

# Beyond Seen Screen

The missing link between video & content

Video/Entertainment/Information/Education/Commercial/VR/AR/Gaming

<https://www.beyondseenscreen.com>

## Summary

Imagine that you are watching a film on TV based on a true story and that you are interested in details of those true events. Or that you are watching a music video and you want to know where the artist is on tour and where to buy tickets for concerts. Or maybe you want to quickly get to the recipe that chef is preparing on your favorite cooking show. Right now, you have to search for this information by manually typing into a search engine. Wouldn't it be nice if you could get to this information with less effort? With Beyond Seen Screen the content producers and advertisers can link additional information to the video content. Viewers no longer just passively receive video content but can interact and engage with it. The additional content that the user receives depends solely on the creativity and marketing goals of the content creator. This interaction will seamlessly guide the user to an online marketplace, streamlining the viewing to purchase experience.

## Discovery



### Entertainment and information

Effortless access to content related games, bloopers, interviews, VR/AR experience, etc. Enrich live content on second screen with scoreboards, replays, polls, etc.



### Seamless shopping

Products and services from the video content are available for direct online shopping.

## Engage



### Unleash creativity

Immerse your viewers into additional creative content and make them talk about you on their social networks. Enjoy the viral effects of your creativity.



### Permission marketing

Engage your viewers through permission marketing and personalization, increase your marketing effectiveness and generate new revenue streams.

## Simplified

### Bridge the gap between online and offline

Research shows that viewers today search for additional content related to the video they're watching. Currently, it's a manual process. Beyond Seen Screen removes this friction point and allows access to the world behind the video in an effortless way - just the way the viewer wants it.



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SCREEN

## About us

Founded in 2016 by Miroslav Zarić, Mario Drevenšek and Krešimir Puljić, Beyond Seen Screen creates a disruptive technology that changes the way how people interact with the video content. Our mission is to create a platform that enables video content to become a powerful informative, educational, entertainment and marketing tool.

We believe that additional information related to video content should be easily accessible to anyone who wants it. We want to take the hassle out of thinking about how to find this information. That's why we built Beyond Seen Screen - to simplify and speed up the searching process.



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