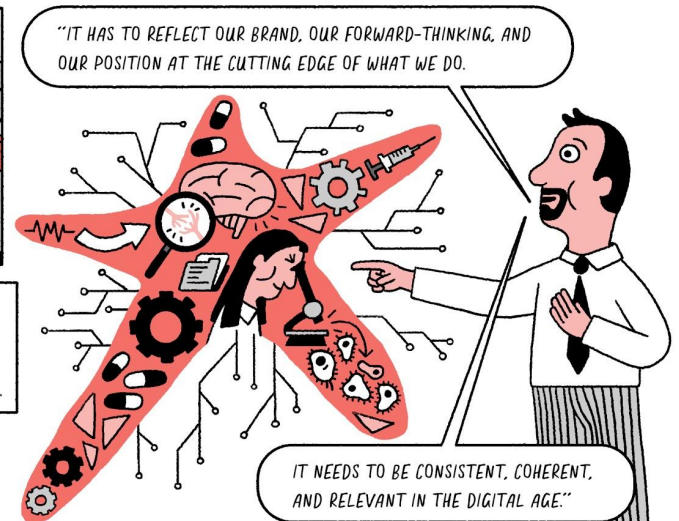
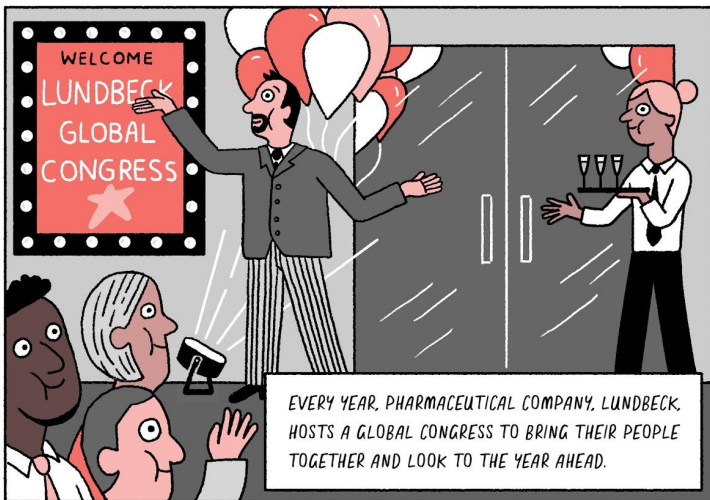


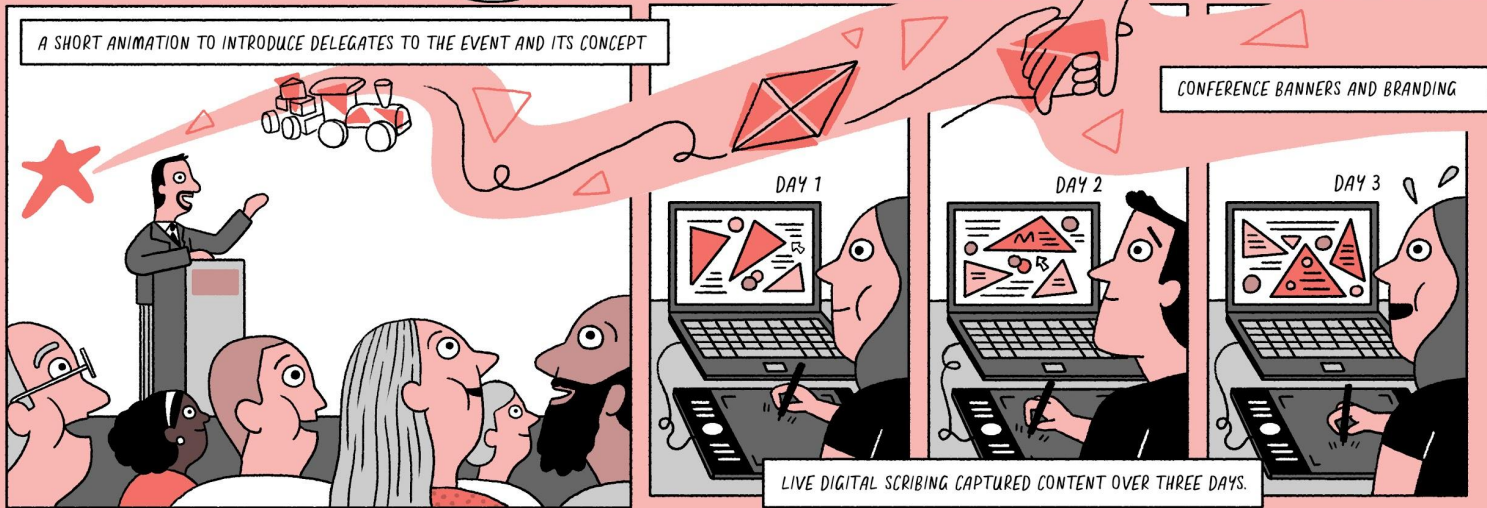
A SCRIBERIA CASE STUDY

Lundbeck

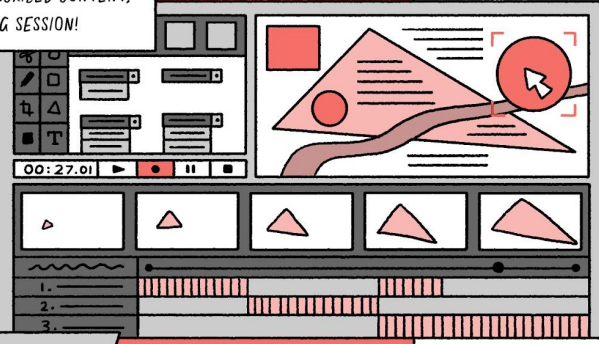
CELEBRATING A CENTURY AT
THE CUTTING EDGE WITH
WORLD-FIRST LIVE ANIMATION







AND - IN A WORLD FIRST - A "LIVE ANIMATION"... USING DIGITALLY SCRIBED CONTENT, TO PROVIDE AN ANIMATED EVENT SUMMARY IN TIME FOR THE CLOSING SESSION!



"SEEING THE ANIMATED SCRIBE PLAYING AS THE CONFERENCE CLOSED, JUST EXACTLY AS I'D IMAGINED IT. IT WAS A REALLY GREAT MOMENT."



"IT'S ALREADY CLEAR THE WORK HAS A VALUABLE AFTERLIFE. WE'VE SHARED THE ANIMATIONS WIDELY, AND THE SCRIBED AND ANIMATED ELEMENTS PROVIDE A GREAT DOCUMENT OF THIS LANDMARK EVENT IN LUNDBECK'S HISTORY."