

# Superman Vision Is A Reality With Vayyar

**Vayyar is a 3D imaging sensor company whose technology allows you to see through objects, materials and liquids -- Superman vision!** MGP launched Vayyar out of stealth mode by announcing a \$22 million Series B funding round, introducing the company's technology just ahead of CES 2016. Over the next 18 months, MGP continued to build momentum for Vayyar's B2B sensor technology while successfully catapulting their 3D imaging consumer product, WalabotDIY into top tier broadcast, business, technology and trade press.

*"The MGP team accelerated from 0 to 100 mph in no time. They quickly understood what Vayyar is about and created strong key messages and sound bites that resonated with press and public. Creative and committed, MGP consistently secured significant top tier media coverage, which in turn brought us many new customers. Graceful persistence is probably the best way to describe the way the MGP team operates. What sets them apart from other agencies is their ability to quickly understand a company or product and adapt strategic campaigns accordingly. MGP were a pleasure to work with and were integral to our award-winning success"*

**Raviv Melamed**  
CEO and co-founder  
Vayyar Imaging



## 250+

Pieces of earned coverage within an 18-month period, including **more than 90 tier one media articles with more than 1 billion online readership**

## 68+

**Total pieces of earned media coverage** for the launch of WalabotDIY, with **nearly 1 billion online readership**

## 6+

**Tier one broadcast TV opportunities** secured including, **The TODAY Show, FoxNews, The Doctors, DIY Network, BBC News and CBS' Innovation Nation**

## 10

**Number of days it took to sell out WalabotDIY from launch;** website traffic jumped from 10K to 500K, engagement increased more than 4x

## Challenge

Vayyar turned to MGP two weeks prior to CES 2016 with a brief to **launch the company out of stealth mode alongside the announcement of its \$22M Series B funding round, secure press interest and meetings at CES 2016, and manage the global PR launch of WalabotDIY, a 3D imaging sensor device capable of seeing through walls.**

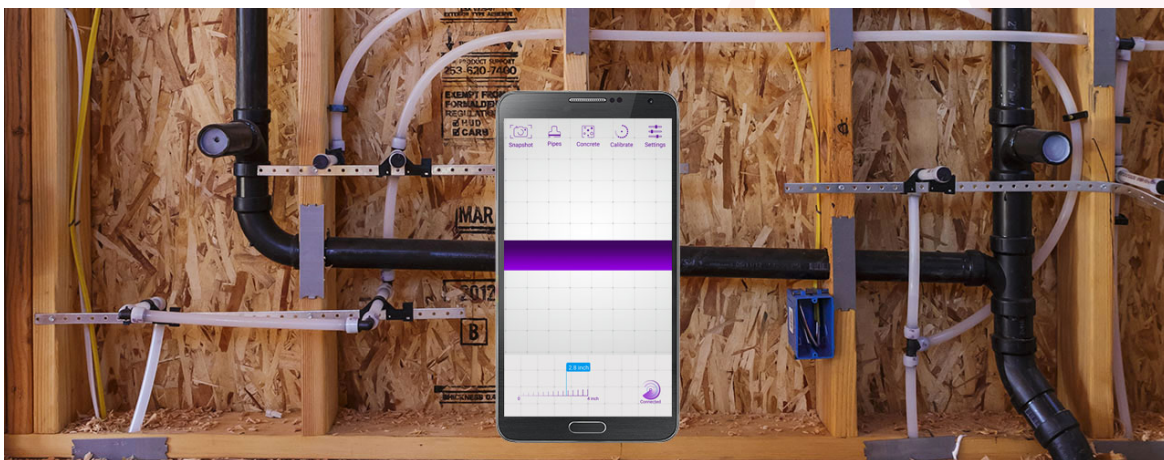
Vayyar's 3D Imaging sensor technology was originally established to change early-stage breast cancer screening by looking through human tissue and identifying malignant growths. The vision was to make breast cancer screening approachable to every woman. It was quickly realized, however, that Vayyar's technology had significant power and potential use cases within multiple consumer and enterprise verticals.

## Solution

- **Introduce Vayyar Imaging and its technology** just ahead of CES 2016 and use the event as a launchpad to secure high profile face-to-face meetings that enabled press to get hands-on with Vayyar's technology.
- **Build intrigue around Vayyar's consumer product - WalabotDIY - in the lead up to its launch; position WalabotDIY as a tool that gives consumers 'Superman-vision'** to see through walls, cement, and other materials to determine the location of pipes, wires, and event rodents' nests.
- **Create a 360-degree media relations program** introducing WalabotDIY, a niche product, that appealed to the masses and mainstream media, while bolstering Walabot's credibility on a global scale and positioning Vayyar Imaging as a leader in 3D sensors.
- **Coordinate strategic media "demo media tours" in San Francisco, New York City and London** with top tier business, tech, national, broadcast and trade media to demonstrate Vayyar's unique technology and capabilities alongside the company's distinct vision and key differentiators to other DIY products on the market (e.g. stud finders)
- **Maintain momentum** via a three pronged approach that comprised a Review program, Holiday Gift Guide and Influencer campaign targeting mommy and maker influencers

## Results and Impact

- **Launched Vayyar Imaging out of stealth mode alongside a \$22M Series B funding round laying the foundation for strong coverage at CES 2016.** As a result, MGP secured a significant amount of press meetings during CES paving the way for an incredibly strong launch of the company's consumer product, WalabotDIY in summer 2016.
- WalabotDIY launch generated **68 pieces of top tier earned coverage** resulting in a UVPM of over 900M across tier one publications including **Fast Company, Gizmodo, The Verge, TechCrunch, Popular Mechanics, VentureBeat, Popular Science, Associated Press, BBC Click, Entrepreneur** and many more.
- Conducted successful media tours in San Francisco, New York and London with titles such as **Good Housekeeping, Bloomberg, VentureBeat, TechCrunch, The Wall Street Journal, CNET, The Sun, This Old House** and others.
- Achieved significant broadcast coverage for WalabotDIY across the U.S. and U.K. including: **DIY Network, The Doctors, The TODAY Show, FoxNews, BBC Click** and **CBS' Innovation Nation**



## Results and Impact

- MGP secured key speaking opportunities including a keynote speakership at **Mobile World Congress 2017** and a keynote at **Augmented World Expo 2016**.
- **WalabotDIY sold out within 10 days of shipment date launch**; website traffic jumped from 10K to over 500K per month; engagement also increased more than 4X.
- **Multiple awards won for WalabotDIY** including, a **Gold Edison Award**, **This Old House Best Tools of 2016**, **PopSci Best of What's New Award**, **Popular Mechanics Best Technology 2016** and **CES 2017 Innovation Awards honoree** amongst others.
- Coordinated a U.K. launch of WalabotDIY generating a variety of top tier meetings with the likes of **The Sun**, **Wall Street Journal**, **The Guardian**, **Trusted Reviews**, **CNET** and **E&T Magazine**.

