

## Press kit



# What is klik?

Klik is an advanced event engagement solution that guests can wear.

Our LED wearables deliver a more relevant event experience that connects attendees to more moments and organizers to more unbiased behavioural data.

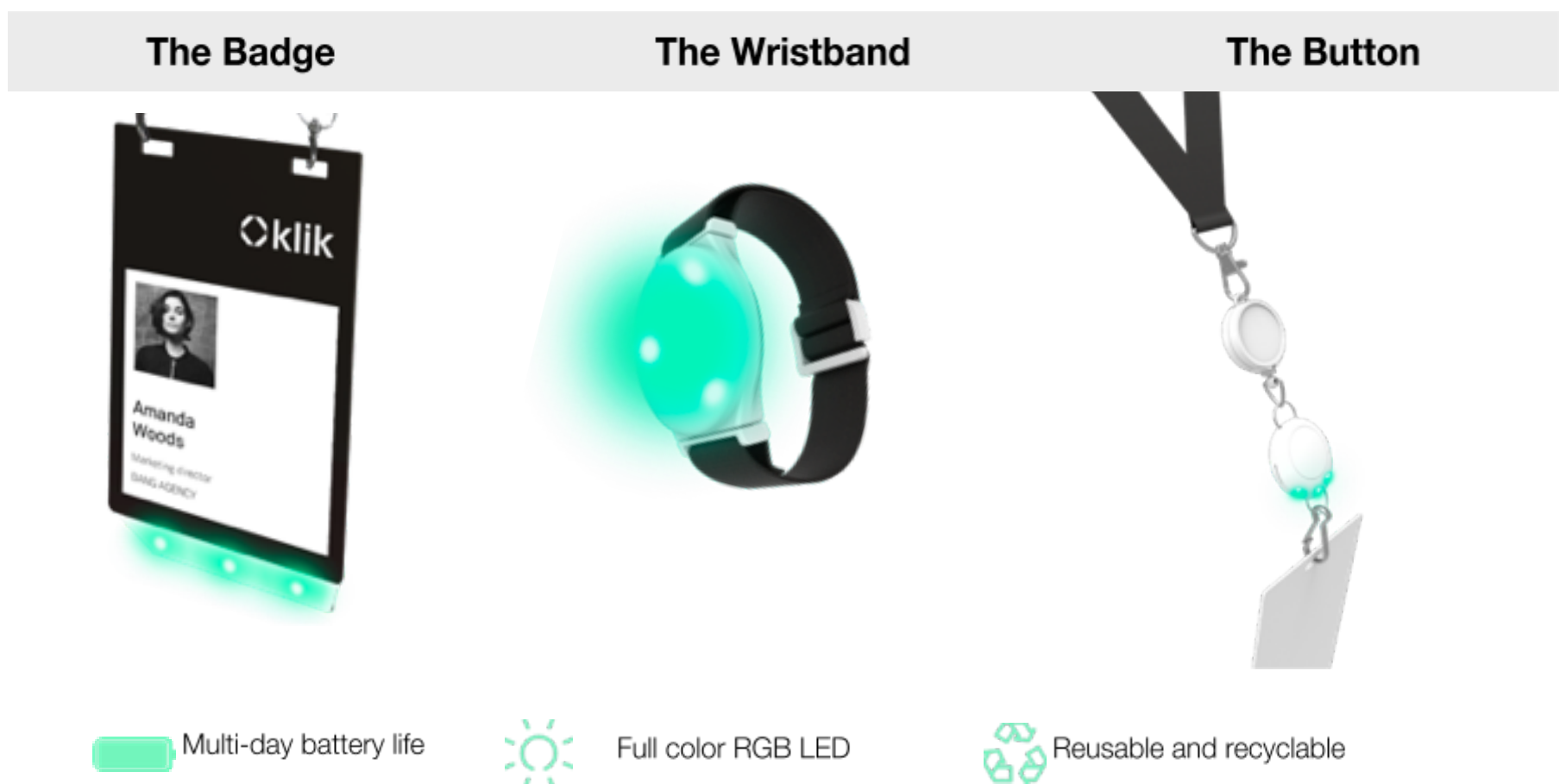
Guests can interact with each other, participate actively in the event and get back to real human connections. With klik, participants can live in the moment, not behind a screen—it's time to get away from virtual reality and back to reality. Klik is above all an engagement platform that helps event organizers use the valuable data they collect to improve future events and calculate return on investment.

Klik integrates seamlessly into the event technology ecosystem, letting organizers better plan, engage and measure through registrations, event programming, live monitoring, networking, gamification, access control, and comprehensive live data and analytics.

## How it works

The klik technology is a bidirectional communication system that uses the Bluetooth Low Energy (BLE) protocol. BLE capabilities include passive tracking of all attendees for a frictionless experience (no need to scan). It offers better data, wristband-to-wristband communication, visual feedback on the LED wristband, wristband lights that change according to an individual's profile or group affinity, and much more.

## Our wearables





## Our story

PixMob is a Canadian company founded in 2006 by Vincent Leclerc, a graduate of the Massachusetts Institute of Technology Media Lab, and by David Parent, a graduate of Université Laval's Business Administration program.

In 2010, PixMob unveiled its innovative crowd activation technology. PixMob developed a patented interactive wireless LED technology used to create stunning light effects on crowds. Transforming each spectator into a pixel and the crowd into a huge display, PixMob is a unique and immersive experience. The technology was first used in a *mise-en-scène* by Cirque du Soleil for the launch of the Microsoft Kinect.

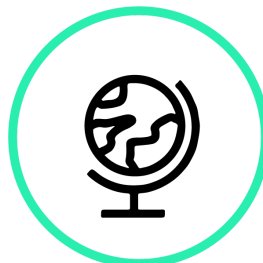
After 10 years of engaging crowds, PixMob noticed that many event technologies drew people deeper into smartphones and social networks, creating a digital wall that discourages human connection. Motivated by a desire to always push the boundaries of technology, PixMob created klik to respond to this new reality and to foster connections between attendees of live events.

Today, PixMob operates worldwide: Canada, U.S.A., Brazil, United Kingdom, France, Spain, Sweden, Netherlands, Russia, Taiwan, South Korea, Thailand, China and, recently, the Middle East.

## Facts



Over 9 million people have experienced a PixMob or klik event



Events in 50 countries across 5 continents



Crowds connected at over 1,000 shows



# Biographies



## Vincent Leclerc

CTO and co-founder

Vincent leads PixMob's hybrid product design and R&D teams. From experience design to rapid prototyping, through to mass manufacturing, his squad is hard at work reinventing the future of crowd interaction.

Vincent holds a Master's degree in Media Technologies from the MIT Media Lab. He has been designing and developing interactive technologies for over 20 years. His work has been featured in journals and magazines such as Wired, ID Magazine, ACM SIGCHI, Rhizome, MAKE, and Core77, to name just a few.

Awards:

- 25 Leaders Under 40, Les Affaires 2015
- Young International Leader, ARISTA 2014

## David Parent

CEO and co-founder

David helms the growth of PixMob into a global business, structuring its development into a new kind of company spanning products, systems and services. He has spent the last decade leading innovation teams in order to bring new ideas, concepts and technologies to life. His first company, TDS Network, developed electronic displays for public spaces. He sold it in 2003 and founded ESKI, which became PixMob in 2014.

In 2012, the Montreal Junior Chamber of Commerce named him "Entrepreneur of the Year." The same year, he enrolled in an executive education program at the MIT Sloan School of Management with a select group of entrepreneurs. This complemented his Bachelor's degree in business from Université Laval and his work founding the school's entrepreneurs' network.

Awards:

- Personality of the Year, Infopresse 2014
- Entrepreneur of the Year Award, Montreal Junior Chamber of Commerce 2012



## Recognitions

### **2016 Deloitte Technology Fast 50**

20th place

### **2017 Experience Design & Technology Awards - Event Marketer**

Best Event App - Bronze

Best Use of RFID/NFC/BLE - Bronze

## Klik in the media



“CONNECTING WITH A FLICK OF THE WRIST”

## les affaires

“Première: une cocarde connectée pour les participants de C2 Montréal” (“A first: connected name badges for C2 Montréal delegates”)



“RÉINVENTER L’ART DU « KLIK »” (“REINVENTING THE ART OF THE ‘KLIK’”)

## Links

Website

[klik.co](http://klik.co)

Facebook

[facebook.com/pixmobklik](https://facebook.com/pixmobklik)

Twitter

@klikofficial

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