





VR MUSEUMS
INSPIRING EXPERIENCES

Why

BE UNFORGETTABLE.

SERVICES



OUR STORY



TOUR



PRODUCTS



EXPORT TO REALITY



MEMORABLE DIGITAL IMMERSIVE EXPERIENCES
SHOWCASE YOUR BRAND STORY
TO ANYONE, ANYWHERE, ANYTIME.

FIND OUT MORE



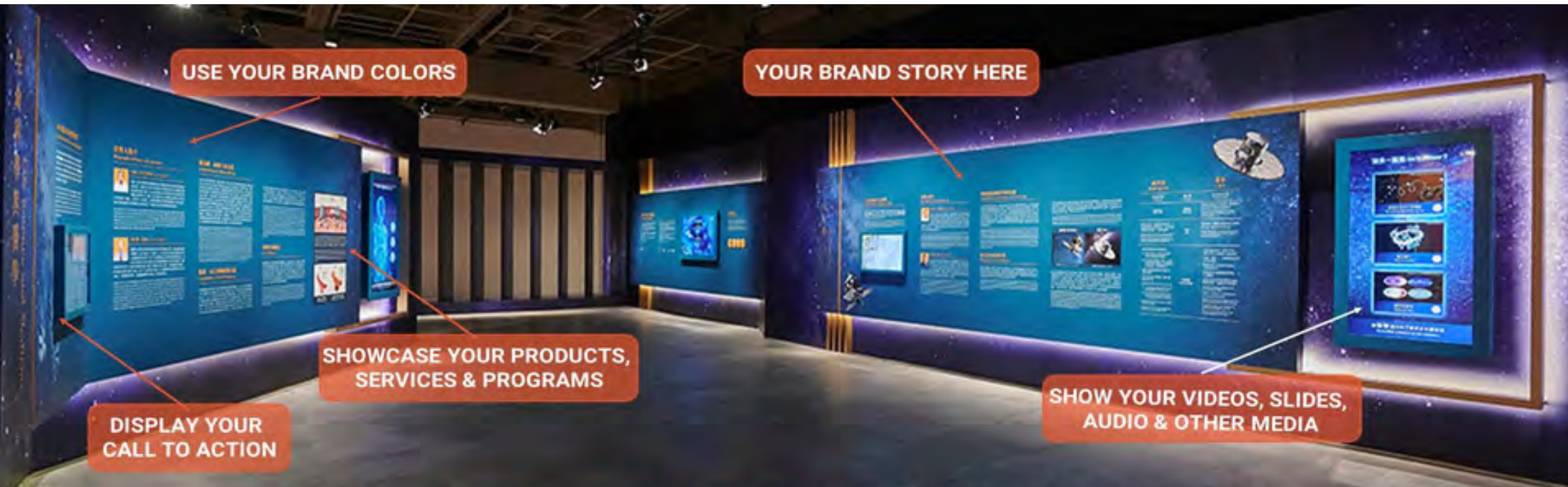
THE SAME
MEMORABLE
EXPERIENCE
INTEGRATED
ON ALL
CHANNELS!



24/7
OMNI
PRESENCE

Omni Presence

0102



OUR **IMMERSIVE PLATFORM** OFFERS YOUR BRAND UNLIMITED POTENTIAL FOR **CONNECTING WITH YOUR AUDIENCES** THROUGH UNIQUE, MEMORABLE AND HIGHLY CUSTOMIZED 360° DIGITAL EXPERIENCES.



Immersive Platform

0103



CHOOSE FROM
100'S
OF DIGITAL
"EXPERIENCE"
TEMPLATES.
WE'LL CUSTOMIZE
IT TO SHOWCASE
YOUR BRAND!



Templates
0104



GIVE YOUR CUSTOMERS A LIFE-LIKE "WALK THROUGH" OF YOUR BRAND. A VIRTUAL EXPERIENCE GIVES YOU A WAY YOU TO EASILY AND AFFORDABLY CUSTOMIZE AND SHARE HOW YOU PRESENT YOUR BRAND STORY FOR SPECIFIC AUDIENCES.



Walk Through

0105

IMMERSIVE BRAND STORYTELLING

- “If people love a brand story, 55% are more likely to buy the product in future, 44% will share the story, and 15% will buy the product immediately.” McKensey, 2020
- It’s not enough to have a quality product or service, you need to know how to talk about it in a way that differentiates you from the crowd. That’s why brand storytelling is so important.
- Use narrative to share your brand’s history, challenges, successes, and value propositions -- no other brand can copy YOUR story.



Connect

0106

BENEFITS

- Creative presentation of products, services, and offerings that stand out above the noise.
- Unlimited reach – wherever a URL can go.
- Establish market position as leader in new tech.
- Virtual business growth tool.
- Activate engagement-immersive tool
- Once established, not dependent on headcount.

BENEFITS

- Scalable - Unlimited virtual space to grow
- Continuous improvements – Easily updated
- Helps monetize growth opportunities in a cost effective way
- Platform to cast a wider net
- Increase internal synergies by consistent messaging
- Allows for virtual simulation of products/services



VR MUSEUMS
INSPIRING EXPERIENCES

What




VR MUSEUMS
Virtual Reality Museums Experiences
vr museums.org

A GREAT IMMERSIVE EXPERIENCE WILL TAKE THE USER TO A PLACE THEY HAVEN'T BEEN BEFORE.

THE IDEA IS TO TAKE THEM OUT OF THEIR COMFORT ZONE BY OFFERING SOMETHING UNCOMMON. OFTEN, THROUGH TECHNOLOGY, IT IS POSSIBLE TO CREATE SOMETHING UNIQUE TO IMPACT THE AUDIENCE.

THE IMMERSIVE EXPERIENCE WILL GIVE THE PARTICIPANT A DIFFERENT PERSPECTIVE OF YOUR BRAND.

YOUR COMPANY BECOMES AN "EXPERIENCE PROVIDER" MORE THAN A PRODUCT OR SERVICE.

AND WHEN THIS IS WELL DONE, THE EXPERIENCES CAN HELP BUILD LONG-LASTING BONDS WITH YOUR AUDIENCE.

Immersive Experience

SALES ENABLEMENT

ORGANIZATIONS THAT EXPERIMENTED WITH NEW DIGITAL TECHNOLOGIES DURING COVID REPORTED OUTSIZE REVENUE GROWTH THAN THOSE AT OTHER COMPANIES. MCKENSEY, 2022



Sales Enablement

1502

By 2025, 80% of B2B sales interactions between suppliers and buyers will occur in digital channels.

The Gartner Future of Sales, 2025





**77% OF BUYERS SAY THEY
NOW PREFER DIGITAL
SELF-SERVE AND REMOTE
ENGAGEMENTS OVER
FACE-TO-FACE
INTERACTIONS.**

(McKINSEY, 2020)



Buyers
1504

IMMERSIVE TRAINING



VR training has a retention rate of 75%,
beating out lectures (5%), reading (10%), and
audio-visual learning (20%).

(FRONTCORE, 2020)

Training

1505



**“To stay relevant
and drive revenue,
sales leaders need
to build adaptive
systems that
optimize digital
interactions.”**

Gartner Future of Sales 2025



Stay Relevant

1506

SUCCESS FORMULA:

YOUR BRAND STORY + YOUR ASSETS =
VR MUSEUM IMMERSIVE PLATFORM
UNFORGETTABLE BRAND EXPERIENCE



IN A SEA OF SAMENESS...



BE UNFORGETTABLE.

NOW YOU CAN CREATE MEMORABLE IMMERSIVE EXPERIENCES
TO SHOW YOUR BRAND STORY TO ANYONE, ANYWHERE, ANYTIME.


VR MUSEUMS
Virtual Reality Museums Experiences
vrmuseums.org

Be Unforgettable

1509

**91% OF BUSINESSES ARE ADOPTING
BRANDED IMMERSIVE EXPERIENCES TO
CONNECT WITH THEIR AUDIENCES.**

(TechRepublic, 2020)



VR MUSEUMS
INSPIRING EXPERIENCES

How

IMMERSED

70% OF PROFESSIONALS SAY THEIR ORGANIZATIONS ARE FOCUSING ON ADOPTING IMMERSIVE TECHNOLOGY IN TRAINING AND DEVELOPMENT. (Pew Research Center, 2025)



gettyimages
SERGIO FLORES

Immersed

1401

STEP 1: DESIGN

OUR TEAMS WORK TOGETHER TO DESIGN A CUSTOM BLUEPRINT FOR YOUR BRAND STORY EXPERIENCE.



Step 1 - Design

1402

STEP 1: DESIGN (CONT')

1. DISCOVERY

- We determine your brand experience map – who you are targeting and what you want in your brand experience.
- We identify what exists, what we will create, and what others will share.

2. CANVAS COLLECTION:

- Identify key resources & stakeholders
- Develop a theme and target market
- Determine how to present your experience

STEP 1: DESIGN (CONT')

3. STYLIZE:

- We help you discover, refine, and optimize your brand story.
- You'll select a template with the right amount of rooms to tell your story along with what images, videos, audio, and other media you want in which room and on which wall.
- Determine if you desire the enhanced VR headset experience.
- We create additional assets as needed.
- Present suggested layout for your input and approval.

STEP 2: BUILD

OUR DEVELOPERS TAKE YOUR BLUEPRINT AND BUILD OUT YOUR BRAND EXPERIENCE TO ENGAGE YOUR AUDIENCES ON WHATEVER DEVICE THEY CHOOSE.

HYUNDAI
МИР НА ПРОВОДЕ

HYUNDAI & RHIZOME OF THE NEW MUSEUM
World on a Wire embraces the
blending of the virtual and the real, and the attendant possibility that through simulation we
can reimagine our world together. Launched in January, Hyundai Motor Company and Rhizome of the
New Museum's ongoing partnership fosters collaboration between the fields of art and technology. Through
this collaboration, Hyundai Motor and Rhizome support artists working with new, experimental forms and find
the optimal solutions in Seoul, Beijing, and New Museum, which bring together artistic positions from
across the globe, reflecting different cultural interpretations of the theme.

WORLD ON A WIRE

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HYUNDAI
MOTORSTUDIO
MOSCOW



Step 2 - Build

1405

STEP 2: BUILD

- Our design team takes your branding and builds out each room in your custom template per blueprint plan.
- Our AI program aggregates all of your content from your website and flows it into your custom experience template.
- Each asset is in the correct room and on the correct wall according to the blueprint.
- We test and optimize your brand experience across all platforms.
- We present to your team for final approval.

HYUNDAI
MOTORSTUDIO
MOSCOW

STEP 3: SHARE

- You get a branded URL that allows anyone to share via any channel (social media, email, on your website, etc).
- Sales can integrate it into their sales presentations.
- Training programs can use it to improve training.
- Brand storytelling is consistent across all channels.




VR MUSEUMS
vr museums.org

Step 3 - Share

1407



VR MUSEUMS
INSPIRING EXPERIENCES

Click 2 Buy



We empower brands and marketing teams to easily create, launch and optimize one-of-a-kind immersive branded virtual reality presentations of your products, services, and history to key constituents that are unique to your brand.

Contact us: Clifton Lambreth | COO, VR Museums
Clifton.Lambreth@gmail.com | (615) 477-8201

Empower Brands

1301

CLIENTS

(partial list)





VR MUSEUMS
INSPIRING EXPERIENCES

Features



VR MUSEUMS
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Texts

text

[tɛkst] ⓘ

NOUN

1. a book or other written or printed work, regarded in terms of its content rather than its physical form:
"a text which explores pain and grief"
synonyms: written work · book · work · printed work · narrative
2. the main body of a book or other piece of writing, as distinct from other material such as notes, appendices, and illustrations:
"the pictures are clear and relate well to the text"
synonyms: words · wording · subject matter · content · contents · body · main body · main matter
3. a written work chosen or set as a subject of study:
"too much concentration on set texts can turn pupils against reading"

VERB

1. send (someone) a text message:
"if she was going to go she would have texted us"

More definitions and word origin

Text is anything that conveys a set of meanings to the person who examines it.

the functionality of text in the online environment is not to eliminate it but to reshape it according to new technologies and new methods of instruction. Effective communication — and that includes the written word — will always be of paramount importance in every aspect of our lives.

A text can be any example of written or spoken language, from something as complex as a book or legal document to something as simple as the body of an email or the words on the back of a cereal box. In the humanities, different fields of study concern themselves with different forms of texts.

Texts are constructed to be detachable from the flow of conversation, so that they can be repeated, quoted and commented upon, they are forms of language, that is, which, whether written or oral, are accorded a kind of independent and privileged existence.

At the same time, however, all texts, including written ones, are forms of action, speech acts embedded in the context of their emission and reception.



VR MUSEUMS
INSPIRING EXPERIENCES

Images



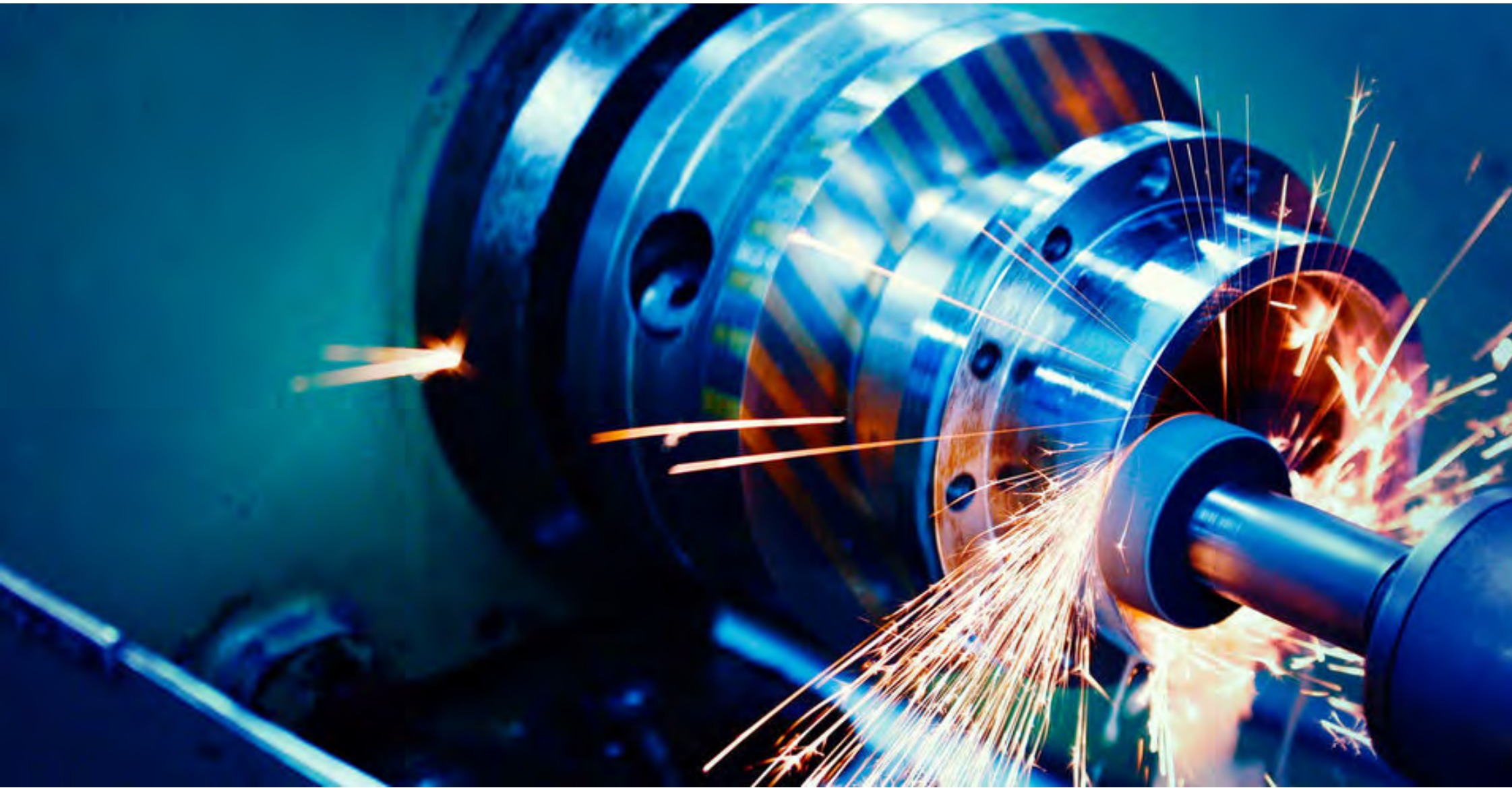
Equipment 1

0401



Equipment 2

0402



Equipment 3

0403



FABRICATOR



Nascc19
0404

And God said:

GOD: Let there be light.



Revelation Media 1

0405



Revelation Media 2

0406



So, God made two great lights:
the Sun to rule the day and
the Moon to rule the night.

Revelation Media 3

0407



Aisc 1
0408



Aisc 2
0409



Aisc 3
0410



Steel Mill 1

0411



Steel Mill 2

0412



Steel Mill 3

0413



Erectors 1
0414



Erectors 2

0415



Erectors 3
0416



Fabricator 1

0417



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Video



Industrylift 1

0501



Industrylift 2

0502



NASCC: THE STEEL CONFERENCE

St. Louis, MO 2019

Nascc 2019
0503



NASCC:
THE STEEL CONFERENCE
World Steel Bridge Symposium | QualityCon
SSRC Annual Stability Conference | NISD Conference on Steel Detailing

DENVER
March 23–25, 2022

NASCC:
THE STEEL CONFERENCE
EXHIBITOR
2022



Empowering the Next Gen Workforce



**JOBLAND
UNDER
CONSTRUCTION**

Nascc 2022

0504

JOB LAND

INDUSTRY
LIFT

VR MUSEUMS
IMMERSIVE EXPERIENCES

Jobland Teaser

0505



ROUND TABLE

STRUCTURAL STEEL SUPPLY CHAIN

16 September 2016

Varese ITALY

Villa Silvia

Round Table 2016

0506



Cristian Colombo

Vice President Ficep

Interview Rt2016

0507



David Merrifield

VP Operations SteelFab

Interview Rt2016

0508



Mahesh Nagarajaiah / President Sanria / iCad

Interview Rt2016

0509



Roger Ferch

President AISC - USA

Interview Rt2016

0510



Steven Hofmeister

Managing Principal
Thornton Tomasetti - USA

Interview Rt2016

0511



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360 Images & Videos



Outdoor
0601



Capernaum
0602



Gethsemane

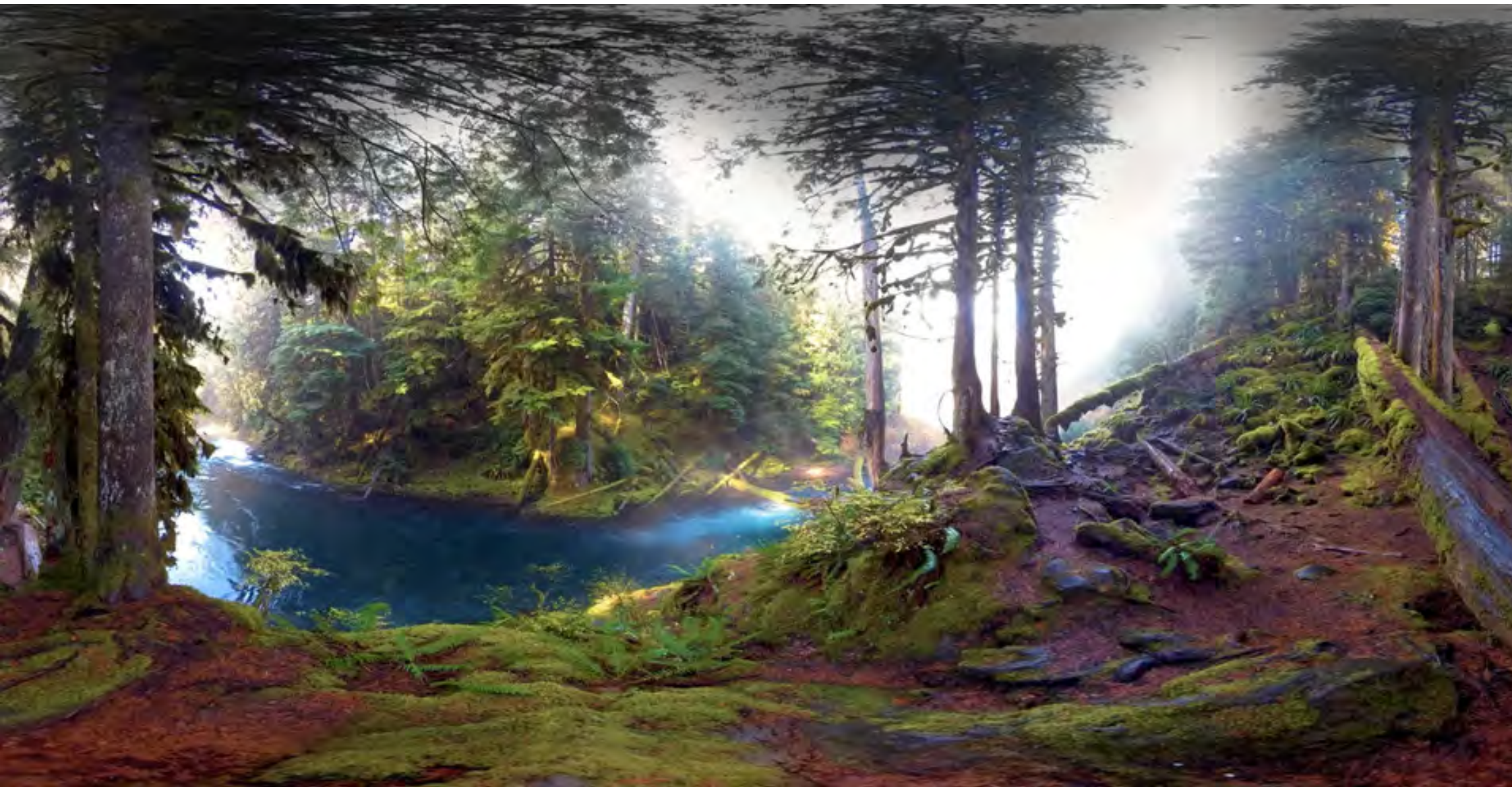
0603



Davidcity
0604



Blue Pool
0605



Koosah River

0606



Sahalie Falls

0607



Smith Rock In River

0608



Nicaragua
0609



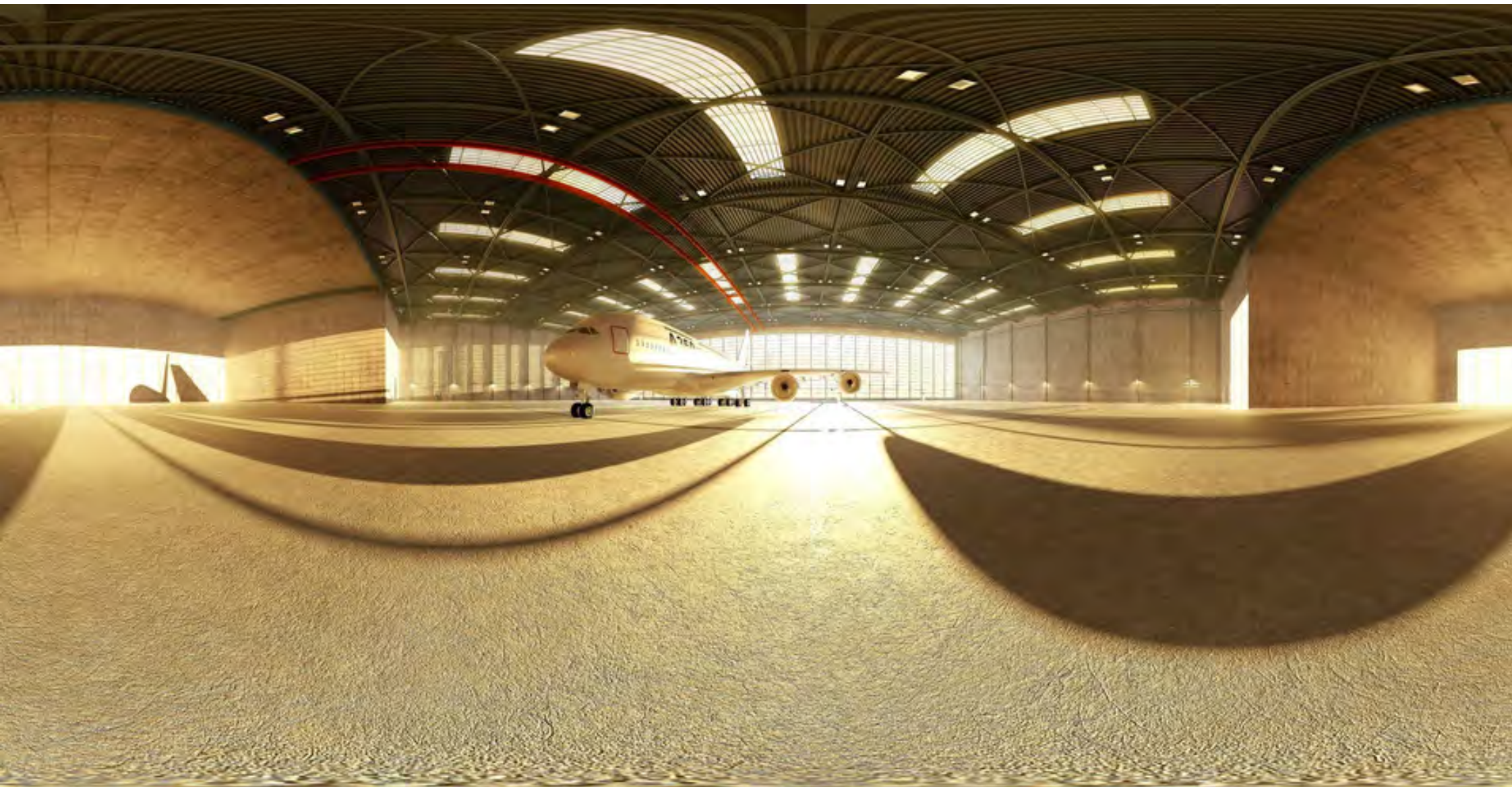
Todd Tilghman

0610



Back Back

0611



Hangar
0612



Mountain
0613



Wood
0614

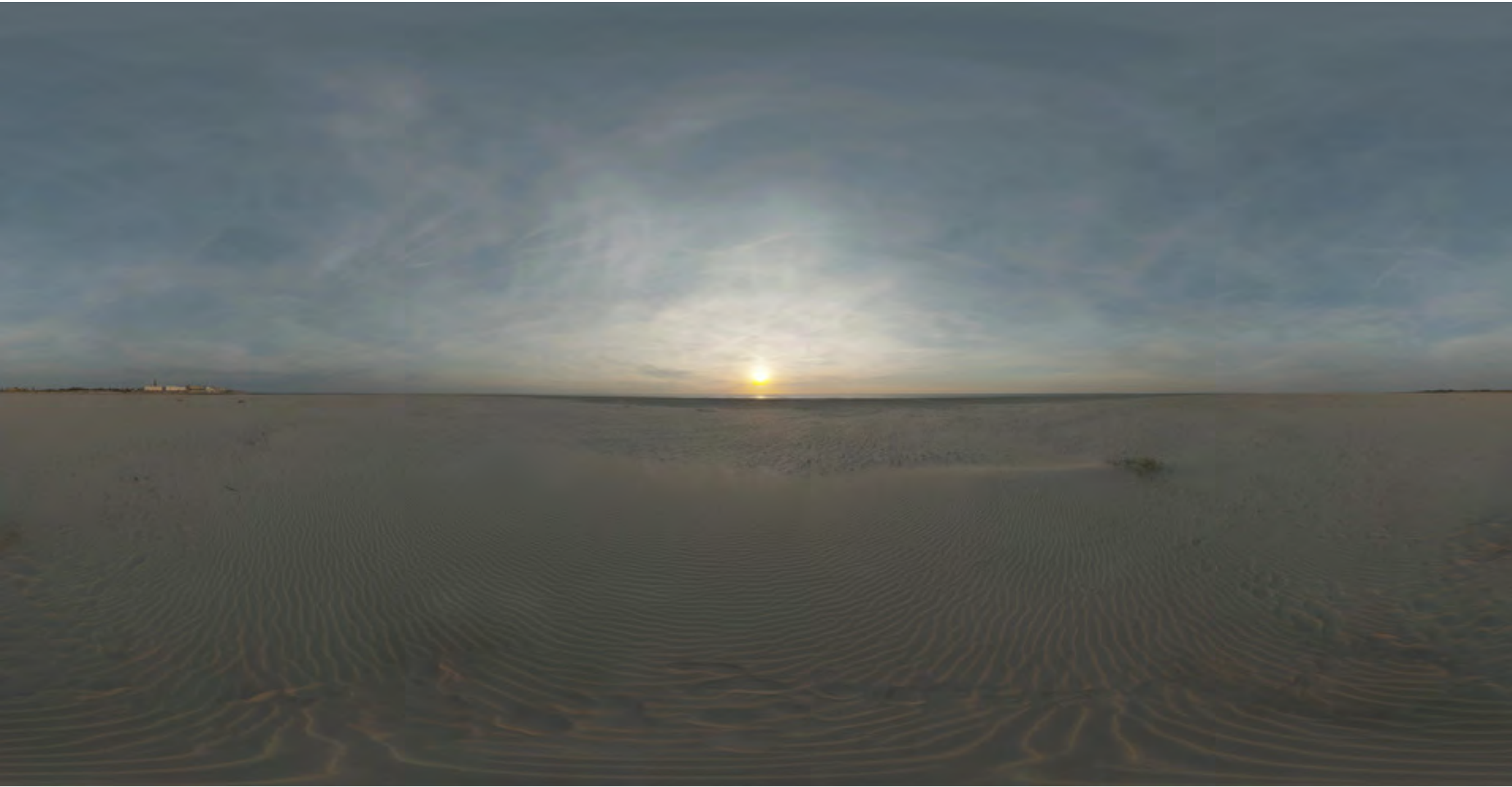


Garden
0615

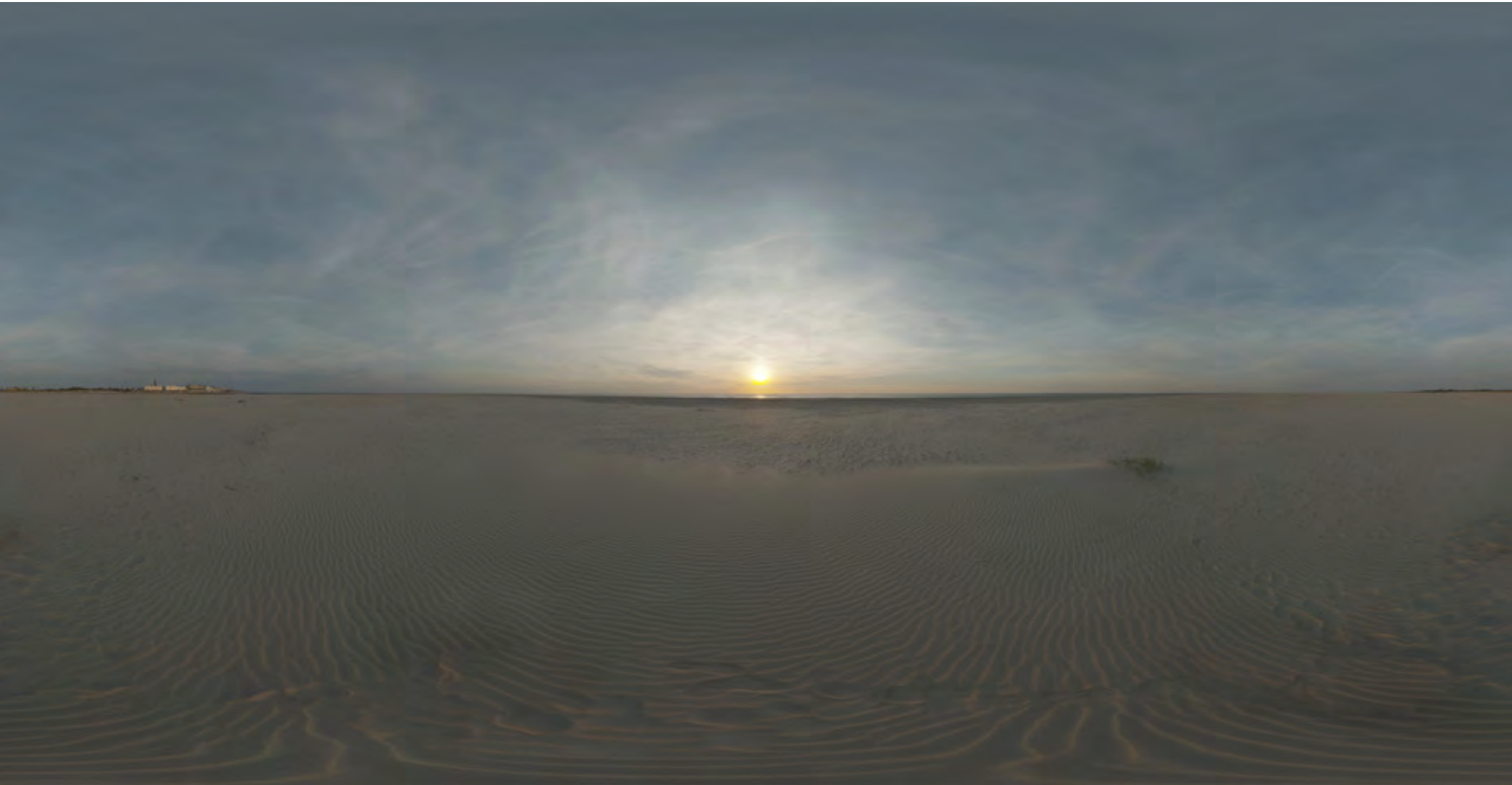




Garden
0617



Beach
0618



Beach Hr
0619



Beach Hr
0620



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Architectures



Mosca
0701



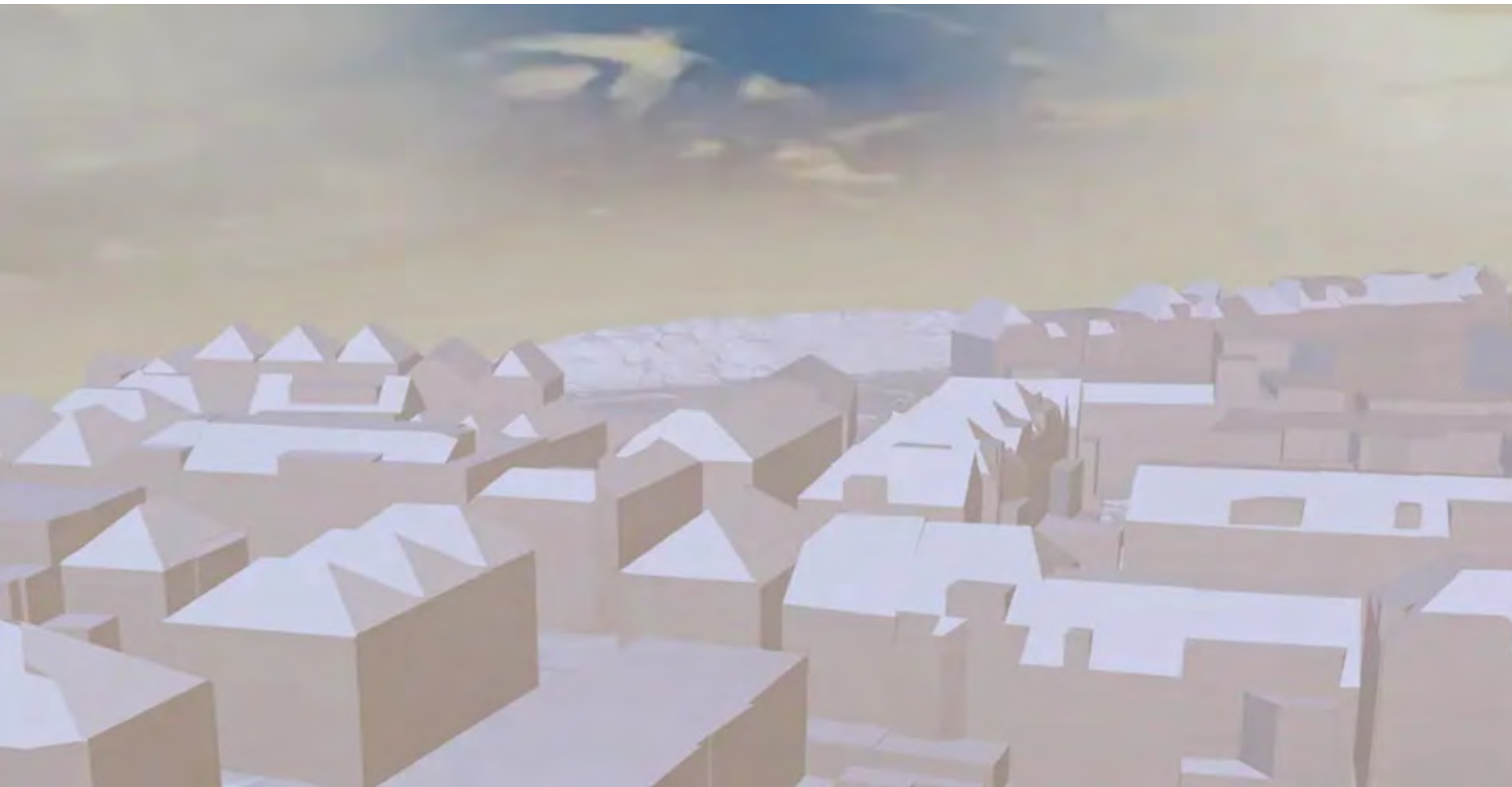
Construction Site

0702

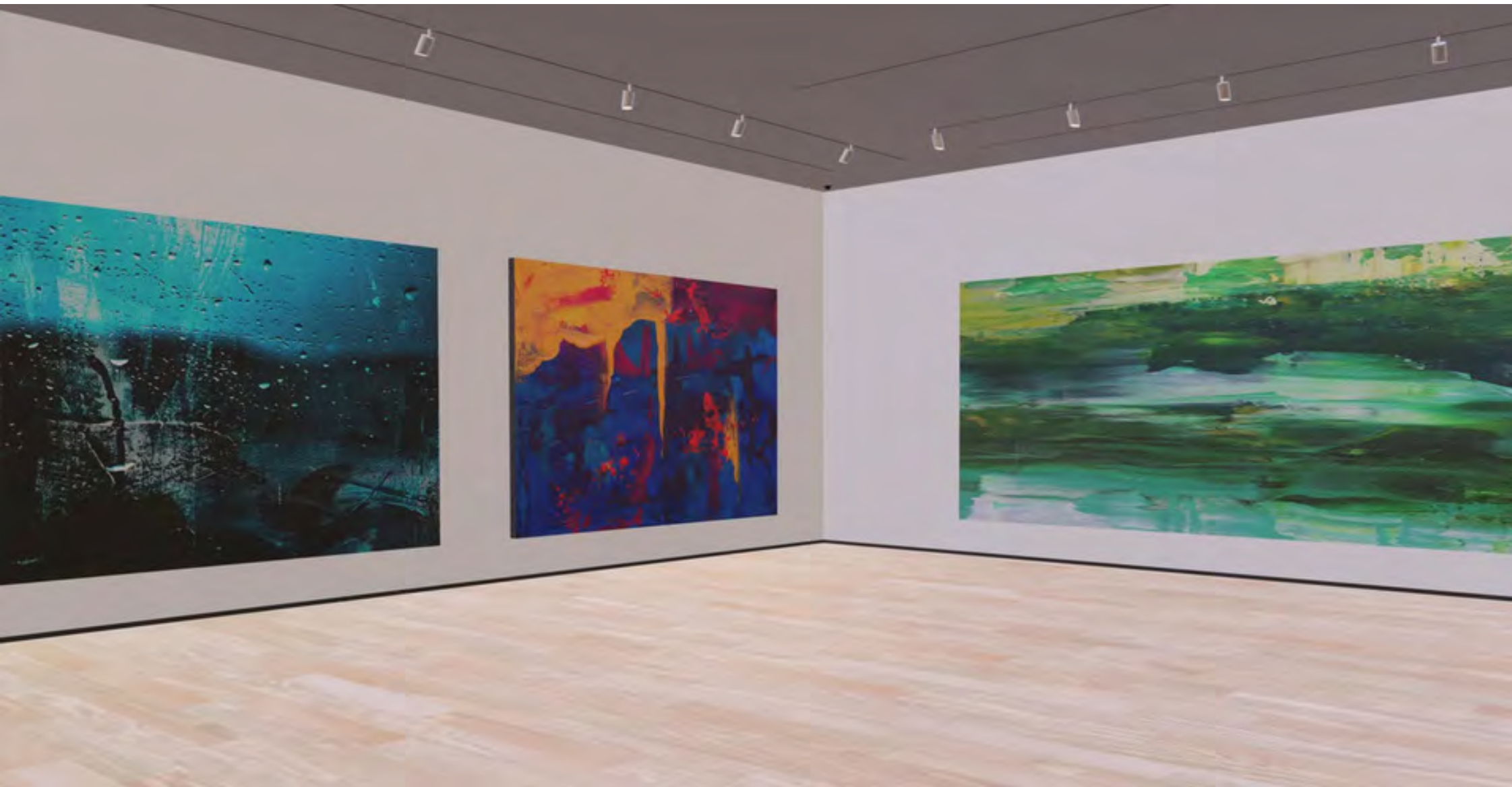


Buildings

0703



Spijk
0704



Gallery 01
0705



Gallery 01B
0706



Gallery 05
0707

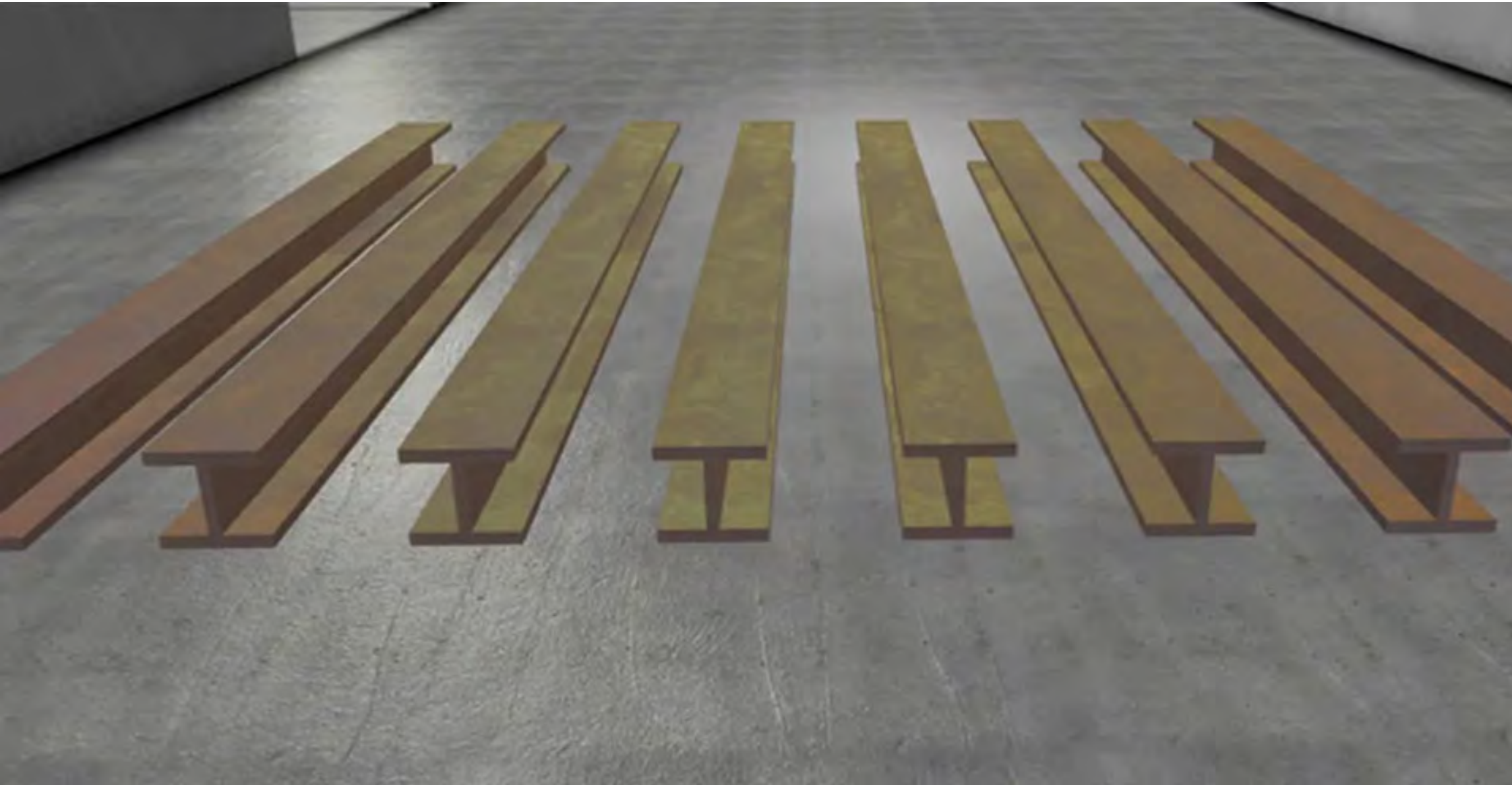


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3D Objects

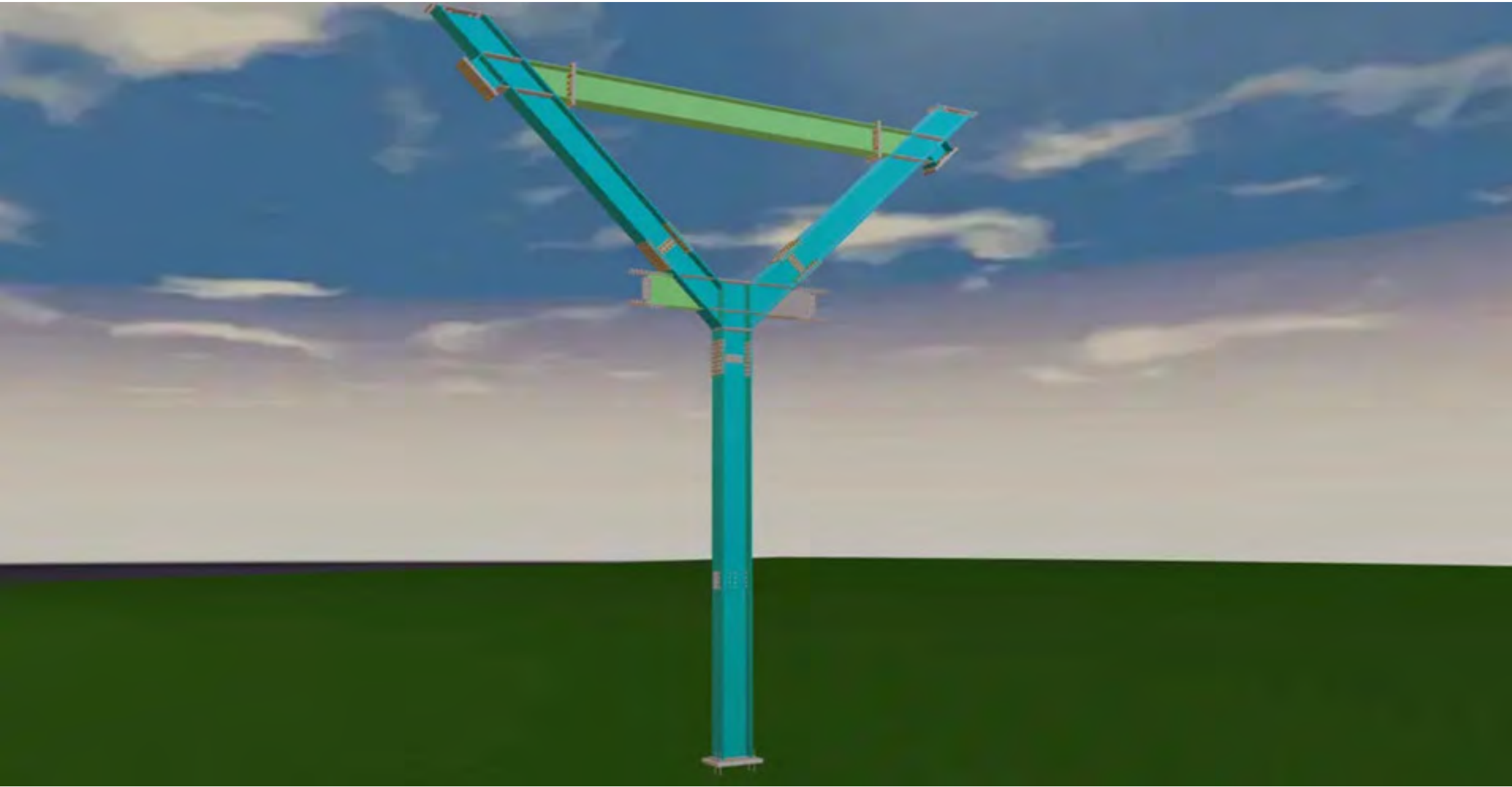


Gemini
0801



Beams

0802



Structure
0803



Tabernacle

0804



Helicopter
0805



Space Shuttle

0806



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Avatars



Jobland
0901



Bill
0902

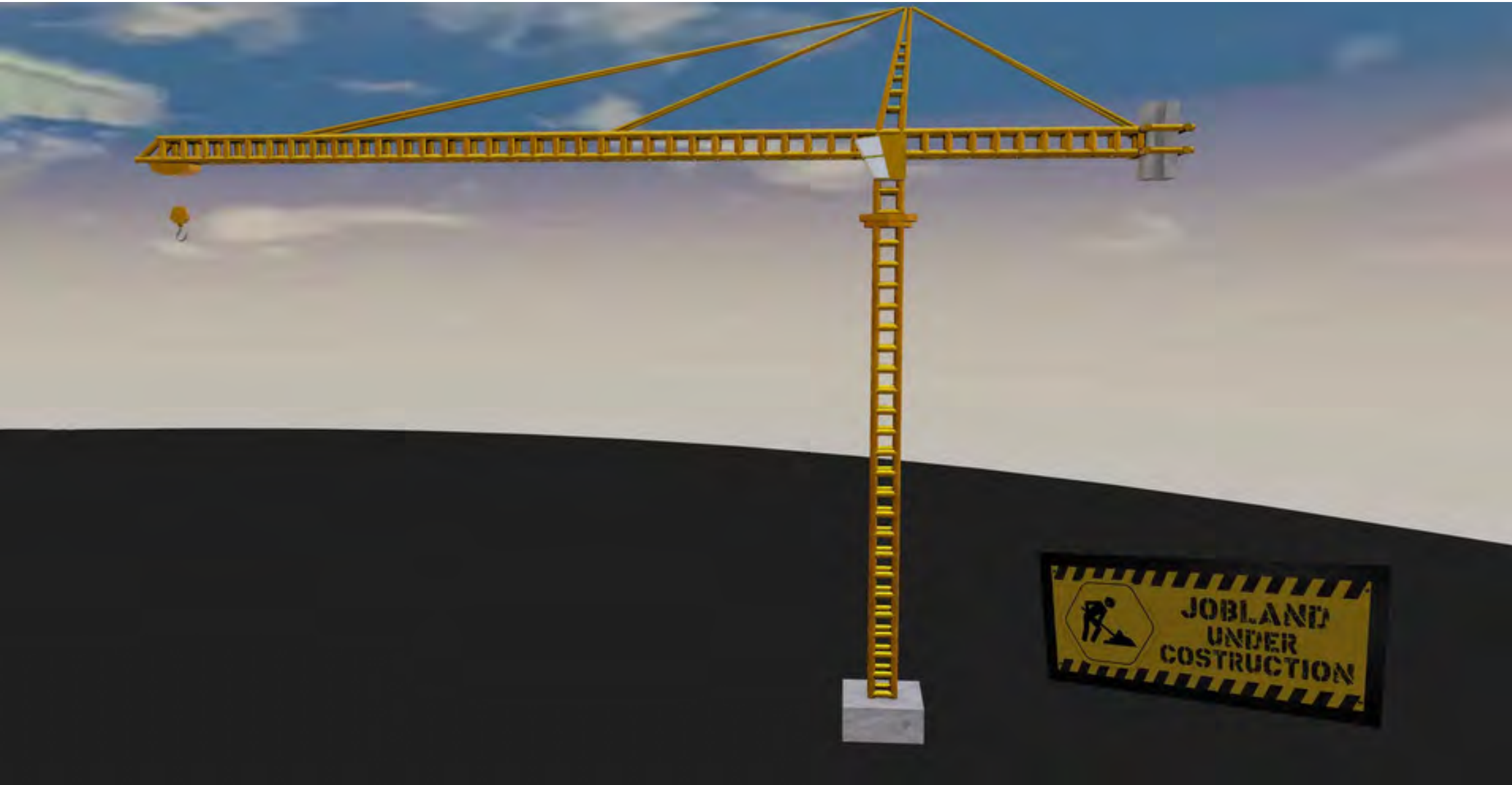


Multiple
0903



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Animations & Interactions



Crane
1001



Walking
1002



Dude
1003





Ifc Player
1005



Iron Worker

1006

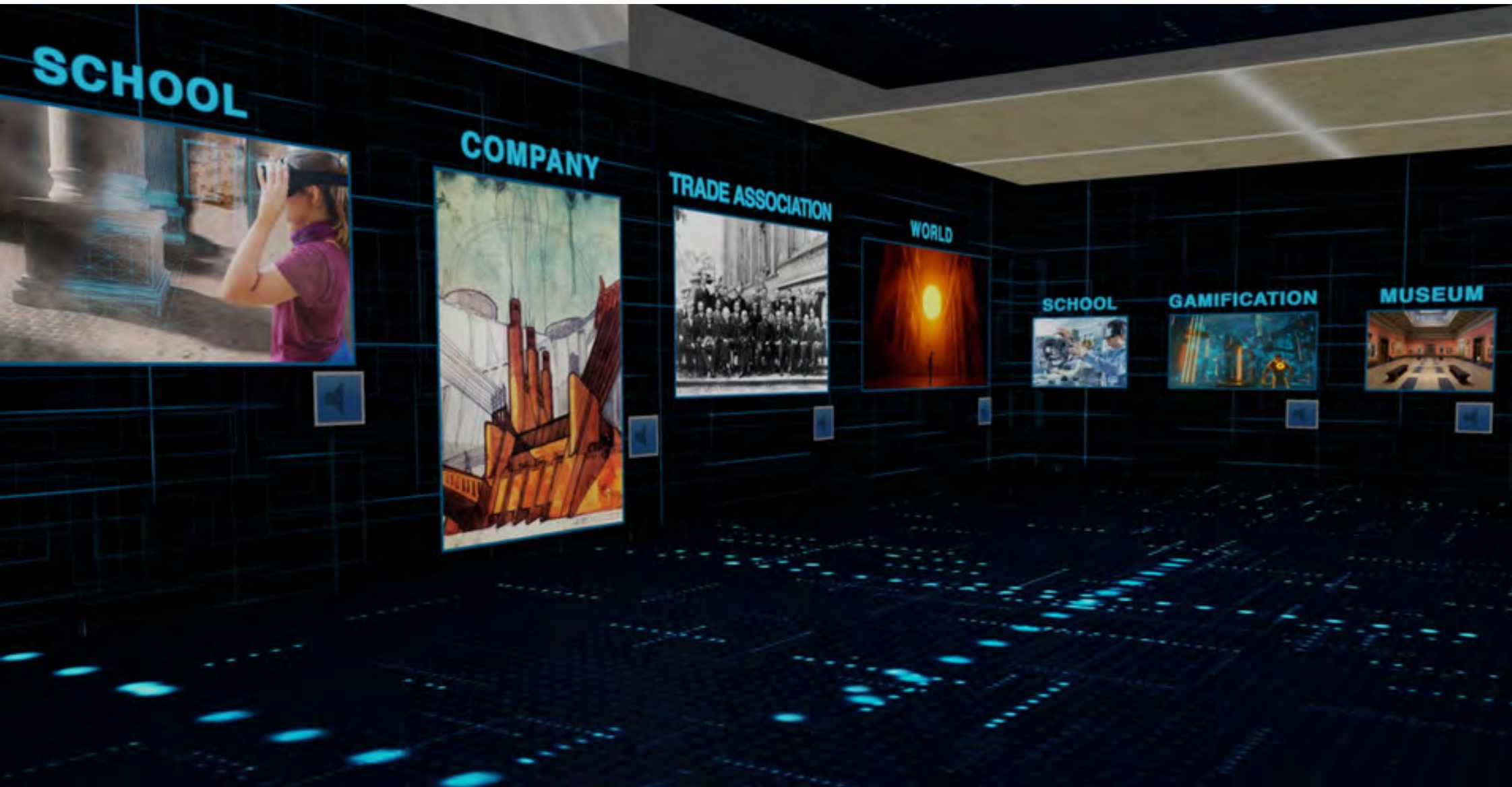


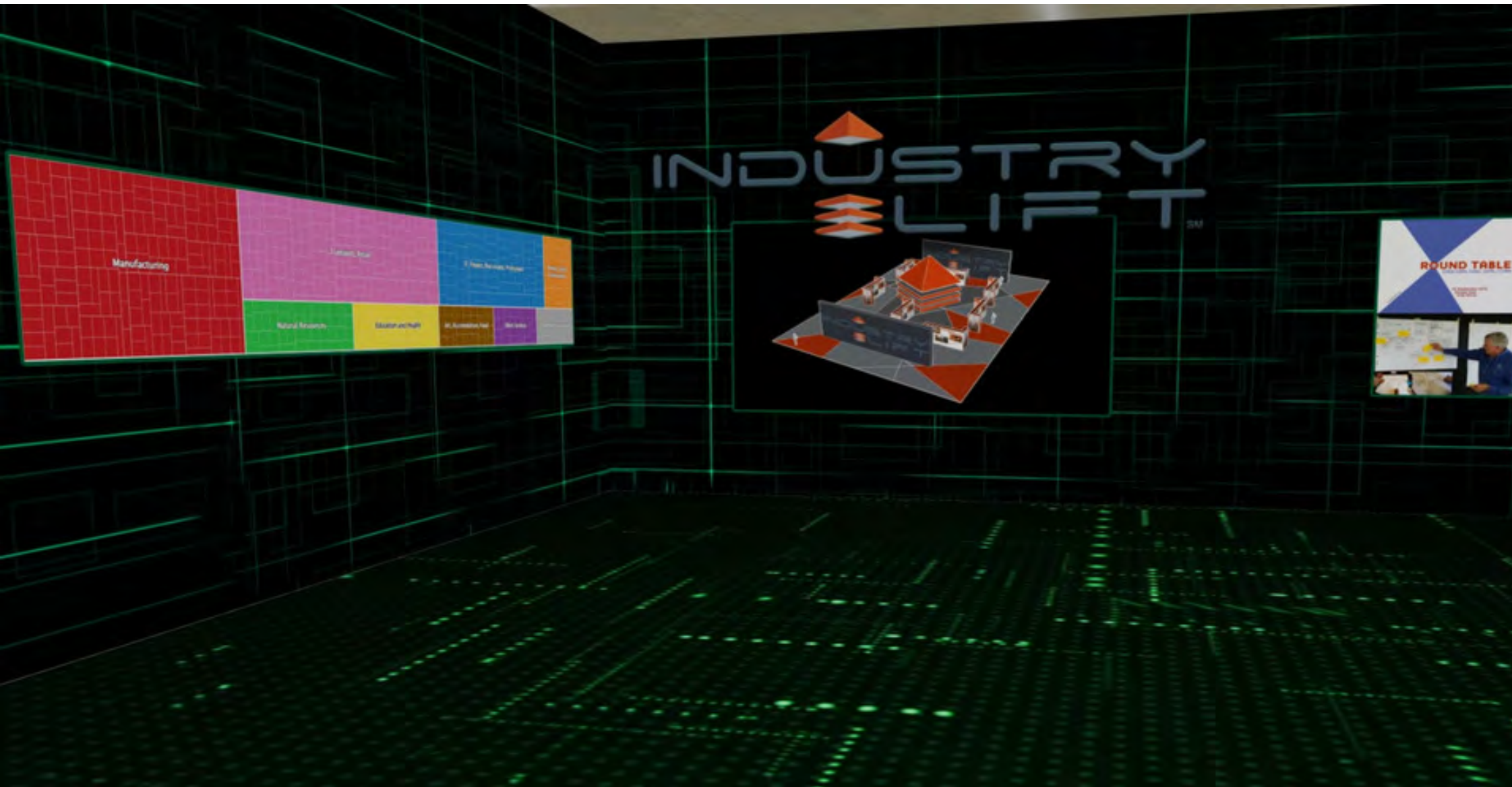
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Immersive Experiences



Hall
1101





Main 2
1103



Export
1104



Industrylift
1105



Events

- ifc:AreaOfInterest
- ifc:AreaOfInterest
- ifc:AreaOfInterest
- ifc:AreaOfInterest
- ifc:AreaOfInterest

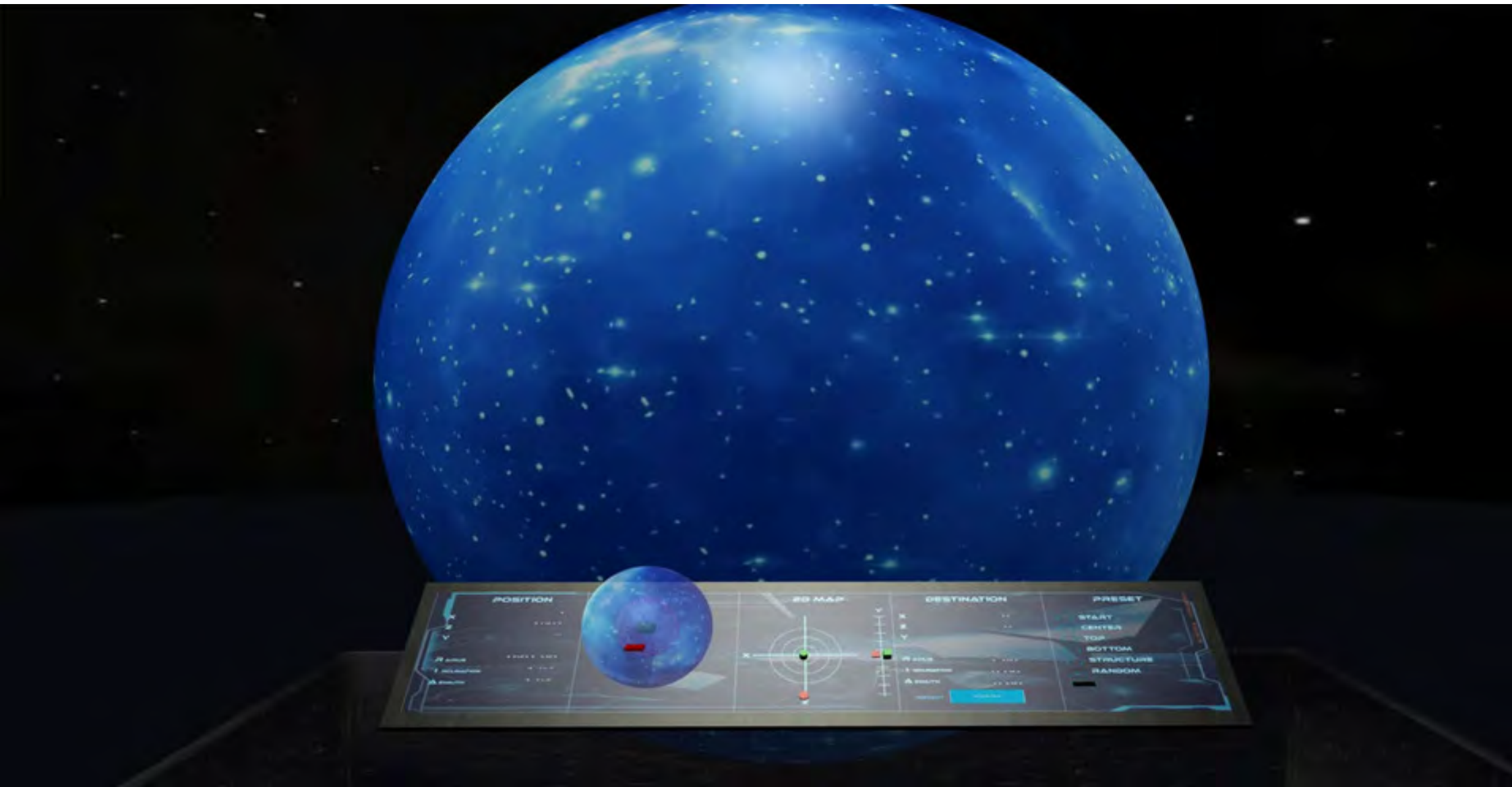
ausus

Placement may indicate position, vertical angle, and horizontal angle.

ifc:LocalPlacement indicates placement relative to an enclosing element hierarchy.

ifc:GridPlacement indicates placement relative to a grid with user-defined axes.

Quantities may be defined for take-off purposes such as Gross Area, Gross Volume, Gross Weight, Net Weight, etc. IFC defines various quantities specific to each element type and the method of calculation according to geometry and relationships.



Space
1107