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## **For immediate release**

### Beam4K software tricks include a new way to create, reuse and repurpose prepared presentations.

Beam 4K, Inc. (Chagrin Falls, OH) addresses a disruptive part of online meetings, screen or window sharing, as something long overdue for a fix. This often-awkward, not-always legible and frequently time-eating approach to sharing information with other meeting participants gets evolved in through Beam4K™ Pro software in ways that speed and simplify preparation, communicate better, help automate meeting prep and follow-up, and produce materials that can be reused, repurposed and referred-to in automated post-meeting email messages.

Beam 4K, Inc. CEO Martin Winston has been professionally involved in television for more than 50 years, and this new venue for presentations, called “Trays”, was inspired by a practice that originated even earlier, in films and in photography: the super (image superimposition, or compositing). “It starts with the eyes,” Winston explains. “Our Beam4K hardware centers a 4K video camera behind a 4K video screen, so when our users look at our screen, their eyes look directly into the camera. Direct eye contact is a compelling factor in communicating with others. We wanted to sustain that during presentations, so we made that a core of our software development. And we did that without compromising our emphasis on reducing the time it takes to prepare for a meeting, reducing the duration of a meeting, and automating meeting follow-up to take no time at all.”

Authoring a “Tray” presentation through the Beam4K™ Pro software is streamlined by a Q&A approach. What’s the most important thing you want to show? Is there anything else that you want to show at the same time? Is there anything else you want to show next? Each Tray represents a unitized 4K UHD screen that coexists with the presenter’s face visible through it, as if it were a floating holographic screen. The software automatically adjusts to keep both the presentation image and the image of the presenter’s face visible. It can also present a presenter with options for reframing the most relevant parts of a source document (or image or video), for eliminating distracting elements (e.g., too-small text), for adding highlighting and more. Tray authoring also offers the user an option for distributing lengthier or more detailed materials as links within or attachments to an email that is automatically distributed to people invited to the same meeting; the user may then either not create a Tray at all or create a shorter one to focus only on salient points of the email-shared information that require explanation.

Finished Tray files are saved into a library that the presenter can reuse whenever needed; for example, in a telehealth environment, a podiatrist may have Trays available to explain warts, athlete’s foot, ingrown toenails, gout and so on. (Later, in this example, pharmaceutical companies may author and share their own Tray content, as relevant to a specialty, furthering the practice of preparing waiting room and doctor’s-office posters or informational pamphlets). Relevant and likely “next-needed” Tray candidates are represented by thumbnail images, in jukebox fashion, on the user’s Beam4K™ Pro screen, but these selection images (like other content, including, if the presenter so elects, a teleprompter script) are not included in the video that is seen by other online meeting participants.

When a Tray is initially presented, a presenter can select having Beam4K™ Pro software record the combined Tray-plus-face video for saving to a local or remote server or website for viewing by others. Other appropriate users can also get the software to record the Tray in an online or offline mode.

A recorded Tray presentation can also be exported as an MP4 video for internal or external sharing.

Beam4K™ Pro software can also, at the user's or organization's option, automatically create and send a meeting recap, which can happen for any size meeting, to invited or actual participants. In a 2-party online meeting between a buyer and a seller, for example, the message might read:

Thanks for letting Pat tell you about what we offer. During the meeting, he showed you 3 short presentations. "Introducing the Model 2" [link]... "Why to Buy our Model 2" [link]... and "New Model 2 leasing program" [link]. To revisit or share any of these, just click the link. And if you have more questions or you're ready for the next step, click here to schedule another meeting.

Beam 4K, Inc. develops proprietary hardware and software (46 Patent-Pending claims) to make it easier for online meetings to communicate more, communicate better and end sooner.

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