



There is nothing more soul-baring and potentially soul-crushing than the death of a loved one. Wakes, funerals and memorials, as well as the music, pictures, and memories that enhance them, help us to make sense of our loss. Yet something is amiss in modern America, where 90% of American funerals involve people who want to attend, but simply can't. Let me reframe that: for 90% of American funerals, loved ones are absent who desperately want, even need, to be present.

Why is this happening? Americans move and change jobs an average of 11 times in their lifetime. Today's families are spread across the country and in some cases the world. When a person passes away, most mourners want to grieve in person alongside other friends and loved ones. But some people cannot afford to buy a plane ticket or miss several days of work. Still others may be homebound or physically unable to travel. The emotional cost to these individuals is immeasurable.

TribuCast®, a remote funeral attendance system, aims to meet the unmet bereavement needs of this modern American diaspora. Through our highly personalized, easy-to-use live stream technology and interactive touchpoints, TribuCast® creates a private online environment that closely matches the inperson experience enabling all loved ones to grieve effectively.

What is an interactive touchpoint? Before, during and after a TribuCast®, six interactive touchpoints surround the live stream of the funeral. Funeral homes use these touchpoints to provide additional images, as well as links to more information including photos, videos, accomplishments, hobbies and organizations the deceased wished to support in lieu of flowers. But that is just the start of a highly personalized process, TribuCast® interactive touchpoints are used to create a life-affirming narrative about the deceased that adds to and amplifies the message of the funeral service itself.

Families may use pictures of a loved one's most significant life moments, or video clips of them playing a sport, vacationing, or simply holding a grandchild. But the possibilities don't end with photographs or videos. Our families have posted scripture readings, artwork, favorite poems, personal anecdotes and reflections, military memorabilia, genealogical records – and so much more. The TribuCast® interactive touchpoints have become a way for families to reconstruct the most important elements of their loved one's lives and to convey a rich sense of the person they loved – all before the camera is ever turned on and long after it has been turned off.

Sound complicated? It's not. Users need nothing more than a smartphone and an app to get started with TribuCast®. Other funeral live stream services require specialized equipment or complex physical setups, but TribuCast® is simple, portable and easy-to-use. In contrast to FaceBook Live and YouTube, TribuCast® users never have to worry about their privacy or data, or about how to invite family and friends who may not wish to join or engage with these more general and public platforms. TribuCast®

users can always be assured that their funeral live stream will be totally private, completely tasteful, and accessible only to loved ones who are invited via e-mail or text. Most importantly, TribuCast® offers something that no other live streaming platform can supply: the kind of in-depth personalization that, in the past, has been reserved for in-person attendees.

Once upon a time, remote funeral attendance was only possible for significant public figures, such as John F. Kennedy or Martin Luther King. Today, thanks to TribuCast® cost-effective and easy-to-use platform, loved ones can mourn the loss of the extraordinary heroes of our everyday lives – mothers, fathers, sisters and brothers – not only through a live streamed funeral or memorial, but also through the interactive touchpoints that tells the rich and full story of their individual lives. In short, TribuCast® is transforming the way we think about remote funeral and memorial attendance, one highlypersonalized funeral at a time.