



KoTour 1.0

SHOOT.
EDIT.
DEVELOP.
DELIVER.

DMW Network partners take VIP visitors inside Bayer's Class A Kogenate® FS facility with an enterprise video tour application.

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DEVELOPING A NEW APPLICATION FOR EXISTING CONTENT

Bayer HealthCare's commitment to the hemophilia A community is unrivaled. Patients, families and healthcare providers worldwide depend on the purity, quality, and safety of Kogenate FS. That's why Bayer has placed a strong emphasis on sharing their manufacturing process and the stringent standards they adhere to when making their recominant Factor VIII product.

In 2008, DMW Network partner Dudley Digital Works was retained by Bayer to develop a patient and caregiver focused video that took the viewer through the entire Kogenate FS manufacturing process. Dudley Digital Works developed the script and travelled to Bayer's Berkeley, California plant to capture every step from R&D to packaging. Over the course of three days, two camera teams with extensive biomedical experience blanketed the campus, providing comprehensive coverage inside even the most sterile, environments.

The final product for Bayer was the Kogenate FS Factory to Family video. To date, it is regularly updated to reflect equipment, process and product advancements and remains a vital resource in patient information kits. It is also leveraged by the sales force with healthcare providers to demonstrate Bayer's commitment to product quality, purity and safety.



Kogenate® FS Factory to Family Video

Kogenate FS has a global customer base and the ability to provide in-person tours for KOLs and decision makers from national health ministries is critical. However, granting unlimited plant access is not possible as several manufacturing steps are conducted in a class A environment, the highest possible sterility rating.

In late 2013, Bayer turned to Dudley Digital Works and it's DMW Network partner MarketingWiz to develop a strategy to integrate legacy video content with the right technologies to enhance Bayer's live tours. The goal was to provide virtual access to restricted areas while maintaining a seamless experience. DMW Network thinking resulted in the KoTour 1.0 concept, an enterprise video app solution.

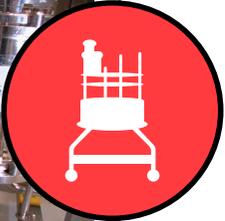




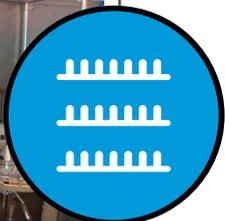
Fermentation



Purification



Fill and Finish



SHARING INNOVATION WITHOUT COMPROMISING PRODUCT INTEGRITY

The primary challenge for Kogenate FS tour guides was their inability to provide a first-hand view of the processes conducted within sterile environments.

Maintaining product purity and safety is the first priority, so total facility access is not possible. Limited sightlines through windows restricted guests' ability to get a total view of the critical steps of fermentation, purification and fill and finish.

Working with the Bayer Berkeley team, Dudley Digital Works built comprehensive video sequences from the raw Factory to Family footage. Each spot was created to deliver maximum coverage and process detail as well as enable live narration flexibility and tour customization.

At Class A tour points where guest entry is prohibited, process specific videos could be displayed on the tour guides device and strategically placed flatscreens. By leveraging Bayer's existing manufacturing content as a tour resource, visitors would be able to get a closer look where there was a limited view.

Beginning with concept design, DMW Network partners collaborated every step of the way to ensure a seamless synchronization of branding, graphics, video content and application functionality.



DELIVERING A FLEXIBLE AND SCALABLE ENTERPRISE SOLUTION

Bayer's manufacturing of their recombinant factor VII product Kogenate FS and delivery systems features several proprietary processes and equipment. A conventional iTunes delivery created unnecessary risks of sharing intellectual property with competitors. Plus, streaming a large amount of video content within an environment where signal degradation presents challenges would disrupt tour flow.

DMW Network member MarketingWiz developed an enterprise app solution that restricted iPad downloads to a private network and required all content to be hosted on approved Bayer devices.

Utilizing Bayer's branding and manufacturing schematics as a foundation, MarketingWiz created an intuitive icon and infographic based interface where the tour guide could access content through simple tap zones. KoTour was developed for quick and easy navigation and maximum user control for guides to set the tour tempo or remain flexible to customize content delivery to a specific audience.

KoTour 1.0 was designed for continuous updating, simple addition of content and scalability. Since its launch in 2013, numerous versions have been released.

KoTour's Integrated Live Tour Interface



CONTENT & CREATIVE
SYNCHRONIZED
WITH TECHNOLOGY

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