**Hybride / Digital Events**
**Service Description**
**Module Online Networking - VISITOR**

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## Product/ service general description

The *Online Networking* module is designed to enable exhibitor representatives and visitors to network, chat and make appointments with each other in a targeted manner some time before the start of the respective event via the Matchmaking tool by Intros.at Ltd. This simplifies the initial contact and also specifies it (based on the participants matching in product categories and structural questions).

Summary of functions by target group:

| Exhibitor Representatives | Visitors |
|---|---|
| Search for potential customers | Obtaining solutions to problems |
| Support for sales activities | Industry overview, condensed information |
| Efficient scheduling | Efficient scheduling |
| Personal network building | Personal network building |

The *Networking* module is being carried out using the Matchmaking tool grip (hereinafter referred to as "MM") that was already introduced in 2018 from the firm Intros.at Ltd. The up to now purely physical "trade fair" event is now being elevated to a hybrid/ digital format, which is to be considered by offering *virtual rooms* as a meeting option within MM. As a result, participants can not only meet on site, but also virtually. This means that even large spatial distances between the participants no longer represent an obstacle. Even an exclusively virtual event is now theoretically possible. In addition, the appointment planning already made in advance makes the event participation efficient and ensures a success networking full for both sides. In addition to online access via the Internet (e.g. desktop or notebook), mobile access to the functions is also possible via a separate Matchmaking app.

Virtual rooms (web meetings) are held by using Whereby in grip; up to 10 participants can meet at a defined time per virtual room (max. 50 participants). In addition, it is possible to chat with each other within this virtual room, as well as to share content via a screen-sharing function. Furthermore, if there is a match and both users are online, they can interact directly with each other via instant video call outside the virtual room, enabled via Whereby as well, in the chat window- without the need to schedule an appointment in advance. This makes spontaneous meetings possible at short notice. No separate software needs to be installed for using those services.

## Process description

The use of MM is limited to the defined period by Messe Düsseldorf.

### Registration with MM

Successful registration is necessary to use MM: The portal user registers within the respective trade fair online portal. Within the registration, the user has the chance to participate at MM, by clicking the MM-button.

### Use of virtual rooms with Whereby

The video and audio communication in a Whereby room is only visible to participants within a room. It is not possible for another user to listen to room data if they are not present in the room themselves. Since the room URL is a public URL, anyone who can guess a room name can enter an open room. This can be prevented by the room owner using a lock function for the room. The room can therefore remain locked at all times or, thanks to the call waiting function, other interested parties can ask the room owner to let them in. The person in charge can of course refuse entry at any time.

Whereby stores the IP address and the name of the event participant, so that they only have to enter their name once if there are several calls. This also means that the user only has to allow access to their microphone and camera once.

Chat messages are not saved permanently. They pass through the Whereby server, which temporarily connects the call's users, to forward them to each participant in the call. However, they are deleted by the server as soon as they have been delivered to the participant's computer. When each participant leaves the room, the chat messages that were stored locally on their computer are also deleted.

All communication between the participant's browser and Whereby is transmitted over an encrypted connection (HTTPS with TLS). Real-time messaging takes place via encrypted WebSockets or polling via HTTPS. The video and audio transmitted in the service is sent
directly between the participants in a room and encrypted with encryption keys generated by the client (DTLS-SRTP). In some cases, due to NAT/firewall restrictions, the encrypted data content is forwarded via the Whereby server. Audio or video data is never stored on the Whereby servers.

The communication between the participants is primarily done via peer-to-peer connections, where audio and video streams are sent directly between the participants and do not pass through a Whereby Server, provided the network in which the user is located allows this. The video and audio streams transmitted in the service are then sent directly between the participants in a room and encrypted with client-generated encryption keys (DTLS-SRTP). In cases where a user is behind a strict firewall or NAT (e.g. in a strict corporate network in broad outline), video and audio must be transmitted through a TURN server, but end-to-end encryption is still maintained. **Source: Whereby**

*Data Policy of Whereby:* https://whereby.helpscoutdocs.com/article/526-data-storage-and-security

### Obligations to cooperate

Successful creation of a visitor account at MD (single sign on) including the provision of personal structural data according to the query mask.

### Advertising & communication

MM advertising at various points of the customer journey for visitors ("Edit personal data", "MM for visitors" landing page, mailings with link to landing page).