



VIDEO INTELLIGENCE VIRTUAL REALITY 360 DEGREE VIDEO

Sales & Marketing Collateral

Company Summary

PeopleNet provides solutions to help fleets improve safety and compliance and reduce costs. PeopleNet's network communications, mobility and analytics products are used by more than 2,000 truckload, LTL, private, and energy services fleets throughout North America. PeopleNet was established in 1994 and is headquartered in Minnetonka, Minnesota, with an office in Ontario, Canada. PeopleNet is a Trimble (NASDAQ: TRMB) Company and part of its international Transportation and Logistics Division.

To learn more about PeopleNet and its products, visit www.peoplenetonline.com

Project Abstract

In an ever more litigious culture, collision costs are growing significantly each year. According to the Large Truck Crash Causation Statistics, in 2013, the average cost for trucking companies per accident was more than \$11 million for those that involved fatalities, close to \$500,000 for those with injuries and nearly \$75,000 for ones that caused property damage. Without a neutral eyewitness on the scene, it's often impossible to prove that accidents were not the fault of the truck driver.

PeopleNet's Video Intelligence solution is a proven technological solution that consists of forward, side and rear-facing cameras. Given that it is a highly-visual product, we wanted to find a unique way to convey the vantage point this solution gives users, a vantage point that gives back office fleet personnel the perspective of their drivers and trucks as they move down the road.

We developed a virtual reality (VR) experience featuring a 360-degree video that brings the product to life in an interactive way. This VR experience can be leveraged on multiple channels, including within our trade show booth, as part of customer and prospect onsite visits and during media briefings.

Goal & Objectives

TARGET MARKET: Executives and Safety Managers

GOAL: Learn about our Video Intelligence solution and how it can help protect their drivers and equipment.

S

Build brand awareness for Video Intelligence, starting at our annual in.sight user conference + expo, which is attended by more than 2,000 customers, prospects and industry professionals.

M

Capture 15 dedicated Video Intelligence leads at our in.sight user conference + expo.

A

Create powerful content that can be easily consumed and understood to drive an increased interest in Video Intelligence.

R

Measure views and leads to accurately portray the impact of the collateral.

T

Drive increased awareness specific to our in.sight user conference + expo and shortly thereafter (August 13-16, 2017).

Project Summary & Solution

WHO CAME UP WITH THE IDEA?

WHAT PROBLEM WERE THEY TRYING TO SOLVE?

- Created a storyboard of what we wanted the video to include, including graphics and title cards.
- Worked with an agency to film with 360-degree-capable equipment.
- Contracted a driver and truck for the video shoot.
- Ordered PeopleNet-branded cardboard viewers so people could take part in the VR experience without purchasing expensive VR equipment. This also allowed us to scale the project and give our sales team a “leave-behind” item that can spur further discussion about implementing Video Intelligence.
- Created a detailed, step-by-step direction manual on how to use the branded cardboard viewers. The experience is only valuable if people know how to access it.
- Launched a microsite to showcase the VR experience and make it accessible to anyone, anytime, anywhere.
- Featured the mobile-friendly video on our PeopleNet YouTube channel.
- Promoted the experience at the in.sight user conference + expo to drive traffic to our booth.
- Leveraged the momentum gained at in.sight and showcase the experience at several U.S. and International tradeshows.

Results

88

UNIQUE VR EXPERIENCES
DELIVERED DURING THE
COURSE OF OUR IN.SIGHT USER
CONFERENCE + EXPO

14

MEDIA INTERVIEWS
CONDUCTED ON VIDEO
INTELLIGENCE AND THE VR
EXPERIENCE AT IN.SIGHT

125%

GROWTH RATE IN VISITS
TO OUR VR YOUTUBE VIDEO
POST-IN.SIGHT

EXCEEDED LEAD GOAL BY

133%

FROM IN.SIGHT FOR CUSTOMERS INTERESTED
IN IMPLEMENTING VIDEO INTELLIGENCE



Samples of Work



360 Video

www.youtube.com/watch?v=gIOBRt_3KxA



in.sight Virtual Reality Experiences

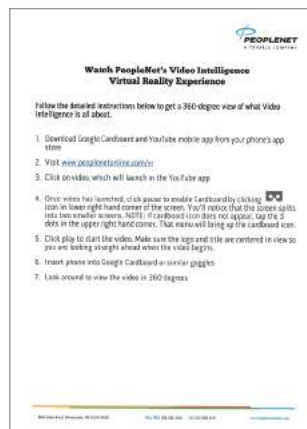


Virtual Reality Website

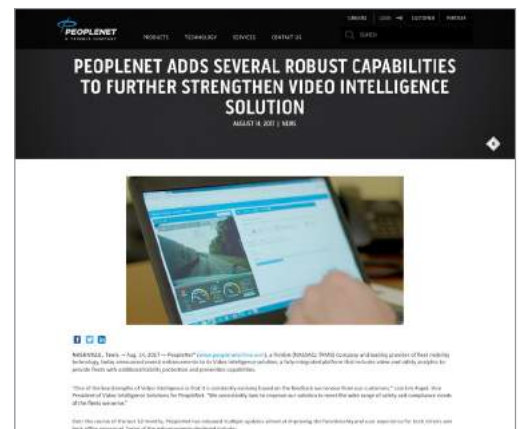
www.peoplenetonline.com/vr



Customized Goggles



Customized Google Cardboard Instructions



Press release

www.peoplenetonline.com/peoplenet-adds-several-robust-capabilities-to-further-strengthen-video-intelligence-solution/

Lessons Learned

IN RETROSPECT, THE CREATION OF THE VIDEO INTELLIGENCE VIRTUAL REALITY EXPERIENCE HELPED US RE-IMAGINE HOW WE DEVELOP SALES COLLATERAL.

This was a good pilot project for us to go beyond sell sheets and other static collateral to bring to life our products and give customers and prospects a more interactive way to understand our capabilities.

The process involved many disparate parties, including our agency, production company, as well as key internal stakeholders (facilities/operations to secure the truck, marketing to bring to life storyboards, product team to approve content). This cross-functional project allowed us to create strong relationships and will help us to deliver new and innovative projects in the years to come.

Likewise, anecdotal feedback from sales is supported by the amount of interest we generated at our in.sight user conference + expo and supports our case for developing more interactive content for other products in the future.