



Advanced Online Collaboration

# Powering Innovation Summit

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# Who is Octopz

- ▶▶ The ideal solution for creative professionals working with rich media, Octopz makes advanced online collaboration simple and effective.



Advanced Online Collaboration

# Demonstration



https://www.octopz.net - Where creative minds meld.

Octopz Online Collaboration Room: Web 2.0 Expo Demo Room A Connection: Good Admin Help Logout

Users > 3D 261% reset

- Ann Christie
- Rob Holowka

Documents and Views >

- YahooMaps1
  - Octopz Office
- Mission.swf
- Differentiators.swf
- Dove Evolution.swf
  - View178
  - Lighting
- pan\_loft\_2.jpg
  - Appliances
- Buick Rainier.DAE
  - View180
  - Final View

3D View: A wireframe model of a car is displayed in a 3D environment. A red arrow points to a specific part of the car's chassis.

Note 5

robholowka - Apr/25/08 - 13:16:  
Do we know the towing capacity

Local Time Post

AnnChristie: Hi Rob  
robholowka: Let's begin and look at some stuff  
AnnChristie: I'm ready

Microphone: on off ?  
Broadcast: on off

robholowka  
AnnChristie

powered by Octopz

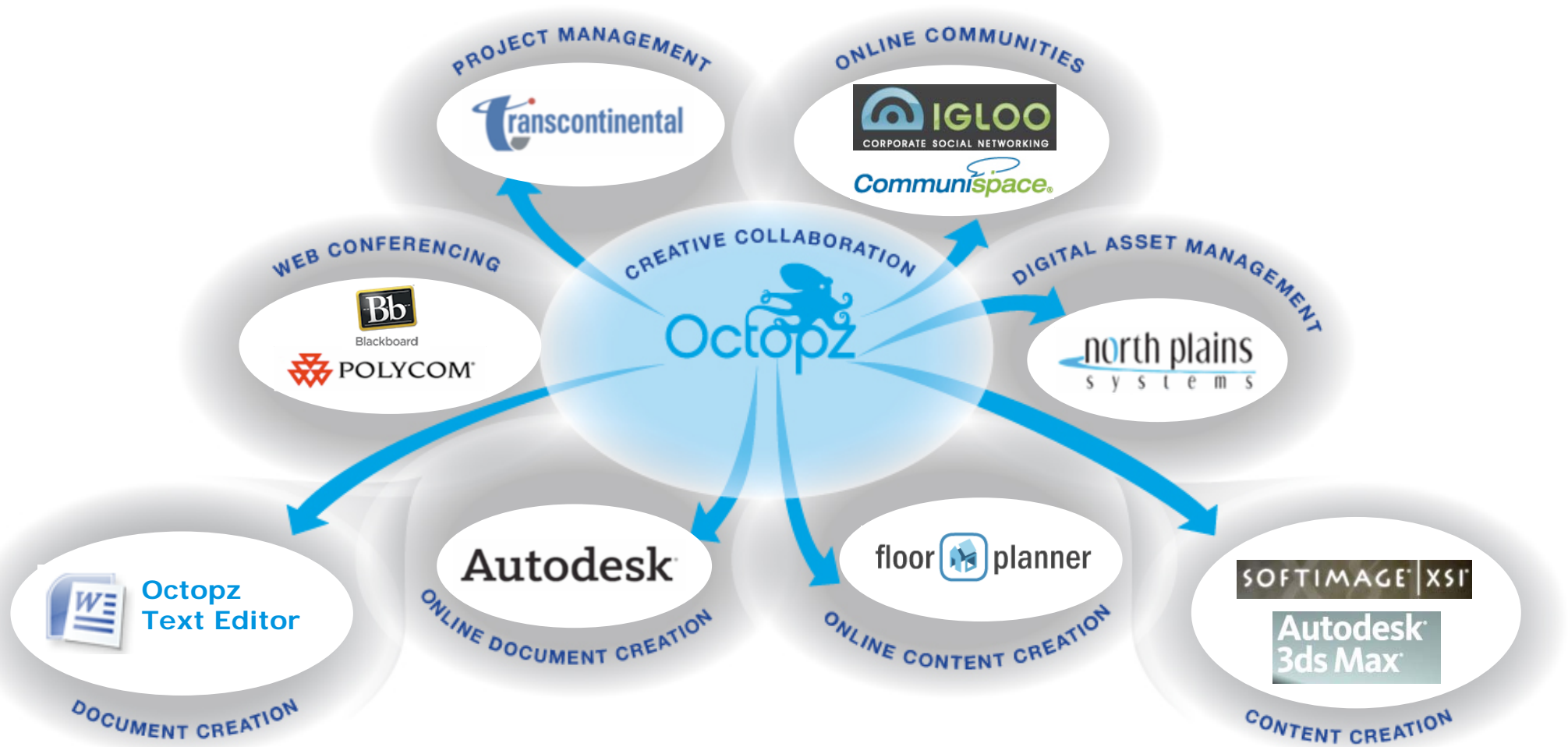
Waiting for www.octopz.net... www.octopz.net

Advanced Online Collaboration

www.octopz.com

QuickTime™ and a  
H.264 decompressor  
are needed to see this picture.

# Driving Channels to the Creative Market



Advanced Online Collaboration

[www.octopz.com](http://www.octopz.com)

# Market Reaction



## ▶▶ Public launch at Web 2.0 in SFO, April 2007

- Selected by CNET as TOP 5 new Technologies

## ▶▶ InfoWorld and PC World

- "Rising Star" Enterprise Start Ups

## ▶▶ Masternewmedia.org – Robin Good

- "Octopz is an excellent solution for anyone involved in the creative industry looking for an intuitive online collaboration and annotation tool... Octopz offers the unique prospect of allowing you to work across the full range of media from a single application."

-- Robin Good's masternewmedia.org website,  
a pioneer in new media and online collaboration

## ▶▶ Webware 100 Finalist 2007/2008 – Productivity Category

## ▶▶ Red Herring - Hot in Canada profile

## ▶▶ Deloitte Technology Fast 50 - Companies to Watch

## ▶▶ Branham300 Top 25 Up and Comers



# Who's using Octopz?

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- ▶▶ OCAD (Laptop Program & Exec. Masters in Design)
- ▶▶ NAIT (remote faculty teaching)
- ▶▶ George Brown (online charette & student collaboration)
- ▶▶ Canadian Opera Company (Algoma District School Board)
- ▶▶ Canadian Tire Corporation (product design collaboration)