

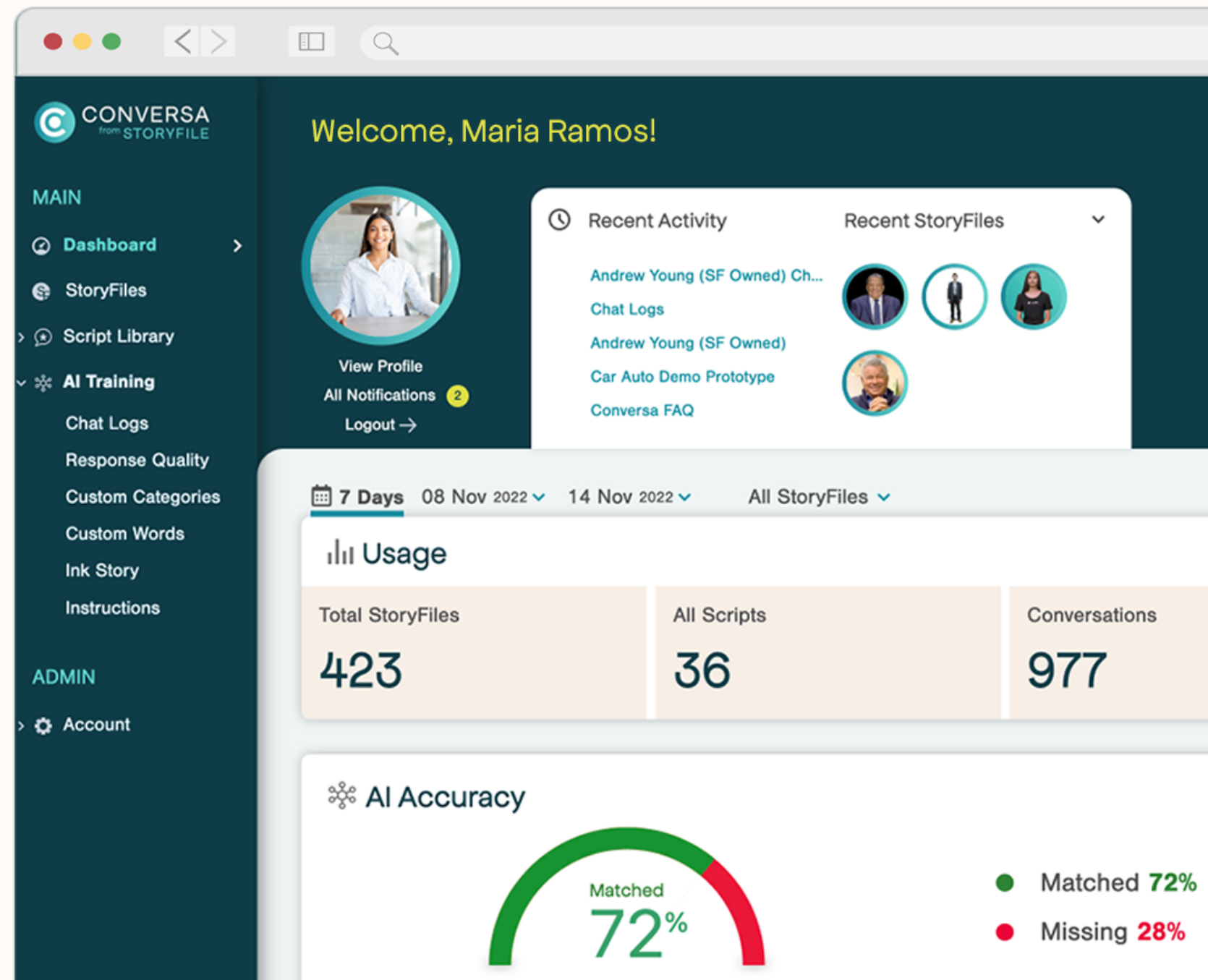
Whitepaper

2023

Conversational Video AI

“...a cool blending of 21st-century artificial intelligence and the millennia-old technique of oral storytelling”

Fast Company



Reggie Van Lee
Reggie has an amazing story to tell. As a son of a mailman and a nurse, Reggie smashed through the glass ceiling attaining multiple degrees from MIT& Harvard.

Talk to Reggie’s storyfile →



 **Hold to Talk**

2023
Conversational Video AI

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A Revolutionary Technology

Conversational Video AI (CVAI) is a groundbreaking technology that makes it possible for video to talk back.

CVAI provides the possibility to engage with another person across time and space. Put simply, it lets you have a real-time video conversation with anyone - even if they are not present. It provides the ability to talk to a President, a favorite artist or sports personality, professor, bank agent, and the ever elusive customer service representative.



INTRODUCING StoryFile

StoryFile is the company that developed CVAI.

StoryFile Inc was launched in 2017 with a singular mission to power the future of conversation using AI technology. Scientists have proven that questions are at the heart of human learning and that human interaction deepens engagement. The world is made up of people who have knowledge, expertise, insights who are inaccessible to most of us, most of the time. This technology changes that.

The core idea of connecting through conversation is key to StoryFile's technology. The application for conversational, interactive video creates deeper human connection.

StoryFile transforms traditional one-way media into active two-way conversations. From sales and product information to customer service and corporate training. This technology replaces the FAQ, the chatbot, and the explainer video. Wherever there is a question to be asked, there's an application for our technology.

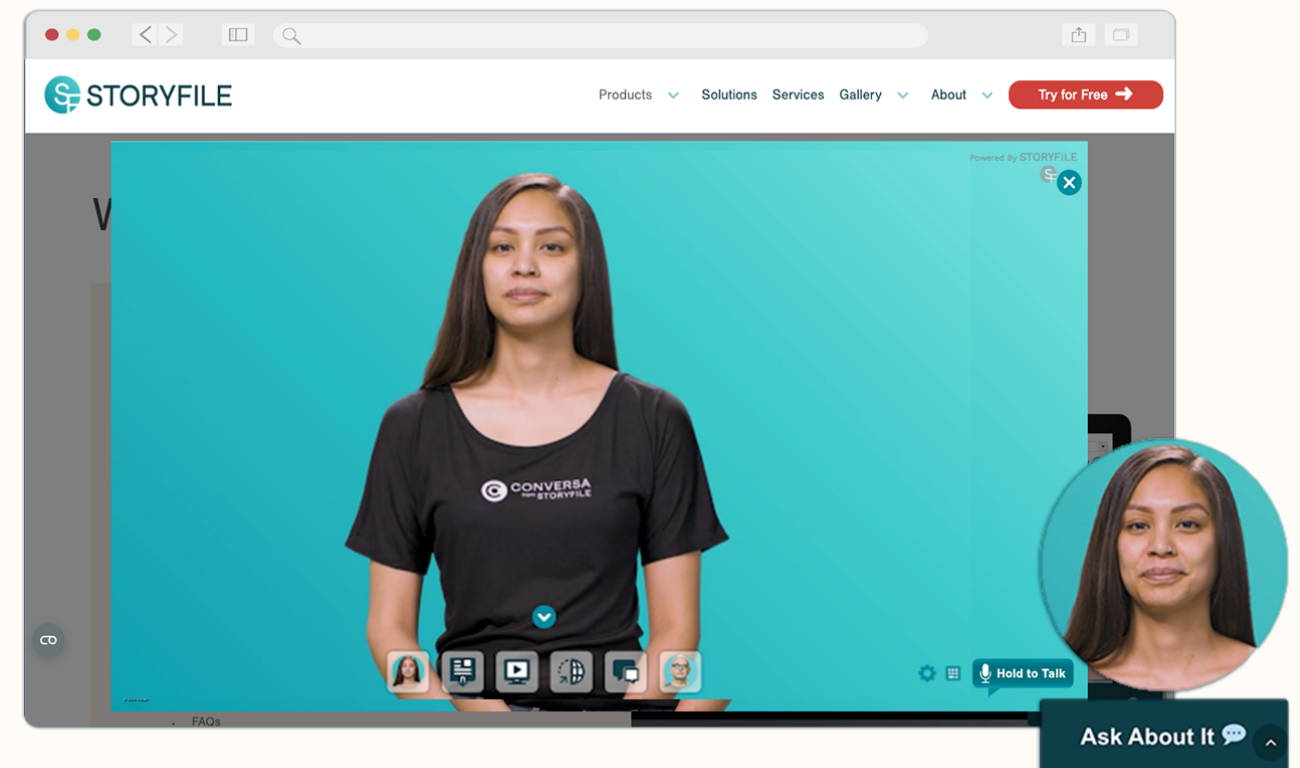


Conversational Video AI Formats

Conversational Video AI Agent

An individual is filmed answering questions. The content is prerecorded to be accessed anytime and anywhere. The content is based around a specific individual's skills, talents or experiences. This allows a historic figure to record their contribution to history; a scientist to explain the details of their discovery; a company founder to give specific insights into their life journey; a teacher to provide their students with access to their knowledge.

Conversational video is used for any application where the individual with expertise records answers to questions. In this image, a conversational HR center provides an interactive onboarding program where specific questions are answered by the HR director and CEO.



Conversational Video AI Formats

Interactive Digital Assistant

This is a hybrid format that transforms conversational video into a programmable avatar. Our method clones the character, voice, and personality of a living agent, and allows the character to converse with new responses. This is applicable where initial content is recorded with an agent which is updated and modified over time. Ideal for customer service applications; smart banking; and virtual chat human chatbots such as our Conversa FAB-FAQ.

Interactive Digital Recreation

This format is unique to StoryFile and results in a life-sized holographic character or person from the past using archival footage and information. For example, StoryFile worked with Walmart to build an employee experience and learning program. We produced a digital recreation of Sam Walton as described in the Washington Post.



Walmart & StoryFile publicly debuted Sam Walton's digital recreation as part of Walmart's learning program

Versus (VS) features Ashlyn Harris using StoryFile technology to teach sports courses & fundamentals.



Conversational Metaverse Agents

The rapid growth of Web XR which includes virtual reality, augmented reality and metaverse applications provides opportunity for rapid expansion of conversational learning and customer experience. StoryFile is the first company to play conversational video in the metaverse via its Conversa platform. Companies will be able to create many types of environments for their teams and customers to engage with conversational agents and trainers. Initial programs for 2023 include a 'Metabank' experience which includes an Interactive Digital Assistant and a metaverse conversational learning experience for younger learners.



Interactive
Digital
Assistant for
Metabanking



Conversational
Video AI for
Metaverse
Education



WHY

Conversational Video?

QUESTION-BASED LEARNING

When users ask questions, they are actively participating in their own learning, making the information feel more relevant and accessible. ¹ **One study of over 12,500 students found that interactive learning was about 6 times more effective than learning by reading.** ² Technology that lets users interact and ask questions is technology that results in better outcomes.



SUBSTANTIVE LEARNING GAINS

A study by W. G. Harless et al. found that overall **learning gains for people using conversational video technology increased by 91%**, almost doubling their knowledge in 35 minutes. ³

HUMANS MATTER IN CUSTOMER SUPPORT, EDUCATION, & PATIENT CARE

In a recent report, **86% of consumers responded that making contact with a real person was either important or very important.** In separate studies, chatbots are increasingly found by users to have shortcomings. Meaningful and realistic conversations need to ‘sound human’— which include emotional signals that help us understand what they mean. ^{4 5}



The Conversa Platform

Conversa™ is the software platform developed by StoryFile that lets you create your own conversational videos.



Design your Own Content

Choose from suggested topics or create your own to make the content engaging for your audience.



Manage Your Data

As you learn more about your audience, update your question-answer matches or record new clips so that your video is never outdated.



Record Professionally & Effectively

Record your interview directly to Conversa. Our professional studio team has put together a list of compatible equipment to ensure you get the best quality video and sound.



Prioritize AI accuracy

Understand why conversations work through actionable insights and AI accuracy.



Easily Publish & Share

Links can be shared directly to social media, or embedded in any browser.



Understand your Audience

View the real questions users are asking and gain real time insight into their interests.



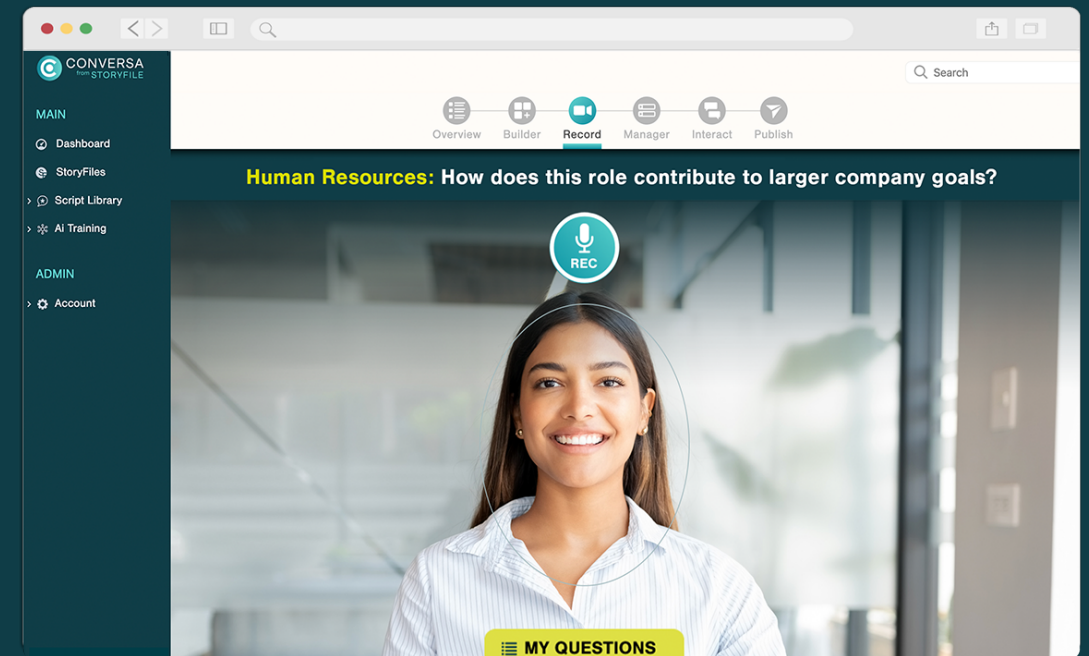
Use with Ease

No coding required. Point and click. Learning Academy to help guide adoption and training.

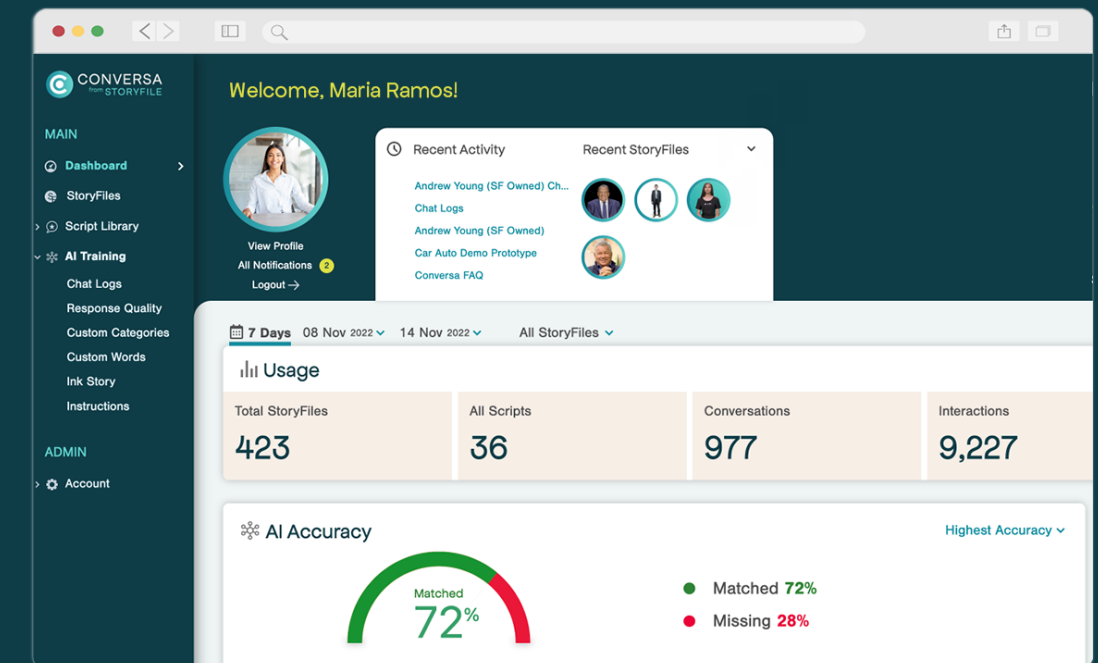


Keep your Data Secure

Conversa keeps all videos and data private by default. It uses SSO integration and secretly stores and encrypts all video data.



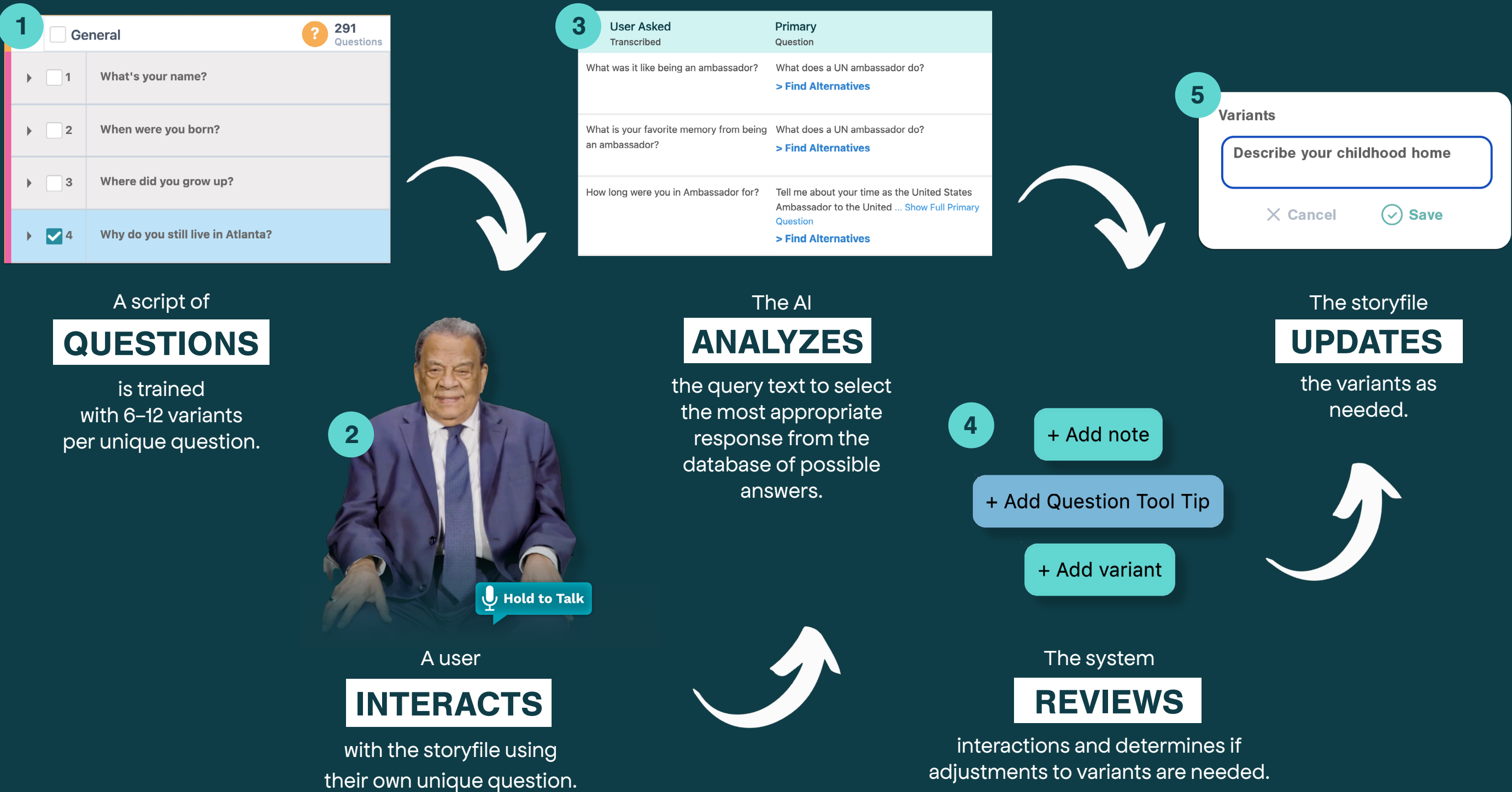
Record straight from your desktop.



No-code platform is easy to use.


Machine Learning in Practice

How AI training makes it possible for software to understand groupings of questions and intentions of questions.



Conversa Step-by-Step

Conversa Studio brings conversational video to customer service, talent acquisition, corporate training, meet-and-greets with company leadership—and more.



Step 1

Curate questions or write your own

William Shatner's StoryLine

OPEN ALL Questions/Variants

1 Who are you?


2 What's your story?

3 How would you introduce yourself at a dinner t

4 Do you feel old being so close to one hundred?


5 Have you found it meaningful to share your stc


6 When did you record this interview?



Step 2

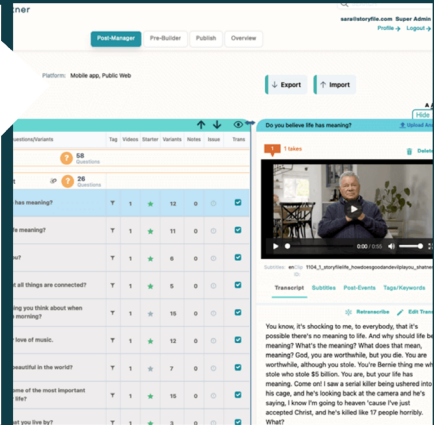
Record your answers on video






Step 3

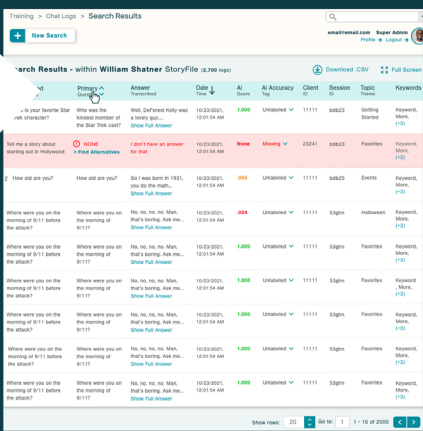
Edit and upload content






Step 4


Add questions to train the AI






Step 5

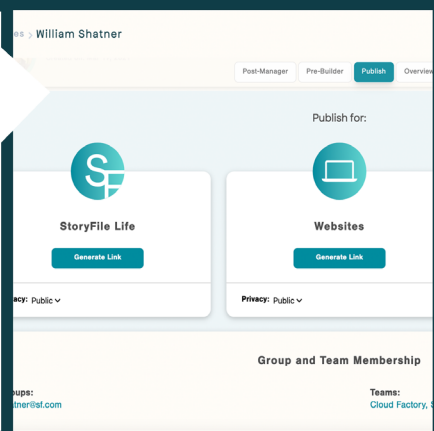
Test the storyfile's interactivity





Step 6

Engage by publishing & sharing

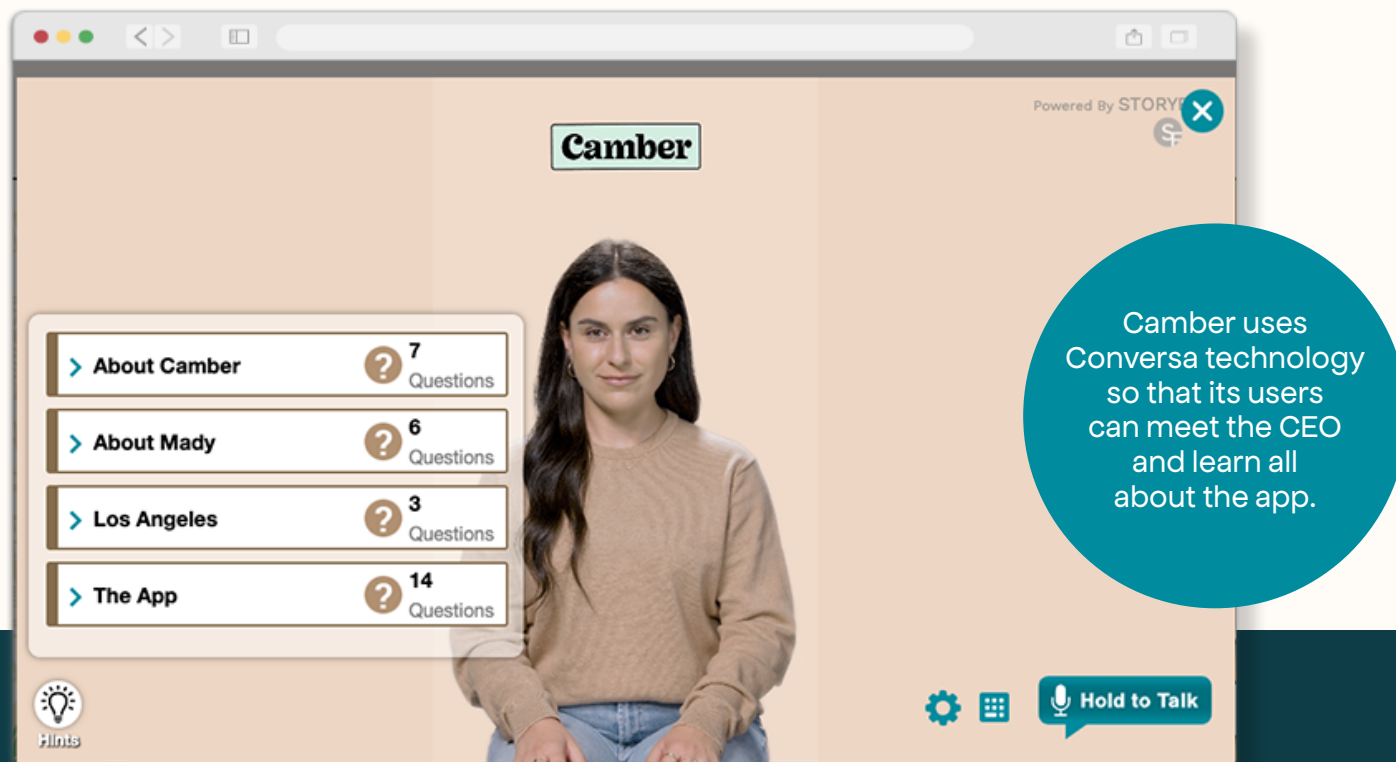


Business Solutions

Businesses and organizations use Conversational Video AI to solve real world problems.

- Talk to the CEO on your first day at work.
- Speak with a human customer service representative.
- Work with your executive coach anytime, anywhere.

Conversa supports businesses in producing conversational video for various use cases including training, immersive exhibits, Marketing & PR, FAQs, and expert interviews.



Our Focus Markets

Learning

The future of learning is active, personal, and flexible.

We are focused on solutions in the Technology Enhanced Learning space and HR Technology spaces.

Customer Experience

Customer Experience is all about person to person interactions.

Storyfiles offer innovative ways for businesses to connect & engage with clients and customers. Customers crave real human interactions with businesses and brands. So give it to them.



Camber's website has a widget of CEO, Mady Maio, on its homepage.

Click on the widget to chat with Mady.



Who uses Conversa?

Medtronic Walmart ✨

VS TIME

NBME® SAP

servicenow

“We’re always looking for new ways to help us tell our story... It’s phenomenal technology and something we’ve been looking for and so I’m so glad we found it.”

Alan Dranow

Head of Walmart Heritage Group



► What colors does the car come in?



It comes in 5 colors



Resources

CONVERSA LAUNCH ASSETS

Conversa FAQ

Meet the CEO

StoryBios

RELATED LINKS

William Shatner's StoryFile

storyfile.com/what-is-conversa

Get Started

Call: +1 833-STORYFILE

Email: support@storyfile.com

Free Demo →

