

## **SERVICE PHILOSOPHY**

## Simply outstanding – outstandingly simple

LIVECAST offers the very highest production quality and service excellence and is a highly dependable production partner that can help you to meet a wide variety of broadcasting requirements.

## We understand and embody our role as a service provider.

**"We are easy to reach"**: Our customers can contact us via a range of high-speed communication channels and will receive a prompt and professional response to any enquiry.

**"We listen"**: We document and enquire about the needs of our customers so that we can develop personalised solutions. Our team stays in constant contact with the customer during the realisation phase of a production and, if the customer requests changes, will adjust the requirements accordingly.

**"We keep it simple"**: We approach complex tasks by breaking them down into small, simple, easy-to-understand steps and processes, which also makes them transparent and controllable for our customers.

**"We think innovatively"**: When putting our production projects into practice, we always use state-of-the-art technology and approaches. The viability of a project is assessed and tested beforehand, and the members of our team are briefed and trained in the use of new technology.

**"We are reliable"**: The equipment we use is subject to regular servicing and testing. Personalised training helps our team to keep honing their skills.