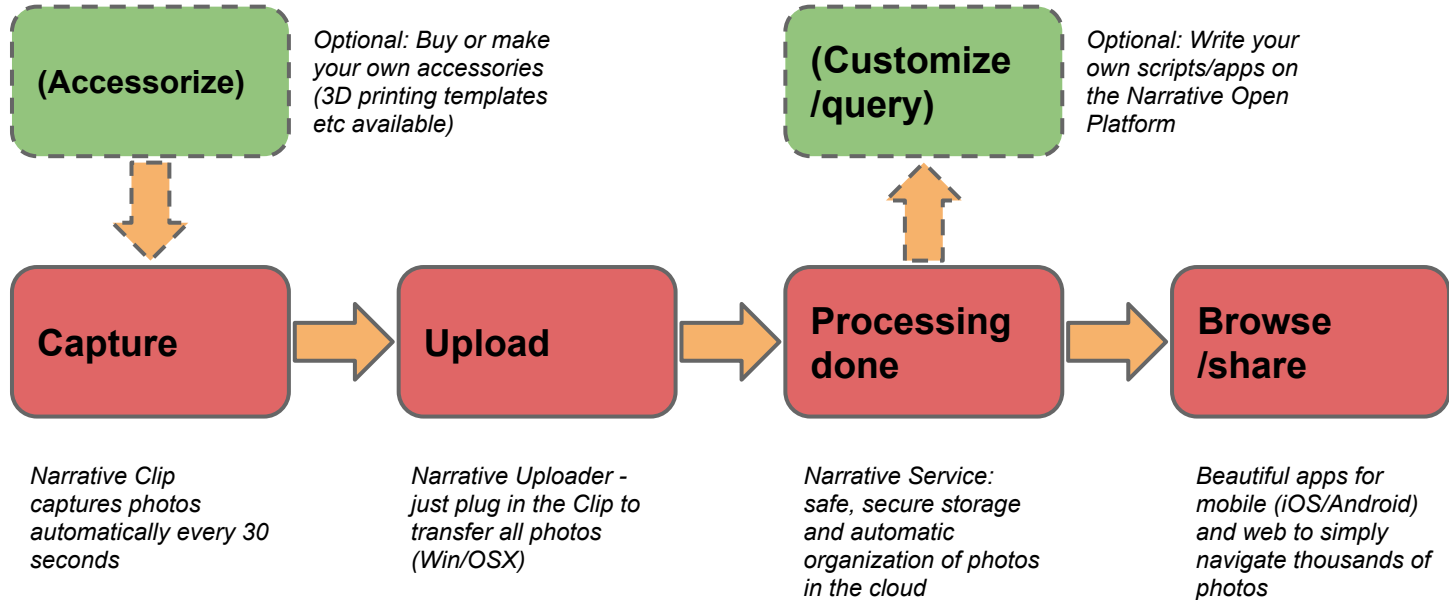# Narrative

The professional value offering

# The Narrative System

- The Clip / Clip 2
- Narrative Uploader
- Narrative Service
- Narrative Apps (IOS/Android/Web)
- Narrative Open Platform
- Accessories

# How it all works

**(Accessorize)**

*Optional: Buy or make your own accessories (3D printing templates etc available)*

**(Customize /query)**

*Optional: Write your own scripts/apps on the Narrative Open Platform*

**Capture**

**Upload**

**Processing done**

**Browse /share**

*Narrative Clip captures photos automatically every 30 seconds*

*Narrative Uploader - just plug in the Clip to transfer all photos (Win/OSX)*

*Narrative Service: safe, secure storage and automatic organization of photos in the cloud*

*Beautiful apps for mobile (iOS/Android) and web to simply navigate thousands of photos*

# Who is it for?

## Consumer verticals

- travel
- outdoors/active lifestyle
- family life
- weddings / events
- everyday life (lifelogging)

## B2B segments

- Market research
- Brand communication
- Social sciences
- Healthcare research / practices
- Computer science / machine learning
- Training / education
- … potential for more.

# General benefits for professional use

- Ease of use (no buttons, fully automatic)
- Long battery time (30 hours on default setting)
- Intelligent and simple software
- Photos powerful medium for storytelling and objective data extraction

# Use Narrative in Market research

Validate objective observations and enrich subjective storytelling with hands-free photography and rich metadata

- easy capture with the world's smallest wearable automatic camera
- simple user interface to browse and recollect events
- powerful data management possibilities via Narrative Open Platform

Clients include:

# Use Narrative in Brand communication

Position your brand by conveying powerful, raw first-person narratives. Showcase customer experience or "behind the scenes" from your company.

- easy capture with the world's smallest wearable automatic camera
- simple user interface to browse and share events or photos
- powerful photo management possibilities via Narrative's API

# Use Narrative in Social sciences

Enhance qualitative methods with technology: "assisted self-assessment"
Get reliable diary-type data collection for ethnographic studies etc

- easy capture with the world's smallest wearable automatic camera
- simple user interface to browse and recollect events
- powerful data management possibilities via Narrative Open Platform

**FAU**
**FLORIDA ATLANTIC UNIVERSITY**

*"We are about halfway through the first project (we have several more in mind). (Narrative Clips) are truly a useful tool for psychological research."*
- Ryne Sherman, researcher in social psychology/personality, Florida Atlantic University

# Use Narrative in Healthcare research /practices

Capture the patient's perspective to gauge and optimize effective treatment and rehabilitation

- easy capture with the world's smallest wearable automatic camera
- simple user interface to browse and recollect events
- powerful data management possibilities via Narrative Open Platform

NATIONWIDE CHILDREN'S
*When your child needs a hospital, everything matters.*

*"... we have found (Narrative Clip) to be a nearly perfect match for what we want to accomplish. The picture quality is fantastic, as is the battery life. In addition, the software and the hardware are very easy to use and will work well with potential test subjects"*
- Ginger Yang, pediatric sports injury researcher, Nationwide Children's Hospital

# Use Narrative in Computer science/machine learning

Access an open platform for efficient analysis of heavy big data (capable of running millions of photos + metadata)

- easy capture with the world's smallest wearable automatic camera
- simple user interface to browse and recollect events
- powerful data analysis possibilities via Narrative Open Platform



*"I think of (Narrative Clip) as the 'quantified self uber sensor' - all the things you might want to know about yourself, you can see in these pictures. How often you interact with people or screens, what you snack, how often you eat, etc."*
- David Rose, CEO of Ditto Labs and researcher at MIT Media Lab

# Use Narrative in Training / Education

Involve students in real-world learning and document it from from their perspective

- easy capture with the world's smallest wearable automatic camera
- simple user interface to browse and recollect events
- powerful customization possible via Narrative Open Platform

**🔥 NYU**

**— STERN**

*... Students' experiences throughout the weekend were recorded with Google Glass and the Narrative Clip camera. Georgieva and her project collaborators won the Education Futurists Award in 2014 from Campus Technology Magazine's Innovator Awards for this innovative program...*
( - Narrative Clip used at MBA program at NYU Stern. Maya Georgieva is the program director.)

# Challenges / limitations

## Wearing options

Most users/participants likely have never used a wearable camera before. Wearing position/angle must accommodate body type, level of activity, etc. Hanging in a necklace at the right length seems to provide the best results + prevents Clip from falling off. Be aware of portrait/landscape orientation!

## Bulk deployment

The Narrative service chain is designed for consumers/end-users, workarounds are necessary for efficient management of multiple Clips/accounts.

## Internet speed

A full day can capture 1-2 gigabytes of photos. The Clip needs to be connected to a computer with decent upload speed for painless transfer to Narrative Service. (Photos can also be locally stored, but more cumbersome to manage them that way.)

## Need technical knowledge to customize the system / use the API

Programming skills are necessary to do custom data queries or build apps for presentation/analysis/etc on top of the Narrative Open Platform.

# "Narrative for Professionals" portal

## New section on getnarrative.com coming soon:

- Testimonials
- Case studies / white papers
- Instruction documents
- Co-branding
- Open Platform integrations

**Please get involved - share your project plans, feedback etc:**

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