

LIGNA.Innovation Network

LIGNA.IN

27 – 29 Sept. 2021

**EXHIBITOR LIVE -
STREAMING
- HOW TO -**

LIGNA.DE



2nd edition: Update:
As on 20.07.2021



Deutsche Messe

Making more out of wood

LIGNA

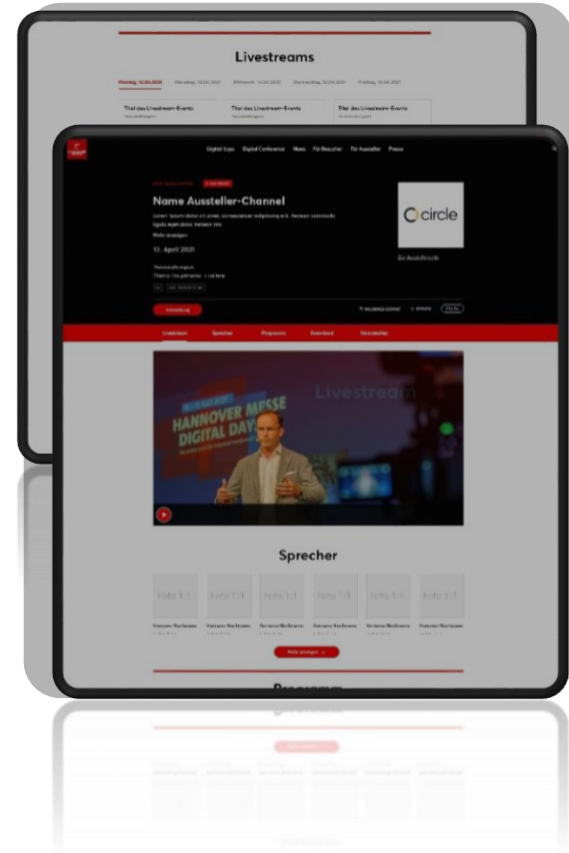
EXHIBITOR-LIVESTREAMING

Whether live presentation of your products, a digital tour of your factory or exciting discussions with your trade visitors: The Exhibitor Live Streaming sets the stage for your digital trade show presence.

Examples of live streaming:

- Show products in a live use case at the customer's site.
- Show machines and processes in live operation
- Stage your solutions via talks, product keynotes or other content formats designed by you.
- Take a live tour of your production facilities or company building
- Exchange information about your products and solutions in a panel discussion

... there are no limits for your ideas!



ORGANIZATION

"DailyFair" - CMS for your events

Your livestreaming events are managed directly through our "DailyFair" system for publishing on the website. Access to the DailyFair is provided via the exhibitor store (-> Service -> Livestream).

PROCESS

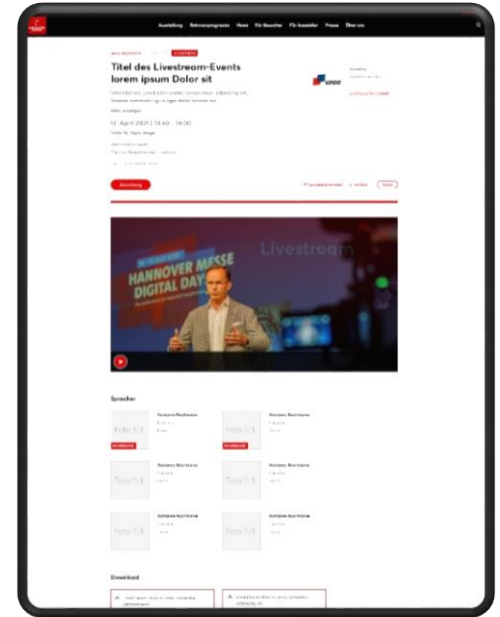
- In DailyFair, each streaming slot is recorded as an event with all relevant information from you: Title, description, speakers, topics, target audiences. We also recommend publishing speakers with a short profile (e.g. photo, company URL, social media channels, etc.).
- You can pre-assign your desired dates (day(s) and time blocks = 2-hour blocks) in Daily Fair. Deutsche Messe will schedule your slots within your selected time block on the half or full hour (first come - first serve principle applies).
- XL package: The All-Day-Channel is created in advance by Deutsche Messe to record the detailed program in DailyFair (see page 5).
- Each event is automatically published on your exhibitor and product page.
- For the payout, the technical streaming parameters consisting of Stream-URL & Stream-Key are automatically generated in DailyFair for the respective streaming event (from end of August).
- For questions and discussions, you can invite participants to your own video conference room after each streaming event (e.g. Microsoft Teams, Google Meets, etc.). To do this, enter your corresponding link in Daily Fair. The link is already published below the video image at the beginning.
- Likewise, the Q&A service is available if you activate the checkbox in DailyFair (see page 15/16).

DISPLAY ON WEBSITE

High digital reach and optimal visibility: your live streams attract attention on the website!

YOUR PRESENTATION

- Visitors can find all exhibitor live streams (individual events, All Day Channel or even Conference Keynotes) via the continuously updated website search, via the daily program and directly on your exhibitor page. Be sure to take advantage of all the opportunities to describe your streaming events with meaningful texts, assignment of topics and visitor target groups.
- In addition, your speakers will appear in the speaker overview on the website.



CUSTOMERS WITH DIGITAL PACKAGE XL

With the All-Day-Channel you design your individual program for a whole day, which is also prominently placed on the LIGNA website.

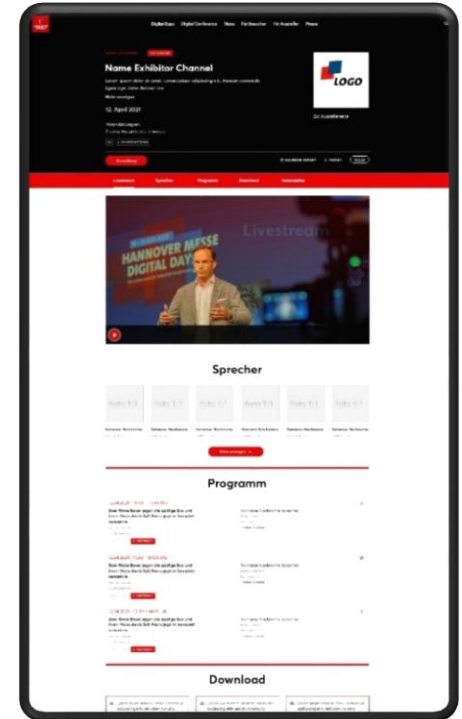
Interested in designing another day or want to add an additional 25 minute slots for a fee?

Please contact us.

YOUR ALL DAY CHANNEL

The day will be coordinated with you in advance, pre-assigned for you as a block event in Daily Fair and activated for you for further processing.

- For this you will receive an event form from us.
- In Daily Fair you can enter your individual program with all relevant information: Title, speaker description, topics, target groups.
- You are not bound to any fixed times of individual streaming events.
- The All-Day Channel is automatically published on your exhibitor and product page.
- For your All-Day Channel, you need only one streaming parameter for all streaming events.



LIGNA CONFERENCE PROGRAM - Your participation

The conference program at LIGNA.Innovation Network:

- **Wood Industry Summit (27 – 28 Sept. 2021)**
- **LIGNA Forum (27 -28 Sept. 2021)**
- **DIPA-Symposium (29 Sept. 2021)**

- Are you giving a keynote speech, presentation or participating in a panel discussion as part of the LIGNA conference program?
- Deutsche Messe and its partners/organizers of the LIGNA conference program will coordinate presentation content, day and time directly with you.
- The program and your speaker profile will be recorded by Deutsche Messe in DailyFair.
- Your contribution will also be accompanied by a "Q&A Service". You will receive details on this from us.

Pre-produced videos

As a conference program speaker, you can provide us with a pre-recorded video.

Deutsche Messe will broadcast your contribution live at the appropriate time.

Deadline until bis 10 September. Upload Medium: Up to 2 GB: via WeTransfer / above 2 GB: via upload link (please contact us to receive a link)

- File Format: mpeg, mp4, mov
- Quality: Full HD - 1920px * 1080px in 50P
- Size Format: 16:9 wide

TESTING OF THE STREAM / PROCESS OF THE DAY OF YOUR EVENT

TESTING OF THE STREAM

- Testing of the stream is possible two weeks before the event.
- Deutsche Messe will provide several testing web pages
- The URLs of the test sites, access data of the streams as well as the time slot (approx. 60 min.) will then be distributed to the exhibitors accordingly.
- You will receive further details on the test run from us from mid-August.

PROCES ON THE DAY OF YOUR EVENT

- The stream will be available for testing on your event detail page 30 minutes before the official start of your program slot. The event detail page can be opened by clicking your program item the agenda.
- Until the actual start time of your session, you can show a picture, video sequence or similar in order to test your streaming connection.
- As long as you don't send a stream, your video will display a standard picture.

TECHNICAL SUPPORT

- During the test run and on the day of your event, our "Technical Support" will advise and assist you by telephone.
- All details about the technical setup as well as a hotline phone number can be found in the document "Livestreaming How To - Technical Setup" (from beginning of August).

VIA MOBILE PHONE



Mobile phone



App



Stream Data
- Stream-URL
- Stream-Key



Live
www.ligna.de

Technical Setup

Use an app like "Larix Broadcaster" or "RTMP Live" or search for "rtmp broadcaster" in the App Store or Google Play.

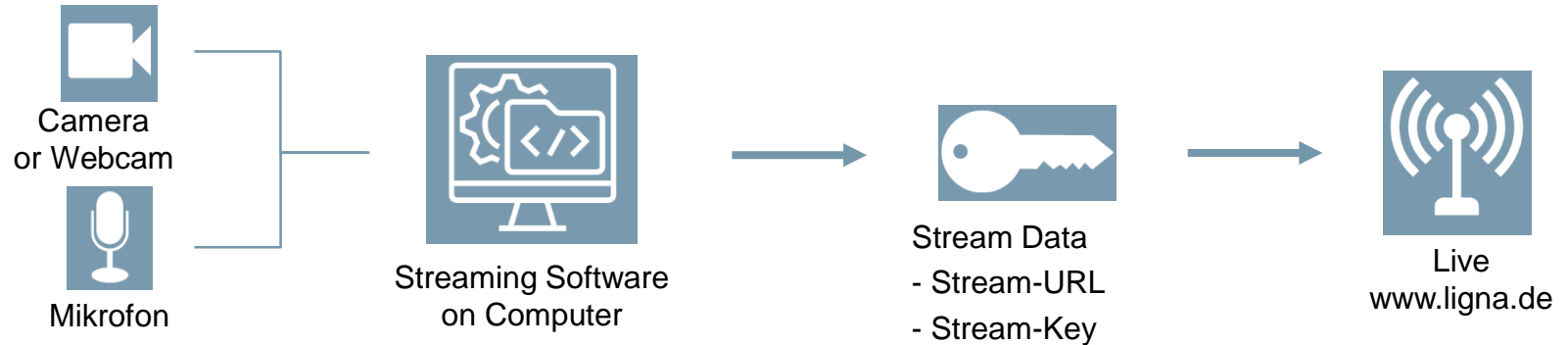
Please also see our Tool Tips & Guides.

Stream URL and Stream Key are provided by Deutsche Messe. Add them in the settings of your app.

Streaming

Your stream will be available on the LIGNA website.

VIA CAMERA AND COMPUTER



Technical Setup

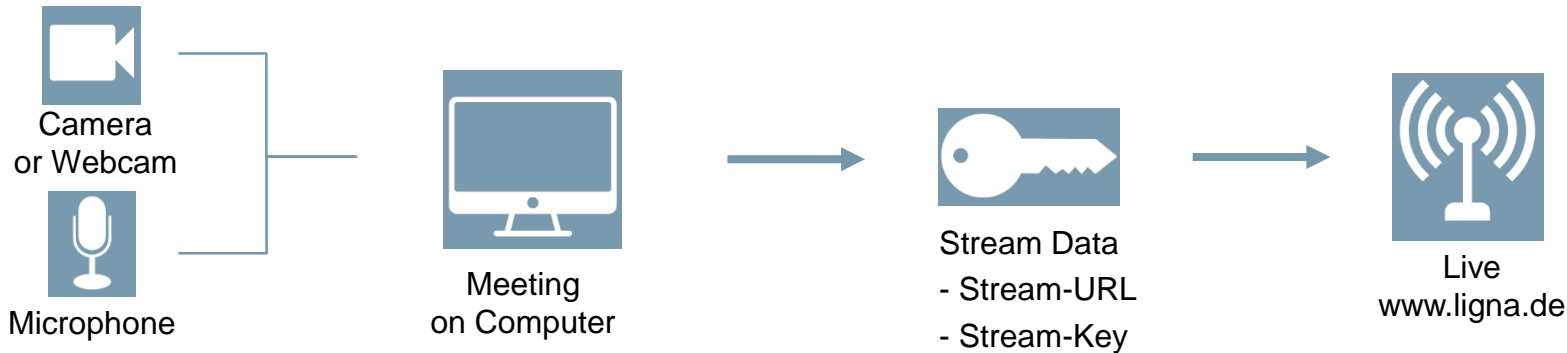
With a streaming software like "Open Broadcaster Software" you can start streaming via camera or webcam and the microphone of your computer. Please also see our Tool Tips & Guides.

Streaming

Stream URL and Stream Key are provided by Deutsche Messe. Add them in the settings of your app/streaming software.

Your stream will be available on the LIGNA website

WEBTEX OR ZOOM CONFERENCE



Technical Setup

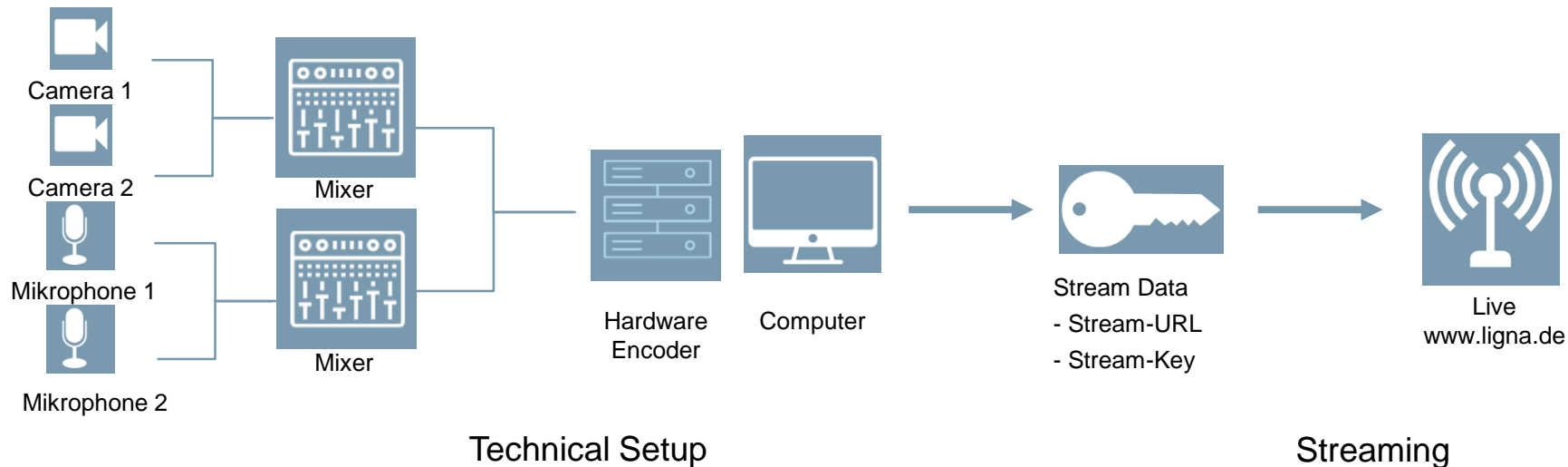
You can easily stream a Webex or Zoom conference.
Please also see our Tool Tips & Guides.

Stream URL and Stream Key are provided by Deutsche Messe. Add them in the settings of your app/streaming software.

Streaming

Your stream will be available on the LIGNA website.

PROFESSIONAL SETUP



Stream by yourself or with an agency of your choice via a professional setup.

Stream URL and Stream Key are provided by Deutsche Messe. Add them in the settings of your app/streaming software

Your Stream will be available on the LIGNA Website

STREAMING PARAMETERS

Pre-recorded videos that are not part of the conference program must be streamed live at the time of the event just like live contributions. To do so, you may want to use the software “OBS Studio“, available for download here: <https://obsproject.com> It's even easier with OneStream Live or Vimeo. Here you can upload your video and have it streamed live at the time of the event. With OneStream Live as well as Vimeo you need a paid account.

CONNECTION

- Protocol: rtmp
- Server domain: will be provided
- Port: 1935
- Application name: will be provided
- Streaming parameters: will be generated via Daily Fair and provided per event

VIDEO CODEC

- Codec: h.264
- 2 Mbit/s constant bitrate
- key frames every 2 seconds
- 30 frames per second
- 720p resolution
1280px * 720px
16:9 wide format

AUDIO CODEC

- Codec: aac
- 128 kbit/s
- 48 kHz, stereo

- Server domain, application name and streaming key will be available for each event in DailyFair few weeks before the event.
- If necessary, you can also enter the connection parameters into your encoder individually.
- The scheme of the rtmp input url is as follows:
rtmp://<Server Domain>:1935/<Application Name>/<Streaming Key>

Example streaming parameters:

`rtmp://dmag-wow4.westeurope.cloudapp.azure.com:1935/dmag4/98964AUSSLOT-a00f61452e`
 -----Streaming-URL-----Streaming-Key-----

TOOL TIPS & GUIDES

There is a wide range of apps and streaming software for streaming.

We have compiled a selection of tools for you here.

BROADCAST-APPS FOR MOBILE PHONES

Use an app like "Larix Broadcaster" or "RTMP Live" or search for "rtmp broadcaster" in the App Store or Google Play.

STREAMING SOFTWARE FOR COMPUTER/CAMERA

"Open Broadcaster Software"
<https://obsproject.com>

WEBEX OR ZOOM CONFERENCE

Webex Guide:

<https://help.webex.com/en-us/a6cmw>

Zoom Guide:

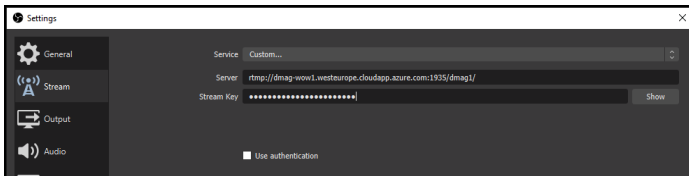
<https://support.zoom.us/hc/en-us/articles/115001777826>

RECOMMENDED TUTORIALS

NOTE

In many examples and tutorials on the Internet, streaming is done on YouTube or Twitch. For LIGNA.IN, however, you do not stream to YouTube, but create a "custom" stream in OBS. To do this, you must use the streaming parameters described on page 12.

Example OBS:



- **OBS Studio Quick Start Guide:**
https://www.youtube.com/watch?v=a1nu8oMS7xU&list=PLIM_xT8ActQHCEgNi7gyjFLMFjBBavqYi&index=51
- **Video streaming with OBS in detail:**
https://www.youtube.com/watch?v=2iH9_AgFc-Q&list=PLIM_xT8ActQHCEgNi7gyjFLMFjBBavqYi&index=29
- **Video live streaming and showing a still image in advance:**
<https://www.youtube.com/watch?v=sOABOv3w64k>
- **OneStream Live**
<https://www.youtube.com/watch?v=3M9ngaeV0gs> (from minute 3:44)
<https://helpdesk.onestream.live/en-us/article/how-to-live-stream-on-a-custom-rtmp-link-c53t0d/>
- **Vimeo-Simulcast**
<https://vimeo.zendesk.com/hc/en-us/articles/360000352508-Simulcast-overview>

LIVE Q&A-SERVICE

Digital Package M & L

- During the time of your streaming, a box with a live "Question & Answer Service" will be displayed next to your video.
- Participants can ask questions using an input field in the Q&A box. These questions are shown to all viewers immediately after sending. The questioner's name appears above the question. A "like" button is included next to the question.
- The exhibitor, but all other users too, can directly answer the questions in the Q&A box by double-clicking the questions. Answering back is also possible. Questions and answers can be liked or voted.
- All questions and answers are visible for all participants. There is no possibility to send questions or answers privately.
- Moderator function (operator) on request

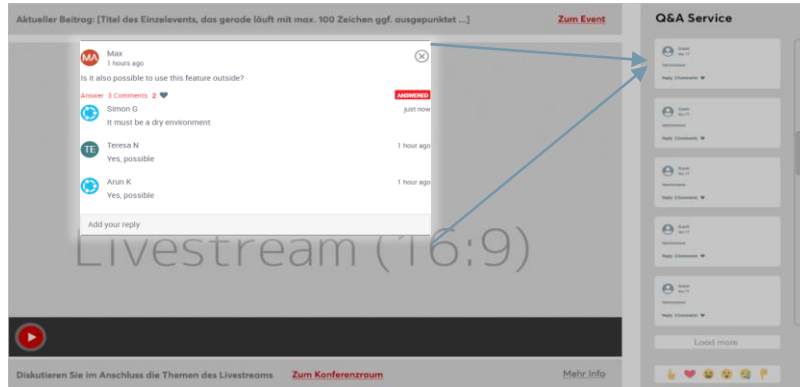
Digital Package XL / contributions in the conference program

- All questions and answers are not immediately visible for all users, but have to be released by an operator in the background.
- If the release process is not desired, the Q&A service can also be set up so that the questions are directly visible live.
- Optionally, the operator can conduct multiple-choice polls in the Q&A box. The audience can then vote and the operator can publish the result afterwards.
- Optionally, a "Reactions Bar" with five emoticons can be displayed. When a viewer clicks an emoticon, the corresponding emoticon appears in the lower-left area of the streaming box for all viewers.
- The Reactions bar can be turned on and off by the operator in the backend at any time. By default, it is turned off.

ACCESS & BRIEFING FOR OPERATOR

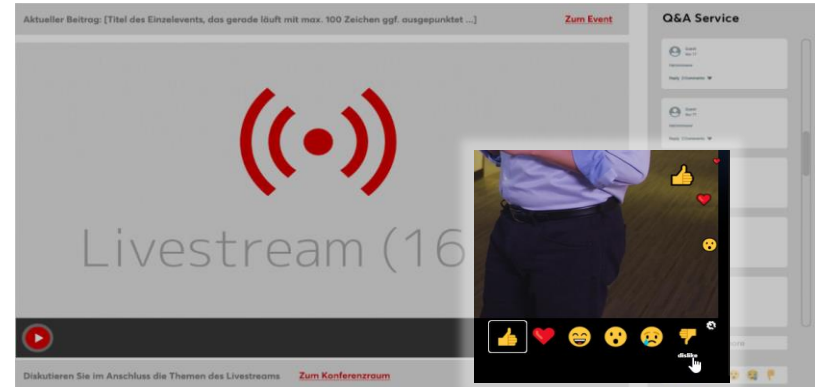
By appointment, exhibitors will receive a login and a brief introduction to the online interface for approving questions, creating polls and turning on the reactions bar.

EXAMPLES FOR THE Q&A SERVICE



Example Question with Answers

This is an example - layout and design will be comparable



Example Reactions Bar

This is an example - layout and design will be comparable

YOU WOULD LIKE TO LEARN MORE?

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Additional documents for the livestream::

- Exhibitor Livestreaming HowTo Technical Setup incl. short manual DailyFair.
- FAQ's exhibitor livestream

The documents will also be available in the shop as PDF downloads from the end of July/beginning of August at https://shop.ligna.de/en/00/2021/services/product/_sc_dmag_xpob_s_146144/_sp_info/index.html available