



Bluescape works across multiple devices including: iPads, laptops and proprietary multi-touch screens.

## Bluescape is ideal for:

- Strategic Planning
- Ideation/Mind Mapping
- Conceptualizing/Visualization
- Design Review
- Working Sessions
- Project Archiving/IP capture
- Content and Data Management
- Project Management
- Risk Analysis and Budgeting
- Product Development
- Approvals
- Prototyping
- Research and Development
- Customer Presentations

## About Bluescape

Founded in 2012, Bluescape is a jointly owned collaboration by Haworth and Obscura Digital. With deep roots in the enterprise space, Bluescape is a SaaS company located in Silicon Valley.

## Transform the Way You Work

The proliferation of new technologies and globalization has changed the way people work and interact. Institutional knowledge is often lost and organizations are frequently mis-aligned because of an inability to effectively communicate across time, geography and technology. The big picture is missed as content is scattered and can't be visualized together, in large scale at the same time.

## The Bluescape Impact

Bluescape™ provides cloud-based visual collaborative workspaces for individuals, teams and multisite enterprises. By connecting existing resources in one place, Bluescape's end-to-end solution enables deeper insights, meaningful innovation, and simultaneous collaboration to execute across global time zones.

## See Further, Faster

**Drive Better Decision Making:** See the big picture to gain insights and eliminate the back-and-forth for resource optimization.

**Consolidate Mission Critical Resources:** Utilize existing technologies, tools and data to efficiently work together.

**Improve Product Development:** Prototype and iterate with real time customer feedback for pre-market validation

## Ignite Breakthrough Ideas

**Retain Institutional Knowledge:** Capture intellectual property in its native format, preserving original marks as content is indexed, saved and accessible within a central repository.

**Blank Canvas:** Facilitate fluid ideation and rapid iteration with uninterrupted idea flow.

**Dynamic Innovation:** Uncover and visualize the best ideas through diversified participation from top talent and teams in an interactive workspace.

## Connect Across Teams and Time Zones

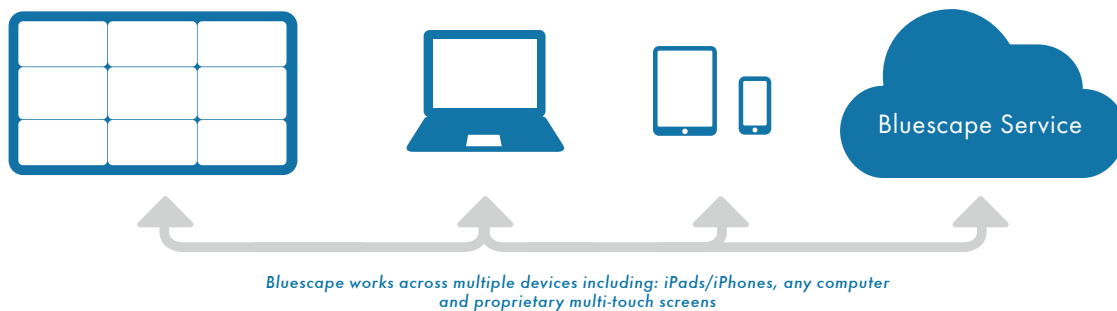
**One-to-Many:** Multiple teams can simultaneously collaborate across time and space in a persistent Workspace.

**End-to-End Solution:** Adaptable and portable solution for use in a single or multiple location(s).

**Reduce Travel:** Enable people and teams to work together when they can't be in the same place at the same time.

## What is Bluescape?

Bluescape provides cloud-based visual collaborative workspaces for individuals, teams and multisite enterprises. By connecting existing resources in one place, Bluescape enables deeper insights, meaningful innovation, and simultaneous collaboration to execute across global time zones.



## How do I access Bluescape?

Access Bluescape by a Chrome® browser on any computer, the iOS App, or a proprietary multi-touch screen display. An unlimited number of users can simultaneously access a workspace to collaborate. Existing SaaS services and enterprise technology tools are pulled into the workspace, providing a central repository for everyone to literally work from the same page.

## What are the Bluescape benefits?

**One-to-Many:** Multiple teams can simultaneously collaborate across time and space in a persistent workspace.

**End-to-End Solution:** Adaptable and portable solution for use in a single or multiple location(s).

**Plug-and-Play Ready:** Easy to use and saves time without having to hook up hardware or move from room-to-room.

**Retain Institutional Knowledge:**

Capture intellectual property in its native format, preserving original marks as content is indexed, saved and accessible within a central repository.

**Dynamic Innovation:** Uncover and visualize the best ideas through diversified participation from top talent and teams in an interactive workspace.

## Why should I use Bluescape?

Bluescape frees individuals and teams from linear application workflows by delivering large-scale visualization. All work elements are interactive and readily accessible in a single location, helping teams make connections and reach a new level of decision-making insight. Further, Bluescape protects existing technology investments by unifying various applications, processes, content and workflows that teams already use in their work.

## Do I need a technical background to use Bluescape?

Bluescape is easy to use. It is instantly accessible through an iOS App or self-service web browser. For enterprises that have purchased multi-touch screens, a Bluescape expert will help get you up and running.

## How secure is Bluescape?

Security and data protection are essential aspects of the trust our customers place in us. Customer data is protected by highly secure facilities, infrastructure, and application layers. Our service is protected by an extensive network of monitoring systems and routine third party testing.

# Hardware Configurations



## Scaleable Multi-Touch Displays

High-resolution multi-touch displays can help you realize the full potential of Bluescape. Running Bluescape's service, our screens can be configured in a range of custom formats, from moveable models to wall-sized installations.



### 1 x 1

- Available in 42", 55", or 84" multi-touch displays
- Controller to run Bluescape service
- Display can be built-in or come on a portable easel. The 42" and 55" screens can be mounted.



### 1 x 3

- Available in 42" or 55" multi-touch displays
- Controller to run Bluescape service
- Display can be built-in or come on a portable easel. The 42" and 55" screens can be mounted.



### Wall - 3 x 3 or 3 x 4

- Configurable 55" multi-touch displays
- Controller to run Bluescape service
- Displays are built-in

## Most Popular Solutions



### 84" 1 x 1 – High visual, good touch

- No seam
- 4K resolution (33% more pixels than a 1x3 – better visual)
- Uses an overlay technology
- Any stylus pen with a narrow tip will work
- Newly certified product
- *Special considerations for size and weight handling: freight elevator required*
- *Install in a low dust environment*



### 55" 1 x 3 – High touch, good visual

- Tileable – multiple configurations, including a wall
- 1080p resolution
- Precise and slightly faster touch response
- Infrared cameras distinguish between finger and stylus touch
- Business tested and proven

## About Bluescape

Bluescape is a platform for real time collaboration, making it easy for individuals and teams to create, interact with and share content. Whether working on a laptop, tablet or multi-touch display, users see the same workspace.

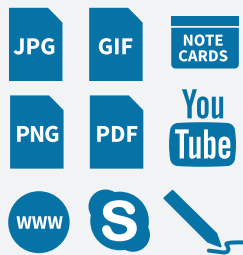
**Have a question?**  
**Contact us.**  
**Phone: 1-888-507-0030**  
**Email: [sales@bluescape.com](mailto:sales@bluescape.com)**

# Features Guide

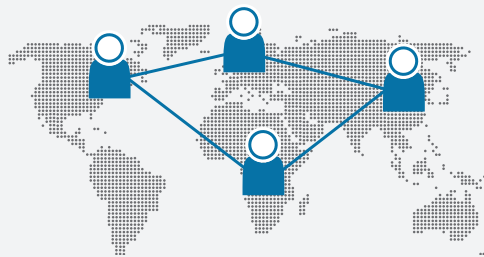


Bluescape is a persistent cloud-based platform for real time collaboration, making it easy for individuals and teams to create, interact with, and share content on different devices.

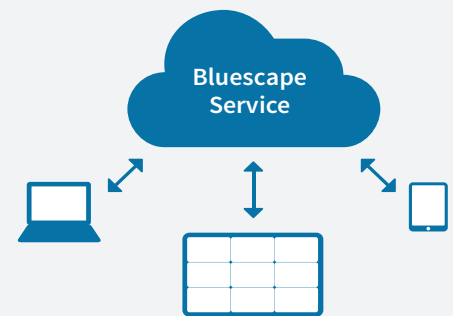
## Share content



## Connect teams across time zones



## Real time collaboration



## How do companies use Bluescape?

A national architecture firm uses Bluescape to lower travel and printing costs by \$630K per project. A global shoe manufacturer uses Bluescape to streamline its development process, making product iterations happen 2x faster.

- Strategic planning
- Conceptualization/visualization
- Working sessions
- Brainstorming
- Project management
- Prototyping
- Design review
- Virtual foamcore & gator board
- Customer presentations
- Data archiving
- Storyboarding

## Features

- Runs on web browsers (Google™ Chrome, Safari™-Mac only) and iOS app
- Different devices (tablet, computer, multi-touch display)
- Upload images to workspace (PNG, JPG, PDF, GIF)
- Location markers
- Stylus mark-up/writing
- Supports external web-based apps
- Invite collaborators
- Desktop sharing Virtual Network Computing
- Integrates with Apple™ TV
- Persistent cloud-based workspace available 24/7
- Automatic service updates
- Limitless canvas (160 acre digital workspace)
- Group and move content
- Follow a user's view (wall, browser, iPad) for presentations
- Video conferencing (coming soon)
- Screen sharing (coming soon)

## Bluescape Security Overview

At Bluescape, security and data integrity are essential aspects of the trust our customers place in us. Employing state of the art security procedures and independent audits, we securely handle information so that our customers are protected.

### Network & Application Security

**24 / 7 Monitoring:** The Bluescape application servers are monitored for performance and availability all day, every day. Further, Bluescape's Cloud Operations team will be alerted of any application server issue and will take action, should the need arise.

**TLS/SSL Encryption:** The TLS/SSL protocol allows all Bluescape applications to communicate across a network in a way designed to prevent eavesdropping and tampering. Using unique client and server keys, the data is encrypted when sent across the connection and decrypted on the client's server for processing.

**Third Party Validation:** Routinely, vulnerability threat assessments are performed by a third party to ensure integrity within the network and security infrastructure.

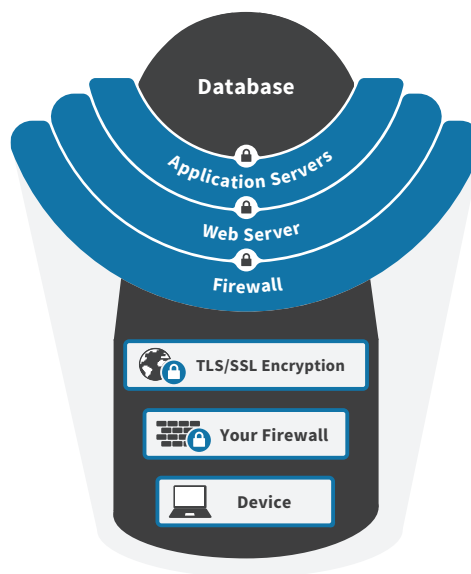
**Data Center:** Bluescape runs dedicated servers through our strategic partner in a highly secure data center with locked server cages. Physical access is strictly controlled and only approved high-level personnel employed by AWS may access the physical machines. Bluescape's application infrastructure runs on a High Availability (HA) implementation.

### Data Encryption

Bluescape adheres to rigorous industry protection standards using an https connection over TLS (Transport Layer Security)/SSL (Secure Socket Layer) at 256-bit AES encryption.

### Privacy

Providing a safeguard to customer information, only those deliberately invited may access a Workspace.



*Bluescape works across multiple devices including: iPads/iPhones, any computer and proprietary multi-touch screens*

### Ownership

We do not share any customer information and data access is maintained by the organization's administrator.

### Data Security

**User ID and Password:** Bluescape users have unique User IDs and passwords that provide access to specified organizations and sessions in the Bluescape application. End users cannot access workspaces unless given permission.

**Wall PIN:** The wall is a public computing space, like a projector or a monitor, and is assigned a unique identifier. The wall PIN changes every time the wall is used for a workspace to ensure that users cannot inadvertently share private workspaces.

**Business Continuity:** We store daily production data snapshots in a secondary off-site location. This information is available to be used in the case of any unplanned event.

*For PCI DSS, SOX, GLBA, HIPAA and HITECH requirements, please visit: [aws.amazon.com/compliance](https://aws.amazon.com/compliance)*

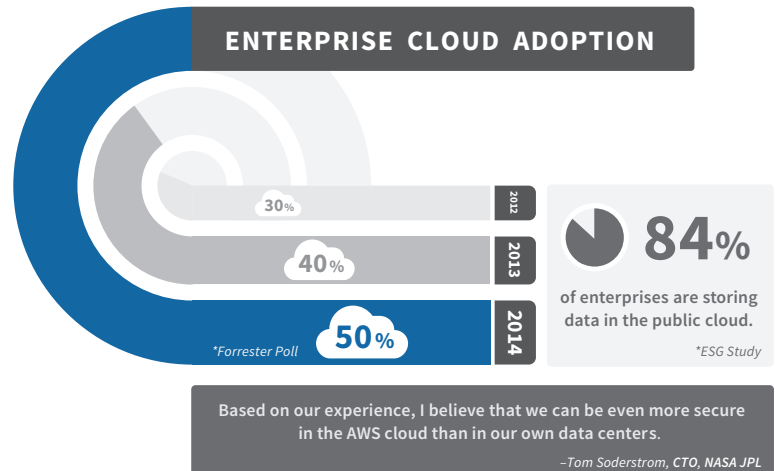


## Bluescape Advantage

- > As a cloud-native application, Bluescape stores your data in a high availability, interactive workspace. Information is available anytime by those granted access.
- > Backups of your data are regularly scheduled 2 times a day and retained for 12+ weeks.
- > Regular and frequent third party security audit scans are run to ensure your data is protected. Information access is determined by your organization.
- > Our pre-configured solution is easy and fast to deploy, creating workplace savings and business efficiencies.
- > Bluescape manages the service, allowing you to save on maintenance costs and reduce IT help desk tickets.

## The World is Moving to the Cloud

In a 2013 Forrester poll, 40% of more than 2000 enterprises surveyed indicated they have already rolled workloads onto public clouds. Compared to 30% in 2012 that number is projected to hit 50% in 2014.



## Why Bluescape's Cloud is Secure

When data is stored online, companies can easily ensure it is encrypted and compliant with company access policies. With a reliable Internet connection, cloud computing offers better security, accessibility and more economic benefits than traditional on-premise computing.

### Encrypted Security at Scale

Operating with 730 security protocols, Bluescape with AWS, builds its cloud infrastructure to the highest security standards to accommodate each customer's compliance needs including: HIPAA, SSAE 16, SOC 3, FedRAMP(SM), CSA, FIPS 140-2 among a dozen others.

### Run times are faster, more available

Using virtualization, cloud installations separate the software characteristics of physical servers to run business applications faster and at scale. Implementation times tend to be quicker as configurations are automatically performed by the SaaS vendor.

### Total Cost of Ownership

Traditional technology capital expenditures are converted and reduced by the cloud subscription model. This frees up operational expenses to be maximized for cash flow flexibility.

### Economies of Scale

The cloud provider spreads costs across its large server base to offer more advantageous pricing and services to their customers. Organizations can allocate resources differently to focus on workflow efficiency improvements.

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## Bluescape for the Mobile User

Built with the mobile worker in mind, Bluescape offers the latest in workplace collaboration and content management solutions. No matter the device or location, in Bluescape, users simultaneously see the same content and interactions of all participants.

However, each device functions differently and Bluescape is optimized around the following behaviors:



### Computer:

- Upload content
- Create/manage workspaces
- Invite collaborators
- Multiuser collaboration



### iPad:

- Sketch/write
- Take & upload photos
- Review/annotate content
- Remote participation



*Bluescape works across multiple devices including: iPads, laptops and proprietary multi-touch screens.*

## Real Time Collaboration Platform

Bluescape is a platform for real time collaboration, making it easy for individuals and teams to create, interact with and share content.

**By connecting existing resources and people in a cloud-based visual workspace, our clients have:**

- Reduced business travel
- Completed products faster
- Decreased lengthy product development cycles
- Experienced meeting productivity increases

Our workspace enables users to take meeting notes and see the presentation at the same time.

Bluescape's service is available as a monthly subscription at [www.bluescape.com/pricing](http://www.bluescape.com/pricing).

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## Transform the Way You Work

The Bluescape Customer Success Team will increase user adoption and drive business value.

The Bluescape Method is designed to help teams and organizations to take full advantage of the power of Bluescape.

The Bluescape Customer Success Team will work with your team to set your organization up for success and answer questions such as:

*What are the best use cases for my business?*

*How is this part of an overall company wide strategy?*

*How do I launch this service?*

*How do I ensure adoption in my organization?*

*Are there best practices I should employ?*

*How do I train my internal employees?*

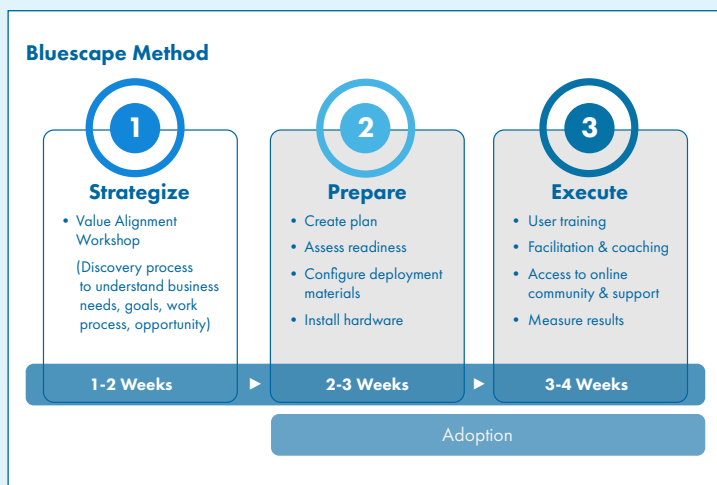
*How do I measure success?*

We'll help you increase productivity by incorporating Bluescape into daily workflows with best practices, checklists, processes and tools derived from a proven change management methodology.



## Business Adoption Approach

Bluescape is easy to deploy. The service enables deeper insights, meaningful innovation, and simultaneous collaboration within and across time zones. The Bluescape Method uses a proven change management methodology for strategizing, planning for success and executing in a way that effectively transforms an organization.



### Step 1: Strategize

We'll help you identify the strategy and objectives for the use of Bluescape in your organization. Through a questionnaire and **Value Alignment Workshop**, we'll review organizational goals, objectives and identify current work processes that are effective and others that can be improved with Bluescape.

The key objective in this step is to build a solid foundation based on requirements uncovered in the Value Alignment Workshop so that Bluescape is deployed to meet business goals and drive ROI. Takes 1-2 weeks.

### Step 2: Prepare

By ensuring readiness and having a clear understanding of organizational needs, The Bluescape Method will show how Bluescape can improve workplace efficiencies after deployment. A **Value Alignment Document** is presented to introduce Bluescape into your organization.

Bluescape's Customer Success Team will collaborate to create a plan of action, which includes business processes, change management, and installation planning. Takes 2-3 weeks.

### Step 3: Execute

Bluescape provides orientation, facilitation and coaching tailored to your organizational needs. We'll work with you to execute deployment by providing support to quickly engage users and increase the productivity of your group work. Physical installations of Bluescape hardware will take place during this step.

During and after deployment, Bluescape works with your team to measure adoption and set up the process for on-going improvements as your organizational goals and needs evolve. Takes 3-4 weeks.

## Value-Added Services

Bluescape is available to assist you every step of the way with additional workshops, expertise and resources to teach new skills, ensure successful deployment and ongoing adoption. Our value-added programs provide one-on-one support and interaction for strategizing, planning for success, and executing Bluescape in your organization. These services can be customized to your needs.

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