

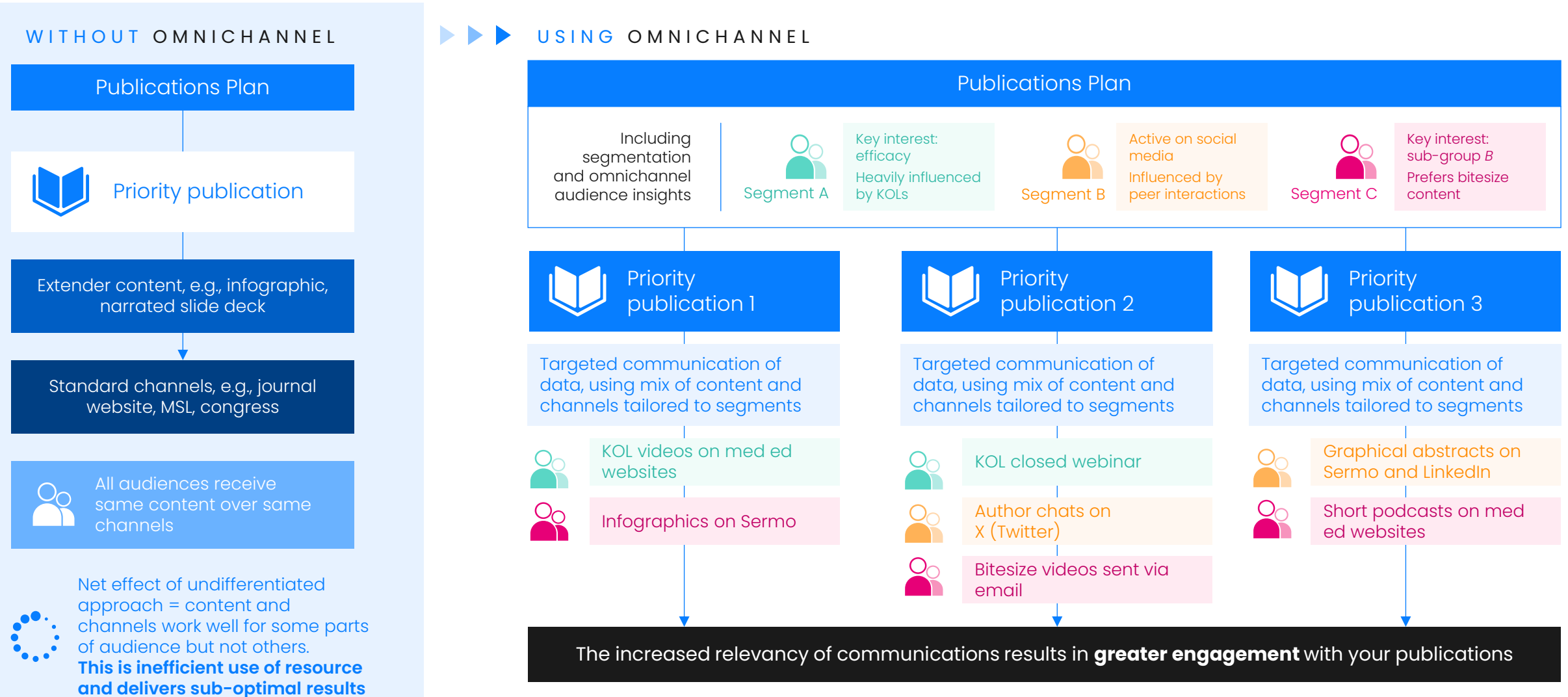


Elevating publications programs

Snapshot of a few initiatives at Prime showcasing
our new ideas in publications

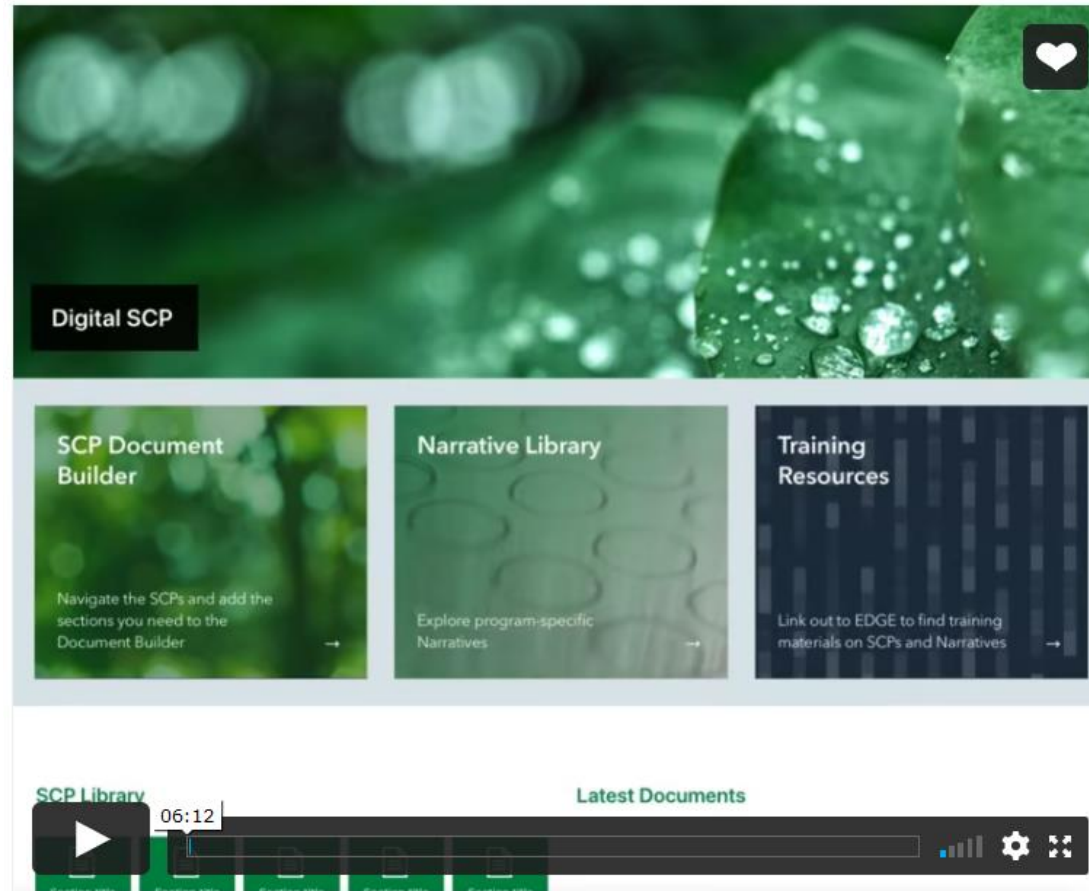
Audience-first publication planning

Integrating omnichannel into a broader Publications Plan allows for long-term, strategic tailoring of audience communications



Digital Scientific Platform

Improve the usability of core documents using technology to enhance the user experience



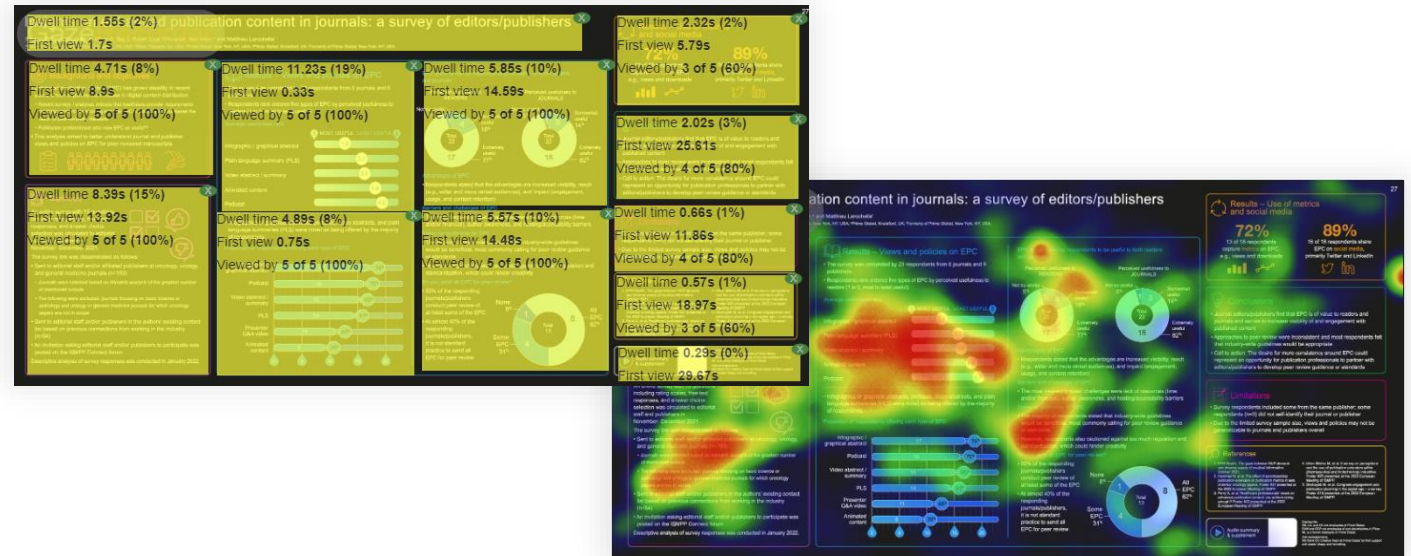
Click to view video demo



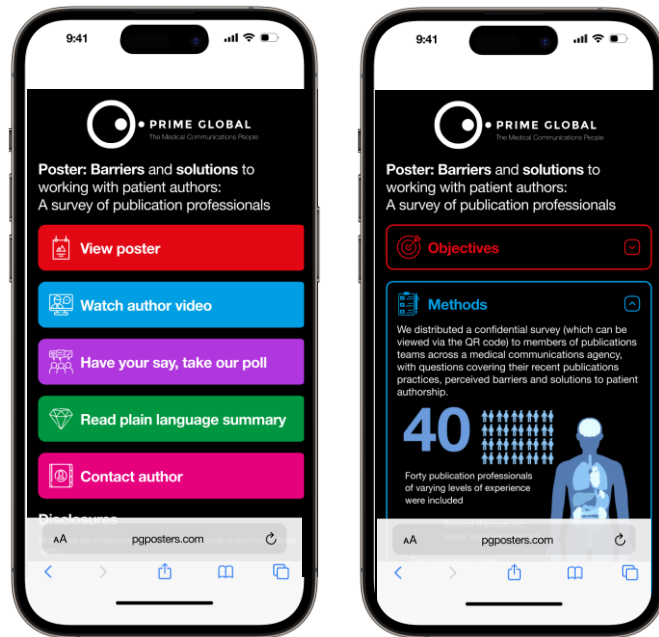
Evidence-based poster design

Prime are leading the industry with real-world user testing of poster designs using our PosterVision™ VR/AR solution and AI powered user attention heatmaps in our iterative design process.

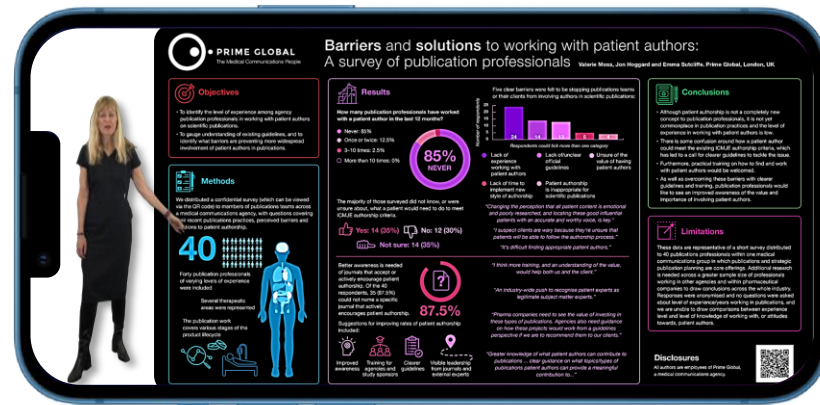
Why guess how users will read and interact with your posters when you can quickly and easily prove it in advance?



New technologies for congress presentations improving UX and enhancing metrics



Transitioning from PDF to HTML posters – virtual accessibility on mobile devices



Author avatars bringing each poster section to life – enriching education, retention, and engagement



Elevating engagement and learning with real-time feedback and interactive features, both onsite and remotely – enhancing metrics and education

You can view our publication research and reimaged posters by clicking here <https://reach.primeglobalpeople.com/ismpppeu2024/>

