

OLCaptura simplifies link between events and social media

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If it's not trending on social media, did an event actually even happen?



Enter OLCaptura, a device quickly gaining attention as the perfect way to encourage social sharing around an event or on-the-ground activation.

Spotting a major gap in the eventing industry, Offlimit Communications, has acquired this innovative solution set to revolutionise the real-time social media experience.

With its slick self-help touchscreen, OLCaptura is simple to use, removing the need for an army of promotional staff walking around with cameras and simplifying the need to manually post or print out those images.

OLCaptura seamlessly searches the assigned hashtag on social media and prints the pictures shared using the hashtag on the spot. This simple mechanic enhances the natural way consumers share on social platforms, not only encouraging sharing in-the-moment but making sure the brand experience follows them home.

Along with branding on the printed photo, the OLCaptura can also be fully branded and includes a full set of user instructions to ensure that event staff can be used more effectively to take care of other responsibilities.

OLCaptura is already proving its trending power. At a recent event for the South African National Blood Service where the OLCaptura was put through its paces, the hashtag #Gazlam trended second in Johannesburg and ninth in South Africa with 23 million top-end impressions.

OLCaptura can be hired from Offlimit Communications for events across South Africa.

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