

## BRINGING MONDOPAD INTO DIFFERENT VERTICALS

### CAMPAIGN HIGHLIGHTS

- **InFocus Mondopad is a device ahead of its time;** now as players like Google and Cisco enter the market with competitive products, Caster helps differentiate Mondopad and maintain InFocus' relevance as a pioneer and thought leader in the space.
- **Social media impressions and fans increased across Facebook, LinkedIn and Twitter,** growing during the 2016 calendar year by 23 percent, 43 percent and 34 percent respectively. Both impressions and engagement also grew; LinkedIn saw 291 percent more impressions and 324 percent more engagement, and the Twitter account engaged 182 percent more during the same calendar year.

*“There are no “gotchas” with the Mondopad-what you get is a powerful aid for meetings, whiteboarding in person with a team, and making video calls with a remote office.”*  
– John Brandon, INC Magazine

### THE CLIENT

**InFocus** is the inventor of the modern-day projector, and has pioneered innovative collaboration and video conferencing solutions for enterprise and education applications. Their products include projectors, video walls, conference lines, digital whiteboards and the all-in-one interactive display with video conferencing: the Mondopad. The device is now available in 4K resolution on a capacitive touch 80, 85, or 70-inch screen, and is in direct competition with like devices from companies like Google and Cisco. InFocus is the veteran in education and workplace technology, and has used its experience to create new products that will work in practice.

### THE PROBLEM

InFocus has a diverse product line with applications for enterprise, government, and education markets. After a long hiatus from PR, InFocus came to Caster for a program that would allow them to promote each category of their products – projectors, video walls, conferencing platforms and digital whiteboards – across

these verticals, which even have sub-categories of their own. Through PR and social media, InFocus wanted to reconnect with press and customers in each of the markets across their diverse product lines, and to reestablish themselves as pioneers and thought-leaders in the space. InFocus was also looking for product reviews, which can be especially difficult to coordinate for the large, 70, 80 or 85-inch displays.



With the launch of Mondopad Ultra, InFocus was looking to stand out against the competition, and elevate Mondopad as the leader in high-performance all-in-one collaboration technology across the different markets including tech, education, public sector and even healthcare.

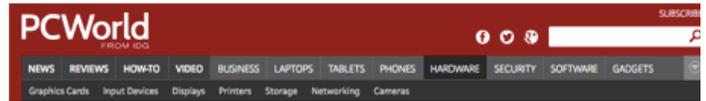
## THE SOLUTION

To establish InFocus as a thought leader and launch Mondopad, Caster Communications implemented a PR program with proactive pitching outreach to tech and trade publications in each category and a product review program, in-line with social media campaigns across Facebook, LinkedIn and Twitter.

Caster pursued contributed articles on behalf of InFocus CMO Brady Bruce across key AV and education trade publications, as well as consumer outlets focusing on collaboration and meeting technology. Caster looked for opportunities where media were telling the story with competitive products and inserted the Mondopad message, leveraging the comparative product features of the Mondopad to highlight superiority.

Mondopad is a complex product for review. It requires installation, training, and special instructions for shipment and usage, and Caster was able to manage this process to make it seamless for reviewers. Caster prepared each reviewer for the process of receiving such a large product, organized the logistics, and ensured each reviewer engaged in training via video conference using the product itself – a great way to showcase how easy collaboration is with the Mondopad.

Caster Communications increased the social media following and engagement by posting a mix of content that would address each market, sharing industry articles about education, AV and tech as well as relevant hashtags. Lists on media in each category, as well as thought leaders including educators were maintained on the



## InFocus' MondoPad Ultra exposes weaknesses in Microsoft's Surface Hub

The 70-inch MondoPad Ultra has a faster processor and more storage than Surface Hub

By Agam Shah | Follow

InFocus Twitter account to stay tuned into what they were talking about and allowed Caster to take advantage of opportunities for engagement.

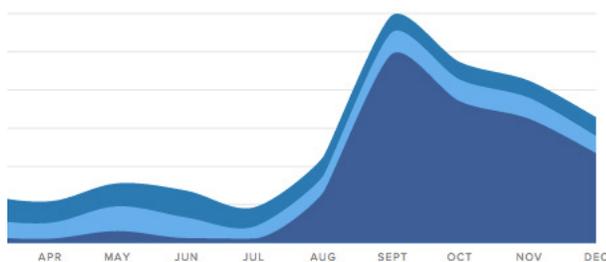
## RESULTS

By the end of the first year working with Caster Communications, InFocus had been covered in a wide variety of publications, and saw their social network following grow substantially. The launch of the new Mondopad Ultra models was covered by publications such as CIO, Silicon ANGLE, Network World, Tech Target, PC World, Campus Technology, Computer World and Inc Magazine.

Reviews of the Mondopad and various new projectors that were launched throughout the year posted in publications including Delta Sky Magazine, Inc. Magazine, Projector Reviews and Wirecutter. Mondopad Ultra's announcement was also included in a Successful Meeting cover story, and a case study highlighting the Mondopads as they're used at Portland State University was covered in Campus Technology and Tech Decisions.

At the start of the second year, Caster continued to score review opportunities for the Mondopad with new media outlets to keeping Mondopad top-of-mind as the collaboration space heats up from competition with similar devices from big players like Microsoft, Google and Cisco, InFocus is brought into the conversation and noted as a competitor and even as the pioneer. In fact, Caster has helped get media to recognize the fact that InFocus has proven itself in the market and achieved bringing interactive display solutions to customers – something that a lot of the competition is still struggling to do with shipping delays.

Impressions



■ FACEBOOK ■ TWITTER ■ LINKEDIN