

David Schmidt Segment 1 Audio

Wed, Oct 18, 2023 3:12PM 41:26

SUMMARY KEYWORDS

david, technology, talk, beam, epic, unit, stage, patches, people, testimonials, hologram, ryan, building, meeting, watch, give, meredith, lifeway, room, jim

SPEAKERS

David Schmidt



00:00

Ladies and gentlemen, esteemed members of our Lifeway family, please help us welcome to the stage founder, CEO and inventor of the lifewave technology, David Schmidt.



David Schmidt 00:44

Thank you, thank you very much. Thank you for that wonderful and warm welcome. And I can assure you that I have been waiting 50 years to beam in somewhere, just like in Star Trek. And now, I can be beaming in every day, every day, I wanted to make sure that John knew that I learned something from him. So I will be beaming every day. But if you thought that was just a fancy gimmick, to get me on stage, what you're actually witnessing is a new piece of technology that is going to play a role in making a dramatic change in your life, and the way that you do business. Let's think about the way that 250 years ago, the way people communicated. If you wanted to go through a town and tell people the British were coming like Paul Revere, you'd have to ride through a town on a horse, and shout it out loud. But of course, today, we would just simply post a notice on Facebook, or acts, or Instagram to get that message out. Imagine what it was like during the days of the telegraph, when you had to use wires to communicate, and only in a code that you couldn't readily interpret. Then of course, there was the telephone. And imagine how amazing that was for people to finally experience the power of hearing someone's voice over a wire. And now of course we're in the age of the internet and communications are moving at lightning fast speed. But what if we could take things to a whole new level? What if we could once again, utilize the power of technology to improve the way that we communicate? Now we're going to be talking about this and how it's going to impact you. But first, let's get another glimpse of exactly what this technology is capable of. Thank you pretty cool, huh? Yeah. And this is just the tip of the iceberg. We're a technology company now. And when I first saw this hologram Tech, I got so excited about it because of the possibilities. I was absolutely blown away by what we could do with it. And as a matter of fact, we're going to be talking about that in just a few minutes because that guy Okay, see you later Dave. Thank you, thank you very much. I promise I won't beam out anytime soon. I'm gonna be here for a minute, you can sit and relax. That actually was me live in the beaming booth a few minutes ago. And so what's amazing about this is I could have been

backstage, or I could have been in Japan, I could have been in Europe, I really could have been anywhere, and still have been doing this completely live with all of you. The possibilities of this technology in our business is really unlimited. And it's only limited by our imagination. Now, for a project like this, that's so massive, and it's going to change the way that we do things. We need to be able to have someone that runs a special project like this. And fortunately, we do have that someone. It's someone that had been privileged to know, since 2005, he leads up all of our special projects, and he's running this one. So please give a warm lifewave Welcome to Mr. Jim Caldwell.



06:33

Thank you. Thank you very much. Thanks very much, David, for that very warm introduction. You know, John Maxwell was talking about wanting to be sure we're significant, right, David? That's our goal. I know that entrances are important. When someone makes an entrance in a room. It's important. Was his entrance significant or was



David Schmidt 06:59

it was a lot of fun. Jim, I have to admit, he's growing up watching Star Trek, you know, seeing Jim Kirk and Spock do it. I always wanted to try it myself. So thank you for allowing that to happen.



07:12

Me allowing David to do anything what? He said I want to beam in. Make it happen, Jim? Yeah, that's right. So, you know, it is interesting when you think about the implications, and you touched on it for what this can mean. I mean, this machine is made by proto hologram company out of Los Angeles. And they have a massive commitment in the world of software. They're updating what this is capable of every month, they have like 2025 software engineers on it all the time. To be sure they're incredibly current with everything that's possible. And you know, you we've talked about the plans you have, especially for this machine, it's called the epic talk about some of the things you have in mind, David?



David Schmidt 07:59


Yeah. So how are we going to use this in both the short term and the long term? Well, in the short term, you already first surprise. They don't want to know, well, I guess they do want to know. Okay, we are going to be putting these units in our offices around the world. So if you want to have someone like myself, or Meredith or Ryan, on the same day in Tokyo, and Taipei and South Korea be at a meeting, now we can do it live with this technology.



08:51

Yeah, and you know, we have some nice changes happening in Utah or office out there, and the corporate team is going to be able to come up training, product information, recognition, you name it. Leadership development, it can all happen while we're in the United States beaming

name it, readership development, it can all happen while we're in the United States beaming out simultaneously to all machines or a specific, epic somewhere so we can dial in where we want to talk to, and when but the key is, you noticed there are cameras up here, speakers here. And so when someone comes in, in this epic, they see you, they hear you, they can be interactive, they can talk with you as if they're there. How cool is that? Yeah.

 David Schmidt 09:35

You know, Jim, so we've just talked about corporate staff. But what I said earlier is that this was going to have an impact on the way our brand partners do business. So let's talk a little bit about how our brand partners are going to be using this technology.

 09:53

Yeah, I think we've got some help here to bring this out. So you want me to get a watch this folks, check this out? This careful Yep. Do you notice this is a little smaller than the epic? Right? This is called the M. Mini mobile, we might have someone coming into the segment a little bit later, he might say it's named after him, I don't know. But this has all the same attributes as the epic, only it's obviously smaller, it's more mobile. It's got a big roadie case, you can take it with you summer. But the key is, if David were to beam in, let's say, to a meeting, right, a leaders got a meeting to three 400 people in the room, David's busy, can't be there live, but he could sure beam in and he can beam in into the M and here's the magic, you simply have an ability to broadcast that up onto the big screen just like you saw here. And guess what David does look like he's in the room. And so this ability to be that to have this nimbleness for David or whomever to come to you or kind of let them in on a little secret.

 David Schmidt 11:02

Now.

 11:06

How many people in the room here use an iPhone or an Android? Can I see a show hands? Oh, I'm sorry, is it everyone? Imagine you're in the middle of let's say, Malaysia, and you have a testimonial to give. And the folks that are putting on a meeting in Nebraska, United States know that you're going to be beaming into them using Guess what? Your phone, okay? The software is being developed as we speak, that's going to allow anyone anywhere to use your phone to beam in to an M or an epic. And that's when the fun begins. Because you can you can beam in your testimonial anywhere to anyone. And so you're not limited by people having to physically be there. Right,

 David Schmidt 11:58

David? That's right, Jim. And let's use another specific example of the epic unit for a moment. So let's say recently, I did a meeting with about 1700 people, with Steve and Gina Merritt, where Steve and Jan America. So as I recall, Renea and Scott Brandon, were at that meeting in

Tampa. But let's say Renee couldn't make it. Well, now with this technology, Renee could be in North Dakota. And she could be beaming in to the meeting in Tampa. Or, let's say that you want to build a business in South Korea, because that's going to be a new market force. You could be in the comfort of Florida, New York, Europe, wherever you're going to be. And you could use an iPhone mounted on a tripod with an iPad, so you can see the audience. And on the same day, you would be able to do that meeting in South Korea, and then Tokyo and then Portugal, for example. So we're going to have these as an example, at our offices, in Tokyo, in Taipei and South Korea. And with this iPhone app, or with the Android app, you're going to be able to tap into these units in our office and make presentations live like you're in person to these groups that you're going to be building in these countries.



13:40

Yeah, exactly. And, you know, you're talking about testimonials, obviously, incredibly powerful tool in this industry. Yesterday, I did a little something with a few leaders that are sitting here right now. And we have a little surprise for you because it's a 22 second burst of enthusiasm, but it's going to be coming from the epic. Let's roll this watch and check this out.



14:06

If you've ever wondered why we say getting to convention every single year is just better. Now. You know what a blast.



14:13

Wow, this is really amazing. We are at live conference 2023



14:20

This is the best convention we have ever attended. David Schmidt and his team have outdone themselves. Whoa. Right.



14:32

Stand up in or be recognized the folks that participate Where's Renita? Where's where's Gina? Where's Steve? Cave? What a blast, right? What a blast. And, you know, it takes imagination. You talked about imagination. And that's what's amazing about what this technology represents is we really are limited only by our imagination. And you know, David, I think And I know someone with quite the imagination. Would you folks like to see another example of someone beaming in from 1000s of miles away? Live to give you an idea of how powerful this technology is? Does that work for you? All right, well, I hold in my hand, an introduction for a person that actually really needs no introduction, you know, with 45 years in his career, he really is an entertainers, entertainer, actor, writer, director, producer, performer, some of you like game shows you ever heard of Deal or No Deal? Right? And how about that? Gosh, there's a show that's been running for almost 20 years. It's an amazing success around the world. It's

called America's Got Talent. He's a panelist on that show. And here's the kicker, David, this is what's fantastic. He loves the proto hologram technology. He is beamed all over the world, literally, I think hundreds of times. He knows it. He understands it. He uses it all the time. And so I think it's time we say hi to the one and only Howie Mandel. Ah ha. Ah,

 16:28

oh, ah, well, thank you. How are we? How are you here? I seem to be okay. Jim. I'm not an expert.

 16:39

Hey, you know, I don't know if you can see. But guess what's over here. You know, this, this? See the M. All right. So is this what I can see

 16:48

everything? I don't know if they understand that I'm actually here in the room with you. And I don't know how well I know there's people from other countries here. I don't know how well you know, me. I'm a germaphobe. Now. And now I don't want to be there. I don't want to smell you. But I want to be with you. I'm just thrilled to be anywhere without going anywhere. And I know my wife says size doesn't matter. That's why I've brought a smaller version of this technology.

 17:23

And we click the M. Can you tell us why it's called the M? Is it for mobile? Or Mini or magic? Or what?

 17:35

I think I like to think it's for Mandel. I think it's all those things. But the truth is that that can be carried anywhere. It could be anywhere. It's a lot easier than this thing. This is the epic, right. That's the M, I've been on the M in Japan in the South Pacific and Canada, in cars and offices. I am a world traveler. The only thing that's missing is I'm not getting any points for this.

 18:11

Travel points. But it is good for the environment, isn't it?


 18:16

It is great for the environment. You know, this is there's no carbon footprint. You don't have to get me if you want me to appear at one of your conventions like this. You don't have to put me

on a plane. You don't have to put me up in an air in a hotel. The only thing that's negative is I'm at home and room service sucks.

 18:38


Well, you know, David Schmidt is here how he and he's the founder right here. Yeah, yeah, yeah. So David, is there anything in particular you'd like to ask how?

 David Schmidt 18:48

Yes, how we I had been dying to ask you a question.

 18:53


Well, I want you to survive, so don't ask.

 David Schmidt 18:58

So my question is, our lifewave family of members would love to use this technology to build their business. Is that a deal? Or No Deal?

 19:20

Can I be honest with you? Can I can I have a second here? I want to tell you why I'm on this on this piece of technology right now. This is a piece of technology that I found. I think it's about a year ago on Instagram and I slid into their DMS and I said I got to be a part of this. And I don't know if you know this about me, but besides entertainment, I come from retail and I come from sales. And I thought that this was the best piece of technology I have seen come along. I couldn't be here and inform. I could entertain. I could sell. I can demonstrate. Every if this checks every box of every business You want to conduct? Yeah. And I think that this is the next level and I think your company LightWave is a next level company who should be using next level technology. I think nobody's going to walk away from being in front of this technology and not talk about your product, not talk about the presentation, and not have any piece of information that you need to deliver.

 David Schmidt 20:29

Absolute. Are you getting the idea of where we can go with this now?

 20:32

Yeah, right. Come on. What do you think about this? Yeah,



20:36

they love you how to turn the house lights up. Turn up the dairy go out. There you are. Wow, look at you with a good looking crowd. I feel bad now. I'm the only one without without a whatever, that those are called those signs. Those name tags?



David Schmidt 21:02

Oh, yeah. Well, we have lifewave patches coming to you. So don't worry, we're gonna get you patched up with our product. And you'll be younger than ever. So don't worry.



21:12

When you get me my hairline back.



David Schmidt 21:15

We we have a patch for that. But don't tell anybody. It's a secret. I won't. Okay. Well, thank you. You guys



21:21

are great. You guys are next level. Thank you for including me in this. This has been a great opportunity. Any opportunity I have to be part of this to be part of you. And to be part of this kind of technology is so exciting for me.



David Schmidt 21:36

Thank you how a big for Howie Mandel.



21:42

Thanks, Howie. Thank you. Well, that was fun. Think about it 3000 miles away. You know, what is there maybe a quarter of a second delay, right in the spoken word. You can go around the world and you're there live, he saw you, right? He heard you. He talked with you, whether that's an intimate one on one with the M, or in a larger venue where you want to have a bigger presence like this. And like I said, this can go up on any screen, and you've immediately got big presence. So what do you think, David? Big time stuff? Ah, you know,



David Schmidt 22:23

the other thing I like about this technology, which we haven't talked about, it's pandemic proof.

Yeah. So I imagine this is going to redefine how we do home meetings. Right. Another point about this, Jim, that we didn't get a chance to talk about is how we might use computer graphics, along with these presentations. So let's use an example. You want to patch somebody with x 39. And this individual has chronic pain. And maybe they've been suffering with arthritis with Parkinson's disease. And we're not treating those illnesses. Right? We're not making medical claims. We're simply improving quality of life, energy, vitality, and helping to relieve their pain. So what would that look like? Well, now with either the M unit, or with the epic unit, and you're going to see an example of this, we're going to pull up a full size hologram of the human body as a computer animation, you'll be able to have your iPad and say, hey, I want to see a protocol for reducing the pain and arthritis. And up on the screen is going to come a 3d animation of where those lifewave patches go on that person's body. Now you've had a lot of fun working on that part of the project. And we're getting ready to unveil that tomorrow. So people can get up close and personal with these units and see it for themselves. But it's even better. It is how is that



24:20

noon time today, which I believe is coming up in the next 3540 minutes. You'll take a break for lunch, that kind of thing. out in the lobby are three ends, mounted on some pedestals and they will be playing three different types of videos. You might even see David in one of them and they'll be out there giving you an idea what he's talking about when you talk about patch placement on a three dimensional humanoid body. And this is just the tip of the iceberg of what we want to move forward into 2024 with a fairly significant program to put With this technology to work to help you build your business better and faster, and in a much more interesting way is this better than zoom or what?



David Schmidt 25:10

Now, so there you have it, David, you know, and you can see a future coming to where instead of just having a flat computer screen, you're going to have an M unit that's going to be at your desk. So you can be doing 3d Zoom calls, or 3d Skype calls. And you'll be able to pull up animations of products that we have, because spoiler alert, we are going to have products other than patches, in the not too distant future. No. That's the only spoiler that I'm giving at the moment, okay. And you might want to be able to pull up an animation in 3d to show off what this does. The way that we're looking at using this technology in our labs is that we have a complete 3d Design Studio, we use a program called Autodesk Inventor. So we'll design something on a flat screen, we'll show it in a 3d animation. And then we'll send that over to our machine shops that we have in house or over into our 3d printing studio. And we can manufacture any type of prototype we want completely in house. But with this technology, now, we can convert those 3d models on a computer screen and look at it as a hologram. So for example, when we're doing the drone development, now we don't have to look at the drone on a flat screen, we could actually look at the drone in 3d and say, Well, hey, I'd like to make this kind of design change. So that's one of the ways that this is going to be changing the way that we work from home or in office. And there are many, many other examples.



27:00

Yeah, and the great news is that the company proto hologram, we have a very great

team, and the great news is that the company president, we have a very great relationship working with them, they are completely aware of what lifewave is all about and where it's going. And they're going to be doing anything, everything in their power to take care of us. So we can take care of you and provide this technology in a way that well 2024 For about 17 reasons is going to be a barnburner. And this is just one of those reasons right there. Absolutely. Hey, so before we go, yes, remember, I did one more thing yesterday, you want to show us you have anything else to say?

D

David Schmidt 27:36

Oh, I have a lot more. I just I just got here. A lot. A lot more to say. But after you, sir. No, I was just



27:42

Thank you, sir. Yesterday, those same leaders that I spent a little a few moments with, I had them do something else. This is another burst of enthusiasm. But watch this and why don't we just kind of let this close out this segment when you think about testimonials, whether they're somber, and serious, and meaningful, as we all know, testimonials can be full of emotion, they often give it can be used. This kind of advice can be used to invoke enthusiasm, and to engage and to pull you in by the energy that people can display in the unit. So without further ado, let's watch this. I'm going to exit David, thanks for letting me be a part

D

David Schmidt 28:25

nother round of applause for Jim Caldwell, if you will.



28:29

And let's watch this. Oh, I can think of a bunch of ways we're going to use this.



28:34

No one else have gone here before. Is this an amazing technology or what?

D

David Schmidt 28:43

Okay, so you're probably pretty excited about this, right? And it would be terrible, terrible of us. To show you something like this show you something so exciting, and not allowed to use it right away. That was a tease. So, I'd like you to welcome to the stage back again. Our lifewave President Meredith burgage and our global VP of Sales Ryan Barson.



29:31



Thanks, David, nice job. Congratulations, David. That was very exciting.



David Schmidt 29:36

I think it certainly was.



29:38

I think that we should line up a number of these and then we can have like five David's all at once. What do you think? Because we can never get too much of David.



David Schmidt 29:45

You know, Meredith, it's really funny to say that because many, many times people will say to me, you know, if you could only invent a machine to duplicate yourself, then you could get so much more done and be in more than one place at one time. And now we can.



30:03

Excellent. Wow. All right. Are you excited? Or what is this amazing, amazing technology innovation? Wonderful. All right. Well, we wanted to come out here because we had a couple of questions for you, David. So what do you think about all this? And how is this going to serve our brand partners in what should we do at this point,



30:21

but so all of those things, David, everything that Meredith just mentioned, and everything that you and Jim just talked about, we're talking about how this technology can make a difference in the lives of our brand partners, and everyone who is doing all the great things that Lifeway has to offer. You're such an innovator, how do you see this technology being used in their everyday lives?



David Schmidt 30:41

Yeah, you know, so actually, if you don't mind, I might like to share a story. I love stories when we were sitting over dinner for the first time, perfect. So I invited Ryan to fly down into Orlando to sit at dinner, so we could get to know one another. I loved him right away. I was like, Oh, I so want to work with this guy. And so it was really a privilege for you to come on board. Thank you. And one of the things that I said to Ryan that night, I was painting a picture for him of what Lifeway was going to look like in the future, and what we were going to be doing. And I said, Well, we have a technology, we're getting ready to unveil that will allow you to do meetings all over the world. And it's going to reduce your amount of travel. And Ryan said, Oh, that's music to my ears. As a salesperson, if they got I could be doing meetings all over the

place, right from the comfort of my office, that would be absolutely life changing. So Ryan, the way that I think about this is we have people that come into the business and they build locally. And then all of a sudden, they're finding, wow, I have somebody in France, I have somebody in Germany, I have now a business going in the Philippines have a business in Australia. And they can't possibly be there to support all of those teams, even though they want to. So now with this tech, they can go beyond Skype, they can go beyond zoom. And they can go beyond a really tough travel schedule, and use this tech to improve their quality of life. And also use the tech to add a much more personal touch to the way they're building their business.

 32:28

That's still music to my ears number of months later, and just being able to be present be a present in a different kind of way, in one of our offices or somewhere else or even in a meeting that any one of you do at any given time. Just what a huge opportunity that can be.

 32:43

So then I guess I would just ask the questions, all of you leaders who are building around the world, how would you like to have your very own am unit? Anybody any takers? Very good. All right. Well, what we decided to do, we've got a lot of we were talking about innovation early, we've got a lot of things on the table log things that we're working on. And so we talked to David and he generously has agreed to share for a very small first beta group test group, some complimentary am units. And so we thought, Well, why don't we go ahead, and we'll look at who is building globally, who is going to be aligned with future compensation, where they are building with and building depth and what is what is the successful leader look like at this exact moment in time for again, this beta. And so I think at this point, what we'd like to do is say congratulations, because we're going to be giving out a few to some very, very special people. Are you ready? Would we like to know who those are? They can advance this slide. And we would like to bring to the stage of course. What?


 David Schmidt 33:48


Oh, apologies to interrupt. Apologies. Yes. Before we do that, what we should say is that these proto units they go for about \$8,000 apiece, currently. So these are \$8,000 gifts that we're about to give out.


 34:11


Very good. And thank you, David in advance. And let's go ahead and announce some people, we're going to bring you up to the stage so that we can get you not, we didn't think this would probably fit in your luggage. So we thought well we'll probably do is we'll probably just give you like, what we do for Yeah, well, we have a little something for we have a look at another thing that you've actually created for them as well to take away. I can't


 David Schmidt 34:31

 **David Schmidt** 34:38
take all the credit for this. But we did make this in our lab as a token of something that they could take with them until their proto unit arrives.


 34:42
All right, drumroll please. Without further ado,


 34:45
we're going to be recognizing the outstanding achievement and business building efforts of the following individuals and we would like to welcome them to the stage please put your hands together for first and foremost. David and spirit jumper. Come on up, David. In Spiro. While David and Speer are on their way up, we would like to also welcome to the stage. Steve and Gina Merritt come on up. Steve and Gina are here


 35:23
Wow, next on the list, Chuck, Michael, come on up, Chuck. congratulations we're so excited. Thank

 **David Schmidt** 35:32
you, David. Congratulations.

 35:34
Congratulations. Thank

 **David Schmidt** 35:35
you spirit. Congratulations.

 35:37
We're gonna have to come over and stand next to David.

 35:40
My love. Very good. All right.

 35:42



35:43

All right. Chuck. Are you on? There he is. I see him. Okay. He's coming up. Thank you. Please give a big round of applause for Roy. Congratulation.



36:00

Thank you. Thank you congratulations Gina



36:12

can you go Excellent. Okay, come on.



36:14

From Japan to Kashi and you meet Ichi Kawah



36:31

gratulations



36:33

come stand next to the and last but not least please join me in welcoming to the stage Onyx Cole come on up on X



36:54

graduation



37:20

get the lights off. I can't see. Oh, there she is. Okay, perfect.



37:24

Congratulations



37:36

Okay, here's what we're gonna do.



37:39

When you to kind of scoot this way, we're gonna put David Smith right in the middle



37:59

All right, we're gonna get a couple of photos. Look right there.



38:10

group together group together



38:23

All right, ladies and gentlemen. Give it up for them one more time for this amazing group of leaders right here.



38:35

All right. Thank you, Onyx.



38:38

Thank you. I got the spirit. Congratulations. We're so happy for you. All right, Roy. Get off the stage my friend.



39:00

Thank you all right, ladies and gentlemen, have you had a good morning?



39:09

Have you learned a few things? How about David Smith, everybody? Can you give him one more huge round of applause as we wrap up our morning session, I want to share just a few little nuggets of information. First of all, we have a convention promo going on that includes free shipping. So that's a big deal. A reminder to all the senior presidential directors if you are an SPD, you have an opportunity to join us for a lunch with John Maxwell who just spoke so if you are a senior presidential director you're gonna want to go down to international room GE it was where the reception was last night. So out the hall, go out these doors turn right down to Room G that's where that is the It's gonna happen quickly SPD doors open at 1250. General

doors open at one o'clock and we will be beginning our afternoon session promptly at 130. So head out, get yourself some nourishment and some lunch, maybe put on a few extra patches and we will see you in just a little while. Thank you, everybody.