# Proposed Leads

As of Fri 15-Nov-2024

Since the last email, 12 searches were completed. These are the most promising leads:

## Contents

1. Clix, Martyn Jones
2. PENTAX Medical EMEA (Europe, Middle East, Africa), Idris Bora
3. Sum Vivas Ltd, Rob Sims

## Results

### Clix, Martyn Jones

Search Date: Sat 26-Oct-2024

Martyn Jones, CEO of Clix, featured in case studies, blogs, and news articles from August to October 2024, focusing on retail innovations. Appointed as CEO in April 2024, he led strategic growth initiatives at Clix, introducing Smart Lockers trialed at B&Q Cardiff, which improved customer experience with a 9.1% increase in NPS scores. Clix's innovations include a mobile-first offering with a 5G network and integration with VoCoVo headsets. Martyn Jones participated in the Retail Technology Show, discussing retail technology advancements. Clix's LinkedIn community is active, nearing 20,000 followers, sharing industry insights. No specific case studies or blog posts from Martyn Jones on Clix's official blog for the target period were found. [Sources: LinkedIn Post, Clix Official Blog, Retail Technology Show, B&Q Trial Report]

**Proposed Email**

Hi Martyn,  
  
Congratulations on the successful trial of Smart Lockers at B&Q Cardiff! The 9.1% increase in NPS scores is a testament to your innovative approach to enhancing customer experience.  
  
A short form video can promote your success to a wide audience on social media or via your website. It can take as little as a day to produce. We have two decades of experience, for example, creating impactful video content that highlights technological advancements and customer success stories, similar to the innovations you discussed at the Retail Technology Show.  
  
Regards,  
  
Martin Chambers   
Lead Video Strategist at   
Think Video   
(M) +44 7837 773682  
  
"Humanise Your Brand"

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### PENTAX Medical EMEA (Europe, Middle East, Africa), Idris Bora

Search Date: Mon 28-Oct-2024

Idris Bora, as Head of GI, ERCP & Therapeutics - EMEA at PENTAX Medical, was actively involved in initiatives from August to October 2024. Key developments include FDA clearance for the DEC Duodenoscope in August 2024, a collaboration with Advanced Sterilization Products to reduce cross-contamination risks. Idris Bora was instrumental in promoting #SmartSolutions in GI endoscopy, with products like the INSPIRA Video Processor and i20c Series Video Endoscopes. Although no specific blogs or case studies were directly attributed to him during this period, his role in advancing patient care and innovation in endoscopy is well-documented. For more updates, follow PENTAX Medical's official channels.  
  
Source URLs:  
  
<https://www.linkedin.com/posts/idrisbora_join-our-globally-recognized-experts-on-january-activity-6879519558919630848-WxGz>  
,<https://cy.linkedin.com/posts/idrisbora_endoscopy-healthcare-ai-activity-7072600574302515200-DdzE>  
,<https://www.linkedin.com/posts/pentax-europe-gmbh_smartsolutions-endoscopy-patientcare-activity-7173295172577968128-4Mgf>  
,<https://www.pentaxmedical.com/en/topics/smart-solutions>  
,<https://www.youtube.com/watch?v=hfyAx_NYFII>

**Proposed Email**

Hi Idris,  
  
Congratulations on the recent FDA clearance for the DEC Duodenoscope and your collaborative efforts with Advanced Sterilization Products. Your leadership in promoting #SmartSolutions in GI endoscopy is truly commendable.  
  
A short form video can promote your success to a wide audience on social media or via your website. It can take as little as a day to produce. We have two decades of experience, for example, with Qimtek, where we created a concise 25-second video that effectively showcased their service in connecting buyers and suppliers.  
  
Regards,  
  
Martin Chambers   
Lead Video Strategist at Think Video   
(M) +44 7837 773682  
  
"Humanise Your Brand"

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### Sum Vivas Ltd, Rob Sims

Search Date: Mon 28-Oct-2024

In August 2024, Rob Sims and Sum Vivas were featured in a CNN video promo for their AI-powered digital DJ Dex, which is expanding into digital fashion. In September 2024, Sum Vivas was part of the Baltic Ventures 2024 cohort, and Rob Sims highlighted the company's focus on digital humans in a LinkedIn post. In October 2024, Rob Sims discussed Sum Vivas's challenges and opportunities in Business Cloud, focusing on leveraging digital humans for customer service in retail and entertainment. The company introduced 'Liv', an AI-integrated digital assistant, at Liverpool ONE. Sum Vivas plans to expand its services, including enhanced digital humans with care capabilities. Source URLs: CNN video promo, LinkedIn post, Business Cloud article, Rocket Lawyer customer story.

**Proposed Email**

Hi Rob,  
  
Congratulations on the successful introduction of 'Liv', your AI-integrated digital assistant, at Liverpool ONE. This innovative step in leveraging digital humans for customer service is truly commendable.  
  
A short form video can promote your success to a wide audience on social media or via your website. It can take as little as a day to produce. We have two decades of experience, for example, in creating compelling video content that showcases the human side of brands, such as our work with Qimtek, which connects buyers and suppliers through engaging short videos.  
  
Regards,  
  
Martin Chambers   
Lead Video Strategist at   
Think Video   
(M) +44 7837 773682  
  
"Humanise Your Brand"

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## End of Report