consider:

#### Clear Targets

The goal of the presentation must be clearly defined. What do you want to achieve? Do you want to inform, convince, motivate or entertain?

#### Target Group Analysis

It is important to analyze your target audience. Who is your audience and what are their interests and needs? How can you meet these needs with your presentation?

#### Structure

The presentation must be structured according to the objective and the target audience. Avoid unnecessary information and focus on the essentials.

#### Visualization

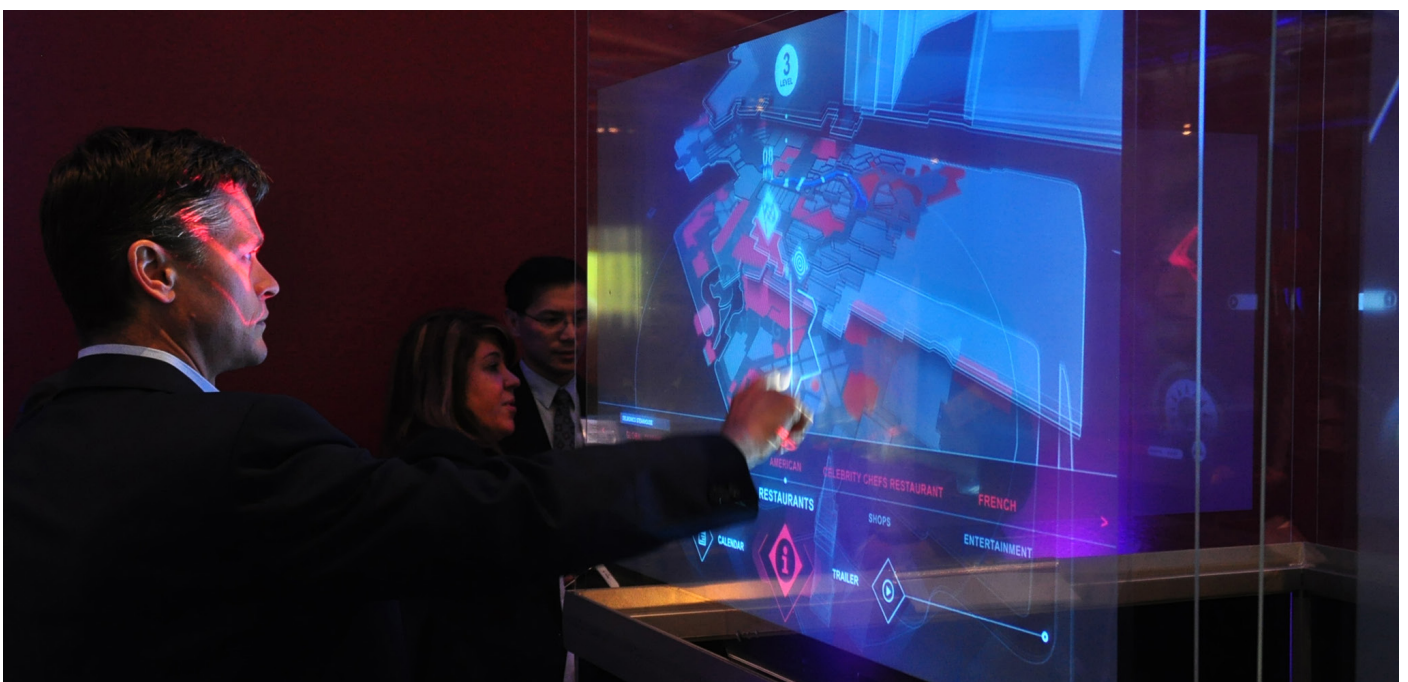
Interactive visualizations make every presentation more lively and understandable. Impressive 3D objects, graphics or diagrams help to present complex issues in a simple way.

#### Interaction

It is advisable to include interactive elements to involve the audience and keep their attention. Animated elements, interactive calculation examples, but also questions, quizzes or discussion rounds help to actively involve your audience in the presentation.

#### Training

It is advisable to practice the presentation several times to ensure that you achieve your goal and convey the message clearly and convincingly.





## Design

### Why is good design important for successful presentations?

Successful design significantly influences the success of a presentation, increases credibility and comprehensibility, and leads to a better reception of your messages. Learn why good design is essential for successful presentations:

#### Credibility

With a professionally designed presentation, you strengthen your credibility and expertise. A poor design gives the impression that no care was taken in creating the presentation and leads to the actual messages not being taken seriously or not being received at all.

#### Messages

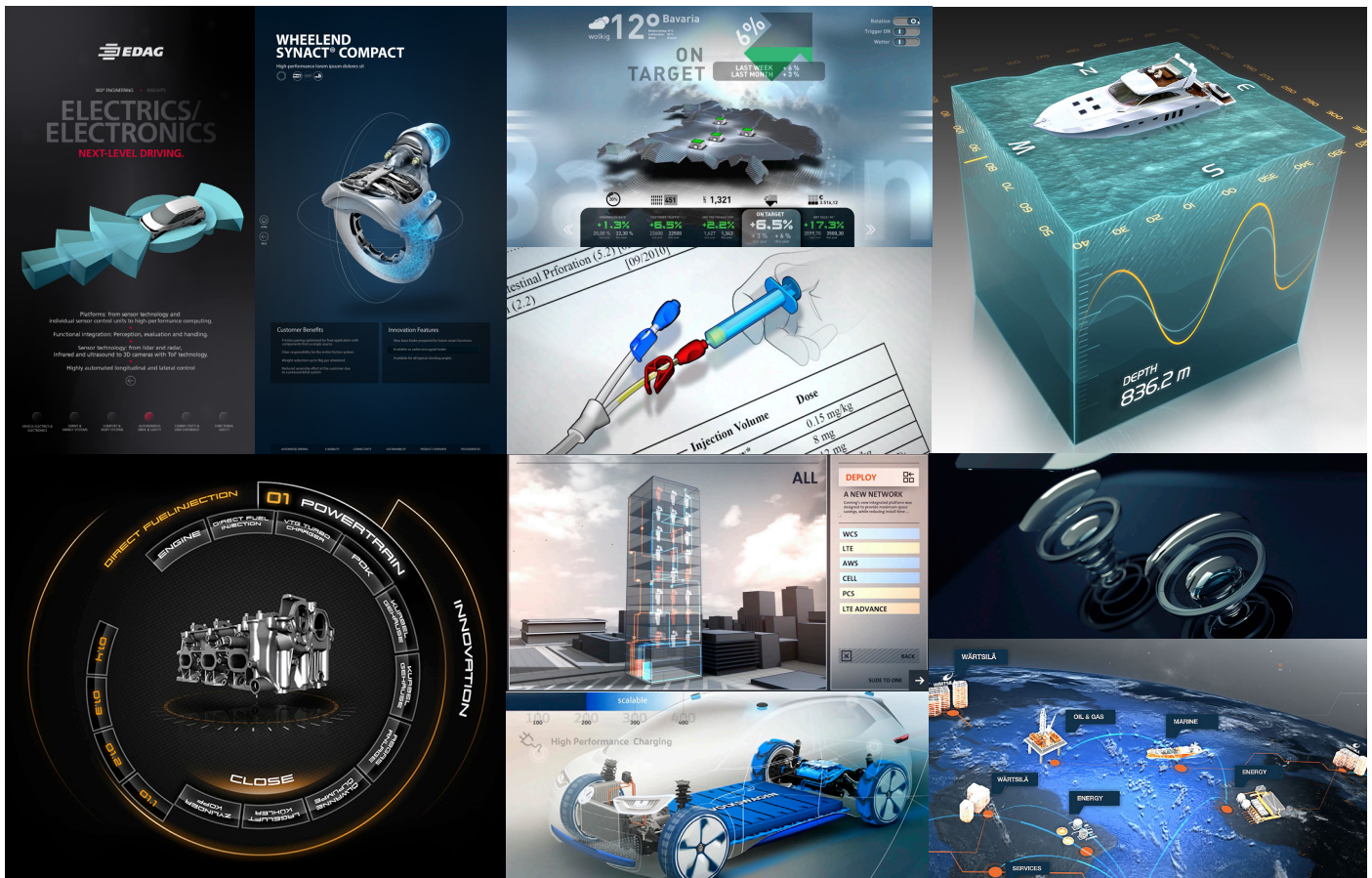
A well-designed presentation helps your messages to be better understood and received. Good design makes your content more understandable and memorable.

#### Aesthetics

Responsive design makes your content look more attractive and professional. A well-designed layout, color scheme and fonts make your content more appealing and easier to understand.

#### Branding

Good design strengthens your brand and ensures that your company can appear recognizable and trustworthy across all channels.



## Applications and Devices

### For which applications and devices are interactive presentations suitable?

How can you make the most of interactive presentations? Find out which applications and devices are particularly suitable for interactive presentations:

#### Trade fairs | Product launches | KeyNotes

Interactive presentations are increasingly used for corporate presentations at trade shows, product launches or keynotes. Whether you are speaking to a small group or a large audience, the customizability of this presentation format allows you to use a single presentation that provides impressive details of new products and technical innovations for a variety of use cases.

#### Showrooms | Steles | Touchscreens

Interactive presentations also offer a wide range of applications in showrooms, on steles and touchscreens to present your company impressively and to showcase different departments, business units and products. Interactive elements allow you to visualize complex processes or services in an impressive way. With interactive features, you make even demanding content easy to understand and accessible, while your messages are conveyed clearly and convincingly.

#### Laptops | Tablets

In sales, interactive presentations are used as effective sales tools and offer you the opportunity for customer-specific individualization. They also prove to be extremely effective in virtual meetings, as they capture and hold the attention of your participants. Whether in-person or virtual, interactive presentations are an effective tool for engaging your target audiences and achieving your sales goals.

### Augmented Reality (AR) | Virtual Reality (VR) | Mixed Reality (MR)

Interactive presentations allow customers to try out your products virtually and see how they look in their real environment. Technical concepts can be experienced in a virtual environment with the help of interactive presentations. In addition, your employees can train in a virtual environment to prepare for different scenarios. This opens up new possibilities for immersive and interactive experiences.

### Artificial Intelligence (AI)

Interactive presentations also benefit from the possibilities of artificial intelligence (AI). AI technologies make it possible to intelligently adapt presentations and provide personalized content.

Thanks to AI, interactive presentations can also be automatically analyzed and optimized. Using algorithms, content is analyzed for effectiveness and recommendations for improvement are generated. By integrating AI, presentations can be adapted to individual needs and tailored to the interests and preferences of the audience.

Additionally, AI can help with automated content creation. Text, graphics, and even voice output can be generated using AI, speeding up the creation process.

**Want to know how your company can benefit from AI in presentations and other processes?**

**Contact us for more information!**

## Sustainability

When creating corporate presentations, there is often too little focus on the various needs of the presenters. In practice, this leads to the presentation being used hardly or not at all, or only reluctantly, even though a lot of effort and time went into its creation. Therefore, the entire presentation must be considered holistically to ensure that both the target audience and the presenters benefit from it for a long time. Interactive presentations offer a number of advantages in this context:

### Evaluation & optimization

Using an iterative approach, you can start with a version 1.0 for a specific subsection and then gradually add more content and features based on feedback from both the target audience and presenters. You also have the option of measuring actual usage to determine which content and features are accessed frequently or infrequently. The analysis of this data serves as a basis for decision-making for the further development of the presentation. You can selectively expand the topics and functions where changes are needed and ensure that your presentation fulfills its objective and offers added value in the long term.

### Longevity

Content is subject to constant change. With interactive presentations, you can easily add new content and hide or remove content that is no longer relevant without having to create a completely new presentation. As a result, your presentations remain usable and up to date over long periods of time.

### Scalability

Interactive presentations are flexibly scalable and can be effortlessly extended to new platforms and device portfolios without the need for extensive redevelopment. As a result, they enable seamless adaptation to different devices and platforms, as well as the integration of new technological developments.

### ESG (Environmental, Social, Governance)

Interactive presentations offer an effective way of visualizing the topics of ESG (environmental, social, governance) and sustainability in an appealing way. By integrating interactive elements, complex information about environmental, social and governance aspects can be communicated interactively and vividly.

With animated data, graphics and diagrams, environmental impacts, carbon footprints and social responsibility measures are visualized and made comprehensible. In addition, interactive presentations can show different scenarios and solution approaches to illustrate sustainability goals and their effectiveness.

Combining ESG and sustainability topics with interactive presentations creates an engaging and informative experience for diverse audiences. It provides an opportunity to create awareness of these important issues and promote a sustainable corporate culture.

**Want to learn more about how the data from your sustainability report can be used interactively?**

**[Contact us for more information!](#)**



## Content Management Systems (CMS)

### What advantages does a CMS offer for content management?

Especially when many different users from different business units and markets use an interactive presentation, content management systems (CMS) play a crucial role in managing content. Learn how content management systems are used for interactive presentations:

#### Simple content creation

With a CMS, content such as text, images, videos, or audio files are created and organized quickly and easily, without the need for special programming skills.

#### Consistency and uniformity

A CMS ensures that all content in the interactive presentation is designed consistently and uniformly. Templates or styles, for example, can be applied to all content.

#### Versioning

Version control in a CMS means that earlier versions of the presentation can always be accessed to undo changes if necessary.

#### User Management & Security

A CMS provides security measures such as access restrictions, authentication, and encryption to ensure content and data security.

#### Collaboration

A CMS allows multiple people to work together to create and edit content. This speeds up progress and ensures that everyone is up to date.



## Industries

**For which industries and sectors are interactive presentations particularly relevant?**

### **Mechanical engineering | Electrical engineering | Automotive**

In this sector, interactive presentations are particularly helpful in demonstrating the advantages and functions of new technologies and innovations. By using animated 3D objects, your products can be presented in 360° and components can be visualized that would not be visible in a conventional 2D presentation. In addition, interactive particle simulations allow you to vividly convey complex functions such as air flows, temperature rises and the behavior of liquids.



**Knorr-Bremse is using interactive apps to position itself successfully in the fields of automated driving, e-mobility, and traffic safety.**

[Learn more](#)

### **Financial Products | FinTech | Insurance**

Interactive presentations offer you an effective and engaging way to showcase your financial services and strengthen your customer relationships. With interactive presentations, you can easily calculate and clearly visualize individual premiums, fees and costs in real time using integrated calculators. Thanks to interactive charts and graphs, even

complex financial topics are presented in a way that investors and customers can understand.

### **Health Tech | Pharma | Bio Tech**

Through the interactive presentation of ingredients, their way of action and data visualizations from clinical studies, you can address your target groups in a targeted manner and provide convincing information. For example, you can show how quickly a drug takes effect in the body and interactively simulate the effect that factors such as patient age or weight have on the effect of your drug. This can speed time to market, improve understanding of your products, and ultimately increase sales success. The combination of interactivity and medical expertise in presentations thus offers you valuable competitive advantages.



**Biogen uses interactive apps to make complex data more accessible to audiences.**

[Learn more](#)

### **Training | Continuing Education**

Interactive presentations give you the opportunity to convey difficult concepts in a vivid way and provide learners with a more entertaining learning environment. By using interactive elements and media, you can make complex content visual and easily accessible. Whether in the classroom or in the creation of instructional materials, interactive presentations enable you to enhance the learning experience and increase the interest of your learners. Use interactive presentations to measure progress, meet educational goals, and provide a unique learning experience for your learners.

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We want to present ourselves as an innovative, future oriented company and that not only supported by content but also supported by the way we present it and the way we show and transfer our content to our customers. And I think that stereolize was the key enabler for that.“

**Andreas Wimmer**

Member of the Board at Knorr-Bremse Systeme für Nutzfahrzeuge GmbH

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