



BRINGING YOUR CONTENT TO LIFE

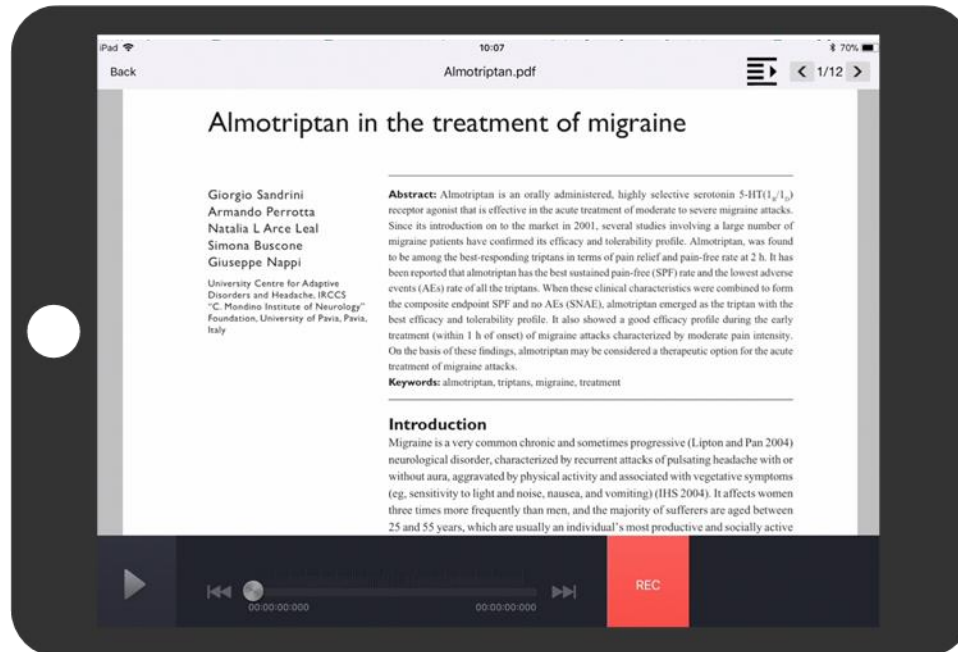
Extending The Reach of HEOR/RWE/PRO/Value Data.....Bringing Your Story To Life

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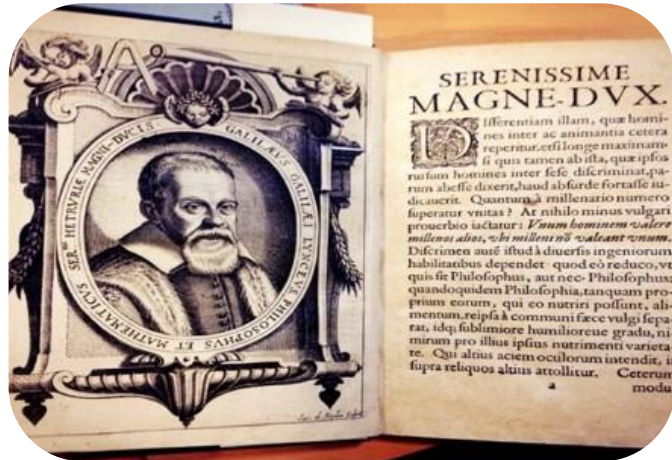
Tangent⁹⁰

Global Outcomes Group
HEOR / RWE / VALUE COMMUNICATIONS



Nar8r is a groundbreaking app which enables you to visually move around your Posters, Manuscripts, Slide Decks and narrate as you go, to create an animated video abstract.

Why Nar8r – The Challenge of Medical Communications



1635 edition of Galileo's
'Dialogue' published by Elsevier

Medical Publishing Still Based
on Print/Electronic Manuscript



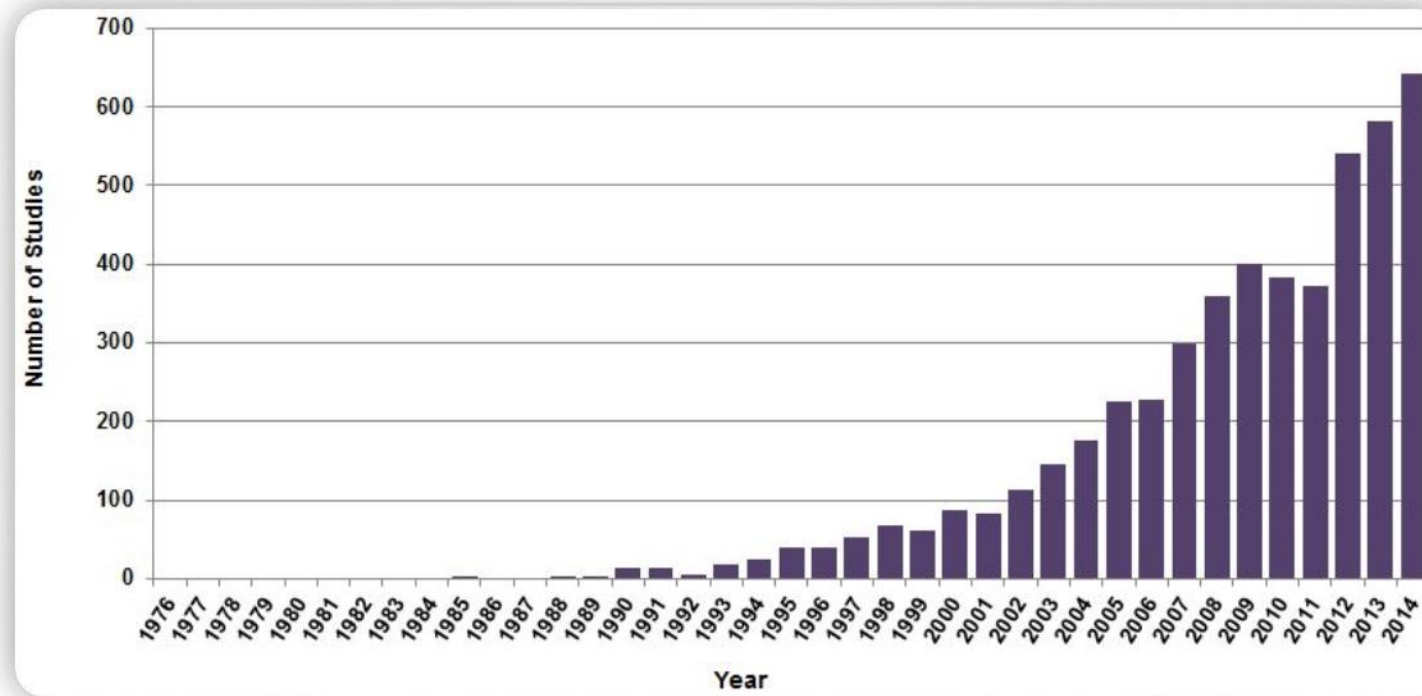
Poster session at the 111th
American Society for Microbiology
General Meeting 2011



Digital poster session at the
American Association for the
Surgery of Trauma 2018
Annual Meeting

Growth in Cost-Effectiveness Analysis Publications

There is a clear evidence of both the upward stream of blossoming in health economics publications and its acceleration.*



Growth of Global Publishing Output of Health Economics in the Twenty-First Century: A Bibliographic Insight, [Mihajlo \(Michael\) Jakovljevic¹](#), and [Ana V. Pejic²](#), *Frontiers in Public Health*, 2017; 5: 211.

Nar8r – New Media Application Supports Print Matter

A really simple process



Voice over recorded chapters allow you to explain the significance of your finding



Use the laser pointer to highlight specific areas or details during a chosen chapter



Pinch and zoom to easily Navigate around the document and specify an area of interest



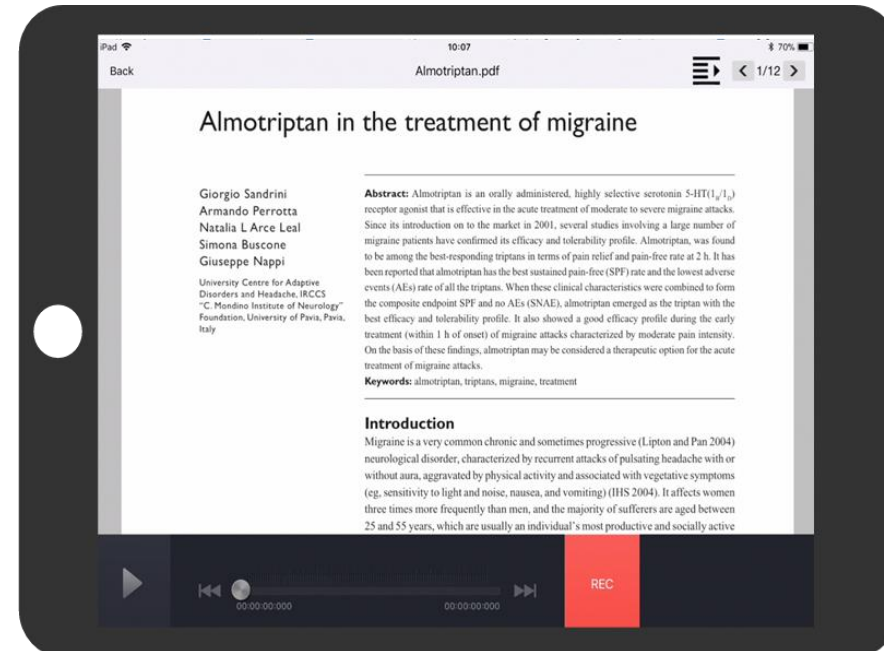
Your finished narrations available in app, or wherever you choose as a video

Nar8r User Guide Video
<https://vimeo.com/322751638>

Nar8r – New Media Application Supports Print Matter

Enables authors to create narrated videos in minutes not days

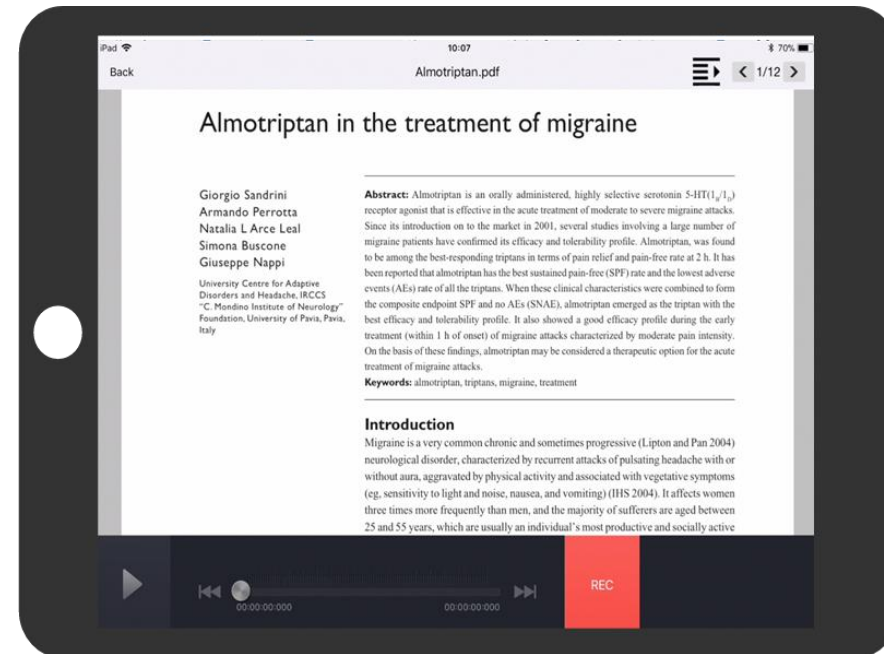
Nar8r is a groundbreaking app which enables you to visually move around your posters and narrate as you go, to create an animated video abstract.



Nar8r – New Media Application Supports Print Matter

A really simple process

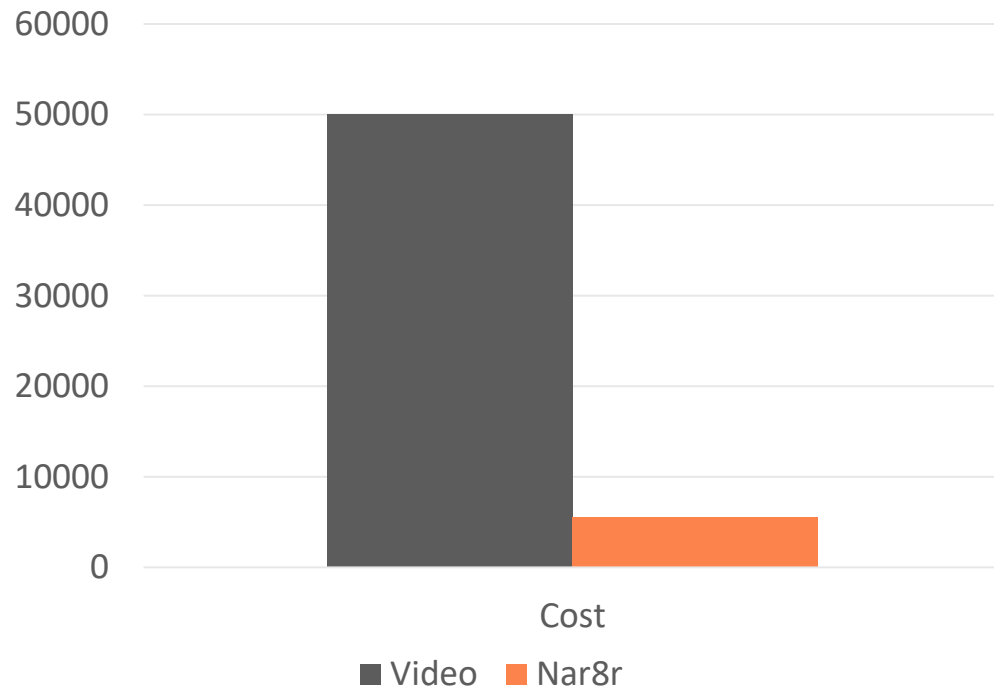
- Upload content to your iPad
- Narrate a commentary in chapters
- Navigate around with pinch and zoom
- Use a laser pointer to draw attention to details
- Keep output private or share with teams
- Share finished video



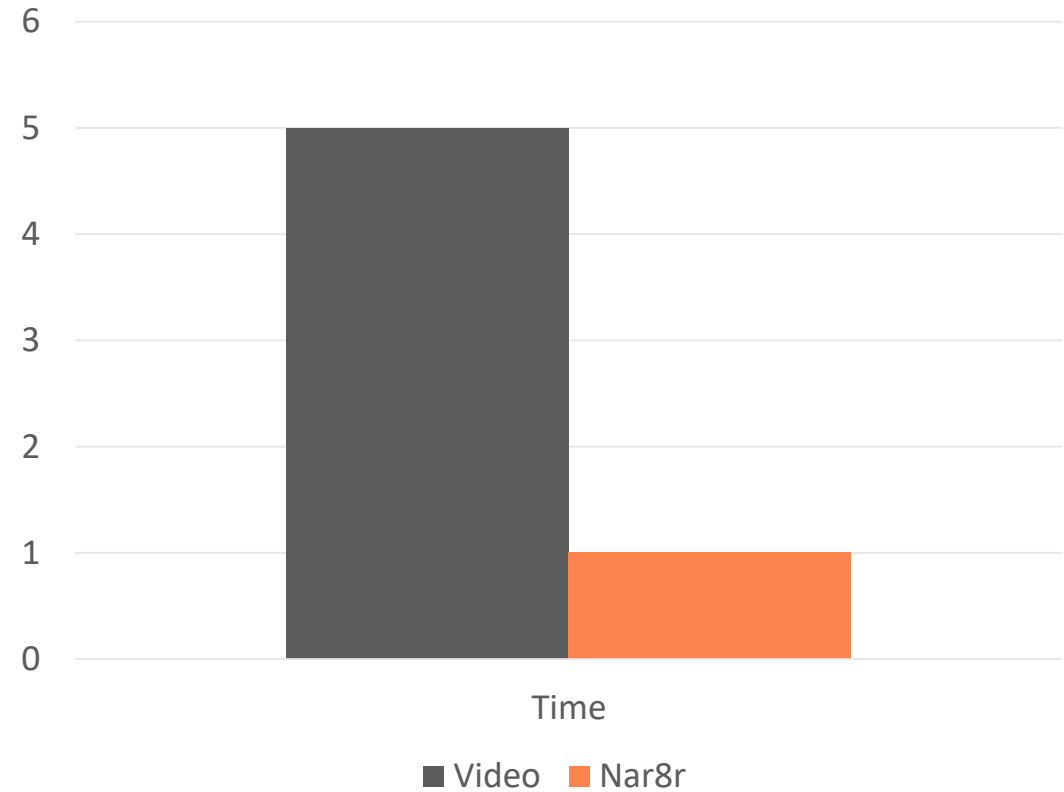
Nar8r vs Video Metrics

Nar8r is simple and convenient to manage

Video is 10x more expensive



Video takes 5x longer to shoot and produce



Nar8r Has Many Different Uses



Narrating posters and journal articles to bring out the key messages for MSIs, Payers or HCPs



Narrating PowerPoint slides, photos etc.



Narrating training materials

Nar8r - For Posters, Papers, Slide Decks and More

- Nar8r provides an affordable easy to use technology solution for your Posters, Papers, Slide Decks and more
- Use your iPad to personally create a 2 to 15-minute self-narrated video
- Easily send the MP4 video file to any target audience – internal and/or external



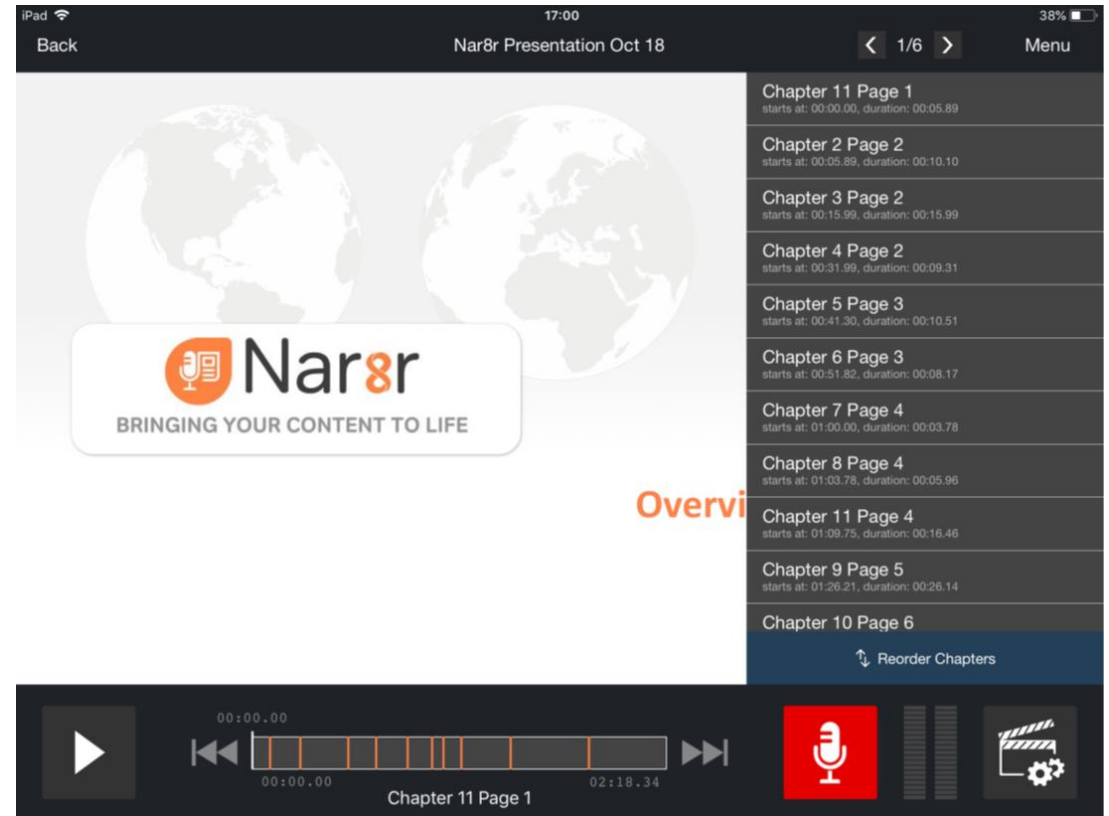
Nar8r Advanced Features



Full Approval Workflow



Extra features allow addition of voiceovers, laser pointer etc. for full professional output



EU & UK Nar8r Clients

- AstraZeneca UK – poster communications
- Biogen Europe – poster communications
- Boehringer Ingelheim UK – poster communications and internal training
- First Kind Medical – sales training
- Ipsen UK – poster communications

Nar8r - Bring Your Content to Life!

Extending the reach of clinical posters and publications

In summary

- Nar8r is simple to use, requires no video editing skills
- Can create results in minutes, not hours or days
- Video output is viewable on any device
- Output can be hosted on client website or on Dropbox, Vimeo etc.



BRINGING YOUR CONTENT TO LIFE

Making Your Content Memorable

Thank you

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