

Webcasts from the Mercedes-Benz Museum.

Your partner for one-of-a-kind digital events.





Webcasts from the Mercedes-Benz Museum – transcending boundaries.

Opportunities lead to successes: are you looking for a suitable venue for your special occasion? The Mercedes-Benz Museum is more than just a museum – with its unique architecture and flexible space concept, unforgettable events are guaranteed. And these can now be held digitally too.

Hybrid events are now more popular than ever and are a valuable way of reaching large numbers of people in these reduced-contact times – and it doesn't matter whether you're talking about 100, 1,000 or 10,000 participants from around the world. With our new streaming and webcast service, we can

stream your event live and can assist you in making your event digital. Be it a conference, a congress, a panel discussion, a product presentation, webinars and webcasts or a recording in TV quality, our museum and its event rooms offer the perfect parameters. Streaming live event formats poses new challenges, which you and our experts will rise to together.

The following pages feature information about our webcast services and the technical specifications involved in such a hybrid event.



We aim to please!

Safety

With its principle of 'Safety first', the Mercedes-Benz Museum is your responsible partner for a safe event. And this doesn't only apply to hygiene – thanks to our state-of-the-art technology and our service providers, we can also guarantee fail-safe and protected broadcasts.

Tailored

Our event specialists are here to advise you, from the initial idea all the way through to its professional execution. Your specifications will be turned into an event concept which is perfectly tailored to your wishes and your vision.

Atmosphere and space diversity

Your event can be held in one of our event rooms or in the exhibition space. With us, you get a studio with the atmosphere of a museum. You can find more information about our rooms [here](#).

Interactive

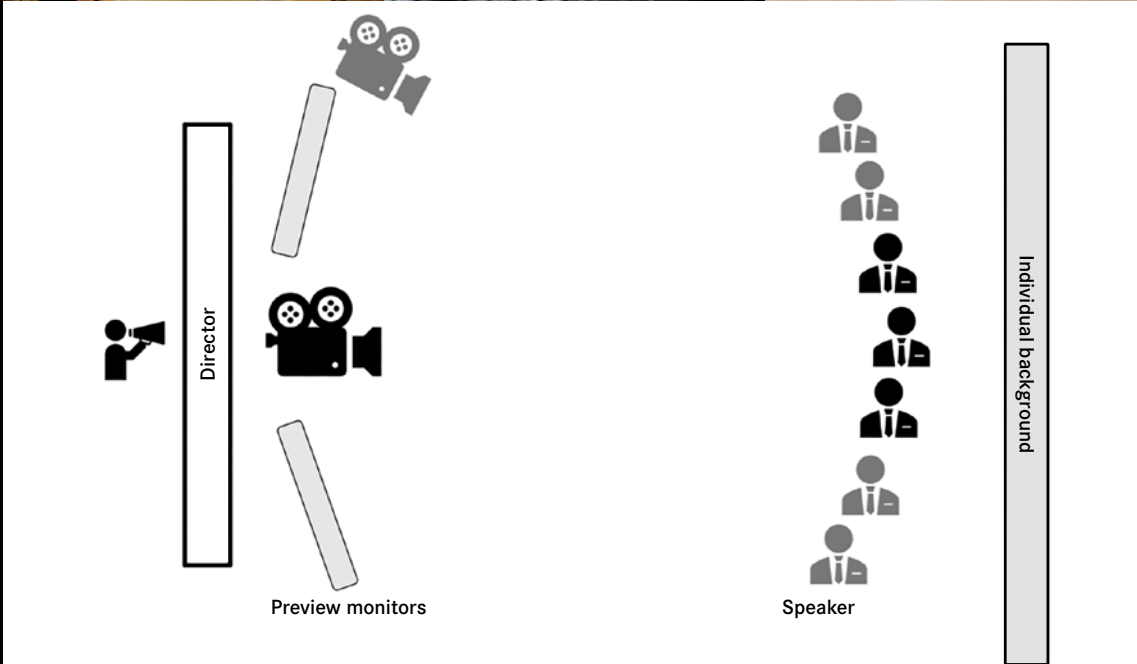
From lecture-style presentations and town hall meetings with a Q&A session to product image presentations featuring moving images, this is the interactive and targeted way in which to communicate with your customers all over the world.





Make use of our numerous options and rooms!





Hybrid events and their requirements

Hybrid events are technically sophisticated affairs. We can offer you fail-safe technology involving the following points:

Streaming

With our streaming platform, we can guarantee you fast and secure LAN and Wi-Fi transmission.

Video technology

The cameras we use boast hi-res full-HD quality.

Sound engineering

With our high-quality speaker systems and audio systems, your event will be a veritable sound experience. We cover the entire bandwidth of voice and music quality.

Lighting technology

With our modern lighting, we can present your speakers in the right light and can create the right mood.

Stage technology

We can cater to your specific wishes here – anything is possible, from lecterns and podiums to stages. You can also have tailored backgrounds created with our Easy Walls.

The diagram on the left shows a basic webcast set-up. This can likewise be tailored specifically to the circumstances and your requirements to make it as unique as the event itself.

Webcast Small

The Small option comprises a fixed field of view which is captured by an unmanned camera. This set-up is ideal for one to three speakers. The event is then broadcast live via the streaming website. The presentation is displayed to the speaker(s) on preview screens. A customisable background enhances the atmosphere.

Technology

Our service provider handles the technical supervision and provides laptops and streaming technology as well as adequate lighting and sound engineering for the speakers. The transitions from speaker to presentation to moving images are handled by production experts.

Flat fee for room:	€ 950
Flat fee for personnel:	€ 830
Furniture	from € 200
Technology	from € 4.950
TOTAL from € 6.930	

Webcast Large

The Large option includes a second, manned camera. The additional speakers and, if applicable products, are positioned on or next to a stage in keeping with the format. A larger background image can be used to additionally convey content (e.g. company logo, mood picture, products).

Technology

The second camera allows for a change of perspective, e.g. from a wide shot to a single person, thereby creating a more dynamic flow and field of view. Close-ups of the speaker allow them to emphasise key topics and content through their gestures and facial expressions. Additionally, detailed views of your products create an almost realistic live experience.

Flat fee for room:	€ 950
Flat fee for personnel:	€ 830
Furniture	from € 400€
Technology	from € 8.900
TOTAL from € 11.080	



Contact

Hold safe events either here at the museum or digitally – we look forward to seeing you.

If you have any questions regarding events, please do not hesitate to contact us. We can be contacted personally from Monday to Friday.

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