



SYNTHETIC MEDIA, AI,
AND BUSINESS:
UNDERSTANDING THE
POSSIBILITIES

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*plume portable sans fin,
qui s'alimente elle-meme
avec de l'ancre*

never-ending portable pen, which
recharges itself with ink




Proiectul primului stilou - 1827
Petrache Poenaru

ROMÂNIA
2010


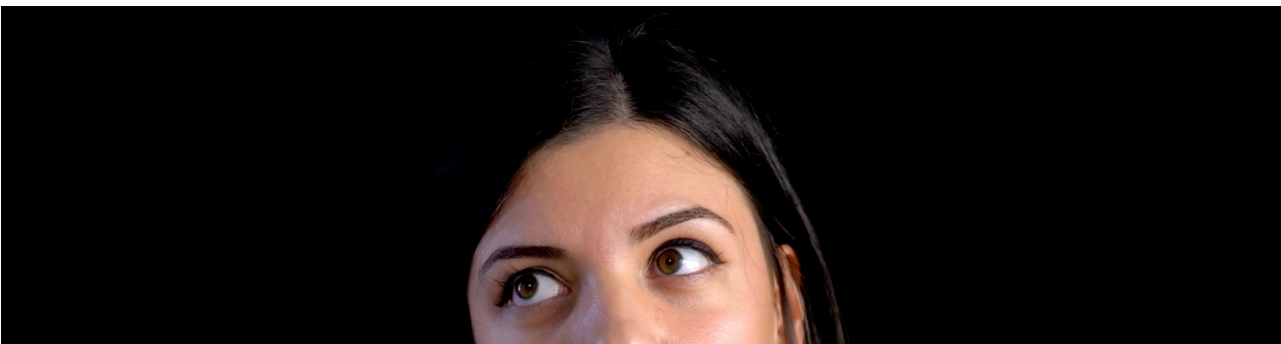
5L
Radu OLTEAN






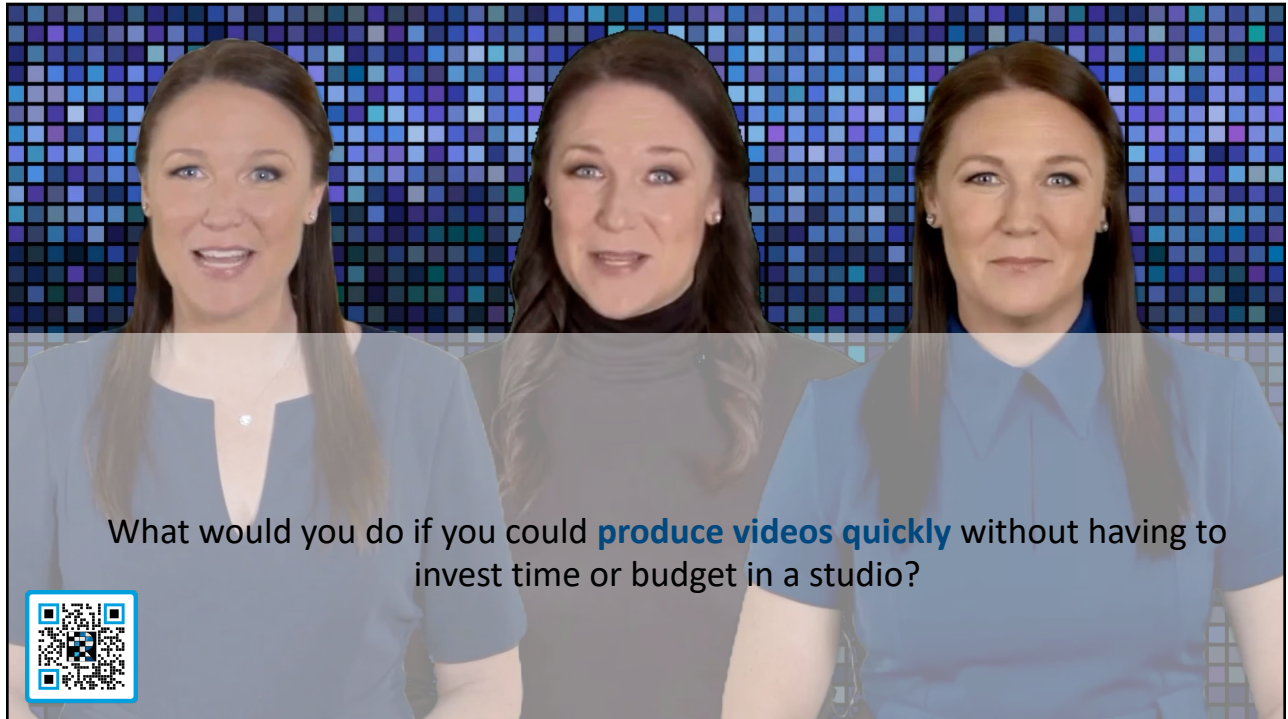
A close-up photograph of several golden trophies, likely awards, with a blurred background. The trophies are the central focus, with their metallic surfaces reflecting light.

Studies in education, marketing, persuasion, and customer experience all demonstrate the **superiority of video** when it comes to digital communication medium selection.

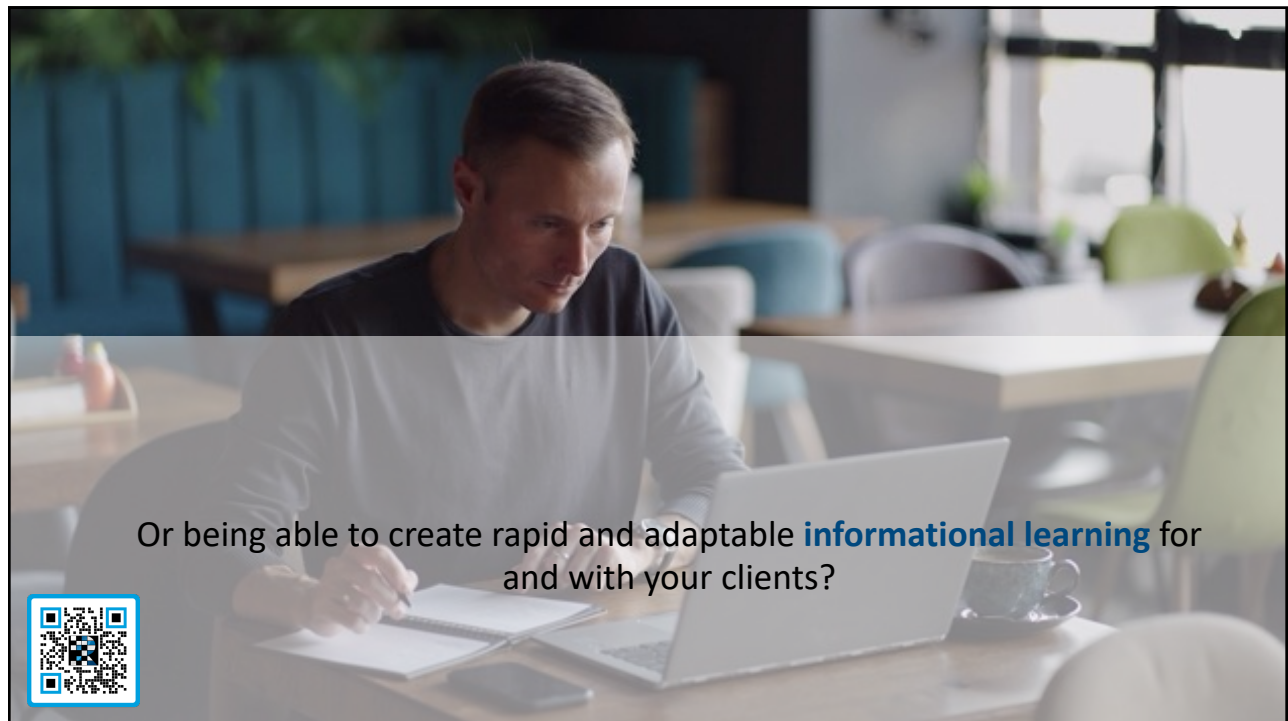
A square QR code with a blue border, located in the bottom left corner of the slide.A close-up photograph of a woman with dark hair, looking upwards and to the right with a thoughtful expression. Her hand is resting on her chin.

Wouldn't it be great if we could **personalize, customize**, and provide a **choice** to our audiences by how we deliver content?

A square QR code with a blue border, located in the bottom left corner of the slide.




What if you could deliver your content, in your own voice, in **multiple languages** (28 right now!)?




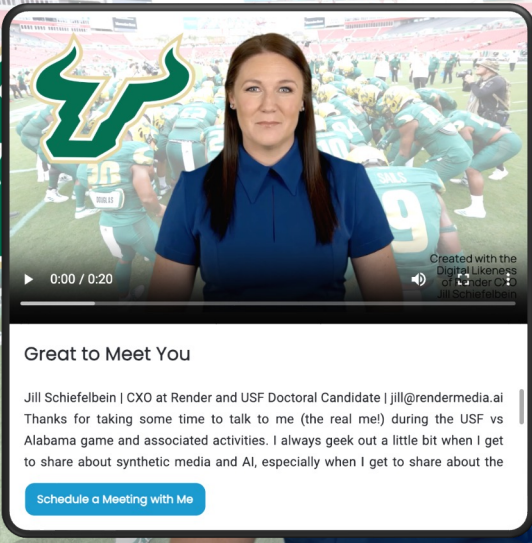
Or being able to create rapid and adaptable **informational learning** for and with your clients?





**ONE MESSAGE;
MANY PEOPLE**

When you have a centralized message that needs to be delivered by local voices.



**NETWORKING
WITH EASE**

Be remembered and create easy opportunities for follow-up at any event with custom landing pages.

The screenshot shows a digital training interface. On the left, a dark blue sidebar contains a QR code at the top, the 'think2 perform' logo with the tagline 'MAKING THE IDEAL REAL', and a 'MENU NARRATION' section. The menu lists 'Introduction' (checked) and 'Lesson' (with sub-items: 'How the Brain Works' (checked), 'Motivation', 'Change', 'Patterns', and 'Physiological Exercise', all with lock icons). The main content area is titled 'Rational Decision Making' and features a large graphic with the 'think2 perform' logo, the text 'Module 2.3: Rational Decision Making', and a 'Begin Module' button. A 'NEXT >' button is visible at the bottom right of the main content area.

INTERNAL TRAINING

Add your digital presence and AI voices to any training, making it easy to change content as your business evolves.

The screenshot shows a digital training interface. On the right, a dark blue sidebar contains a QR code at the top and the text 'FRANCHISE MARKETING' written vertically. The main content area is mostly blank, with a small text block at the bottom center.

FRANCHISE MARKETING

Use synthetic media and AI to have a consistent brand message, delivered by local owners or managers to convey trust and relationships.



YOUR CLIENT EXPERIENCE

businesses to become better active listeners.

Prepare: 60 minutes to all 11 tasks

- 01 - What to bring
- 02 - When You Arrive
- 03 - On-Campus
- 04 - Meeting Guide
- 05 - Classroom
- 06 - Grouping



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