

VIRTUAL REALITY

INSPIRATION & CASES

VRPRO | PITCH DECK Q4 2018



CAMPAIGN
TEASER



COPENHAGEN VISITOR SERVICE

Locals' Guide to Copenhagen VR project

Four 360/VR films

Six PlugNPlay VR stations at Copenhagen Visitor Service

Mobile VR podiums for events and exhibitions

More than 30.000 VR views i 2018

Highlighted at EU's Capital of Smart Tourism 2019.



COPENHAGEN
VISITOR SERVICE



KØBENHAVNS KOMMUNE



RED CROSS / ICRC

Sense of Home VR Campaign

Deployment in 9 countries

VR app and 360 film in 8 languages

Winner of Digital Communications Awards 2018

Target: +50.000 VR views in 2019

360 TRAILER
SENSE OF HOME



FUNDED BY THE EUROPEAN UNION
EU REGIONAL TRUST FUND 'MADAD'
الصندوق الاستئماني الأوروبي 'مدد'



DANISH
RED
CROSS





VISIT ESBJERG

Business Esbjerg | meetandmore.dk

Explore the outdoors around the beautiful Wadden Sea and selected sights in vibrant Esbjerg and historical Ribe. The experience will be displayed at fairs, exhibitions and at visitor services in Esbjerg and Ribe.

ESBJERG **eeu** UTVIKLING



MEET & MORE



VIRTUAL REALITY
CONCEPT DEVELOPMENT
FRAMEWORK

THE **VIRTUAL** WORLD
CONTENT

VR **TECHNOLOGY**
PLATFORMS

THE **PHYSICAL** WORLD
CHANNELS



360° VIDEOS

HQ 360/3D Footage
3D sound (Ambisonics)
Motion graphics & VFX
Interactive videos



3D ANIMATIONS

Gamified experiences
Product visualizations
Interior/Exterior Design
Photorealistic renderings



PC/CONSOLE VR



MOBIL VR



STANDALONE VR



SOFTWARE PLATFORMS



ONLINE CHANNELS

Website implementation
Social Media
Custom apps
...



OFFLINE CHANNELS

Stores / POS VR
Showrooms
Trade shows & events
Client presentations
Offices / receptions



PlugNPlay VR[©]

- Bringing VR to wide audiences

- Operates 100% unmanned
- Boosts reach and reduces cost-per-view
- Operates 24-7 (plugged) or 2-4 hours on battery
- Is mobile and easy to install
- Features custom branding on pod and cover
- Tracks view-counts and usage-data



AVAILIBILITY



ACCESSIBILITY



VISIBILITY



SECURITY

PlugNPlay VR[®] for Oculus Go

Product launch: January 2019





We are an award-winning agency specialized in virtual reality marketing and customer experience. We drive projects from idea to implementation and help businesses and brands gain commercial value with virtual technologies.

If you want to learn more about virtual reality and how the technology can be used in your context, then please don't hesitate to connect with us.

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We are proud to be serving....

