



VR MUSEUMS
INSPIRING EXPERIENCES



Demo Point

Handbook



Why



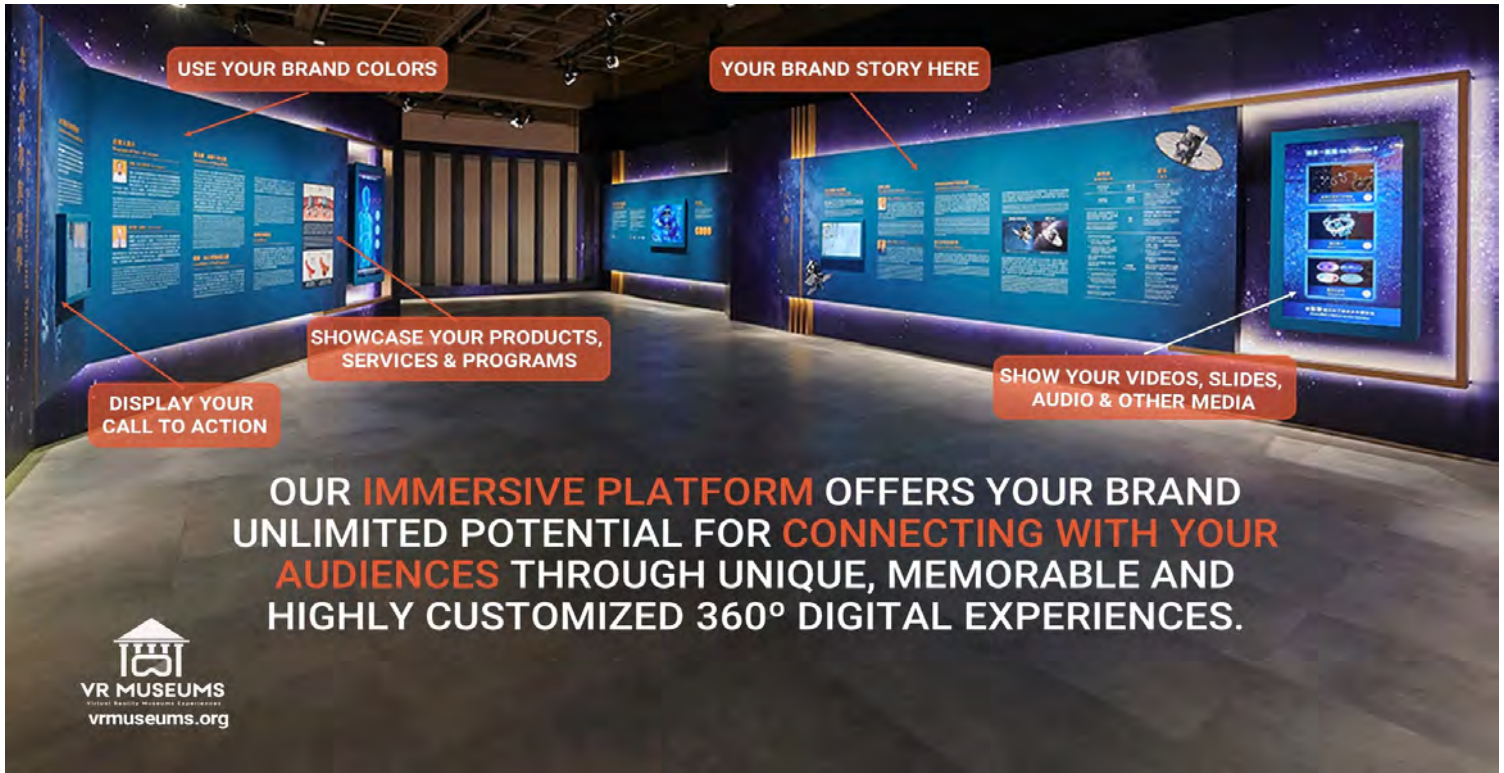
0101

Be Unforgettable.



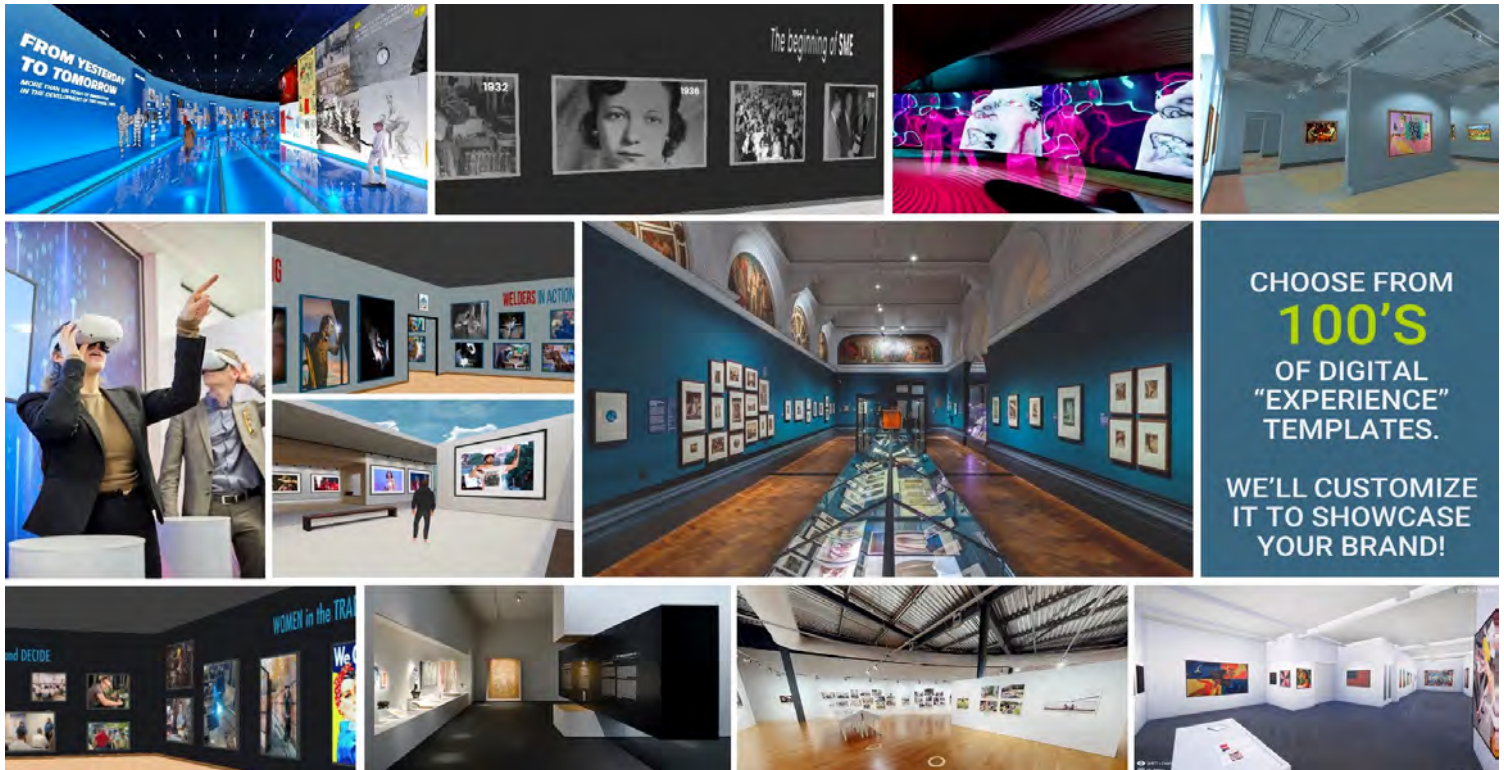
0102

Omni Presence



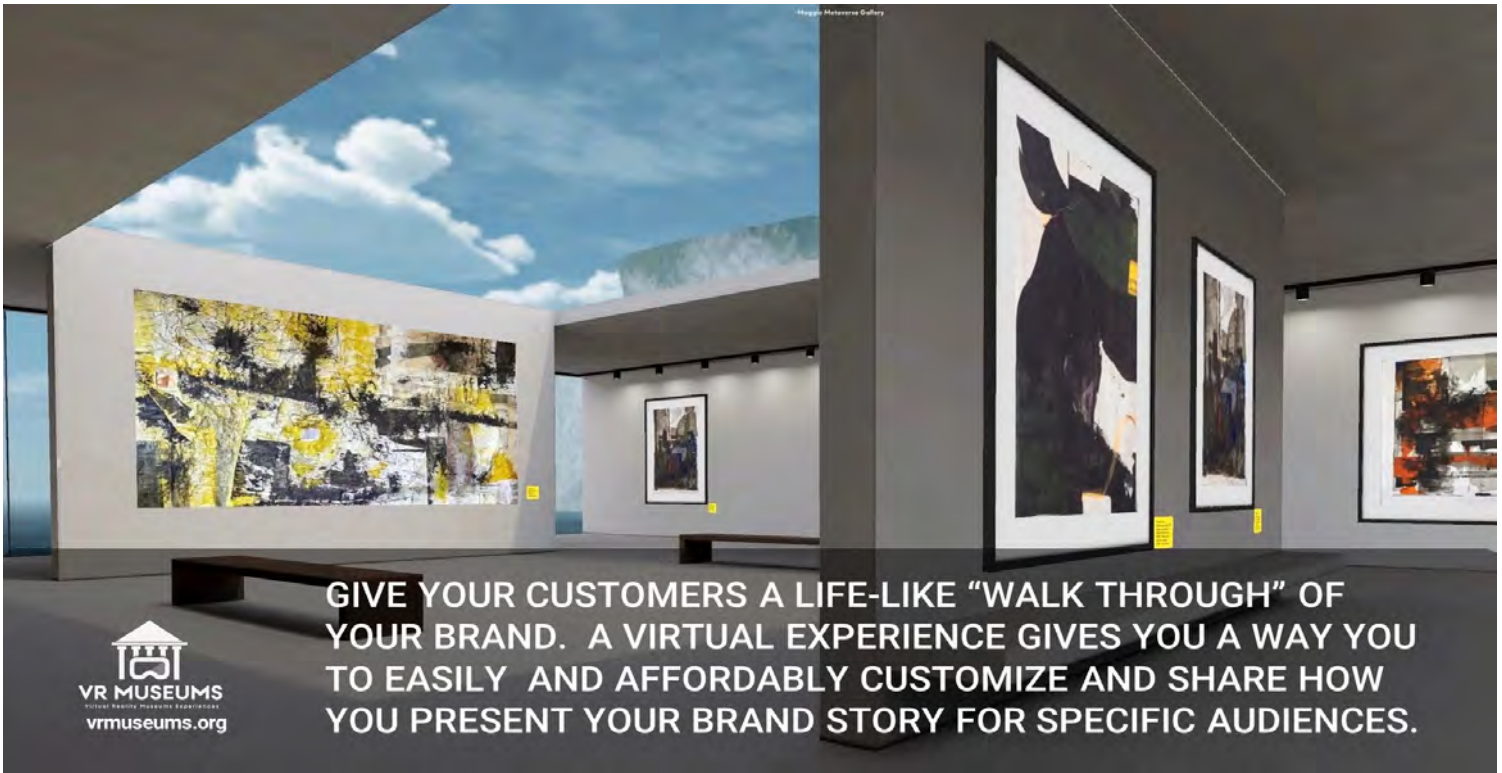
0103

Immersive Platform



0104

Templates



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.

0105

Walk Through



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.



0106

Connect

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.



0107

Benefits

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



0108

Benefits



What



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.

1501

Immersive Experience



SALES ENABLEMENT

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

VR MUSEUMS
Virtual Reality Museums Experience
vr museums.org

1502

Sales Enablement

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

The Gartner Future of Sales, 2025



1503

B2B

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

(McKINSEY, 2020)



1504

Buyers

IMMERSIVE TRAINING

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

(FRONTCORE, 2020)



1505

Training

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

Gartner Future of Sales 2025



1506

Stay Relevant

SUCCESS FORMULA:

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



1507

Success Formula



IN A SEA OF SAMENESS...

1508

Sea



1509

Be Unforgettable



1510

Adopting



How

IMMERSED

70% OF PROFESSIONALS SAY THEIR ORGANIZATIONS ARE FOCUSING ON ADOPTING IMMERSIVE TECHNOLOGY IN TRAINING AND DEVELOPMENT. (Workforce.com, 2021)



gettyimages
SERGIO FLORES

1401

Immersed

STEP 1: DESIGN



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



1402

Step 1 - Design

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



1403

Step 1 - Design

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.



1404

Step 1 - Design

STEP 2: BUILD

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

HYUNDAI
MOTORSTUDIO
MOSCOW



1405

Step 2 - Build

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



1406

Step 2 - Build

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



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

1301

Empower Brands



1302

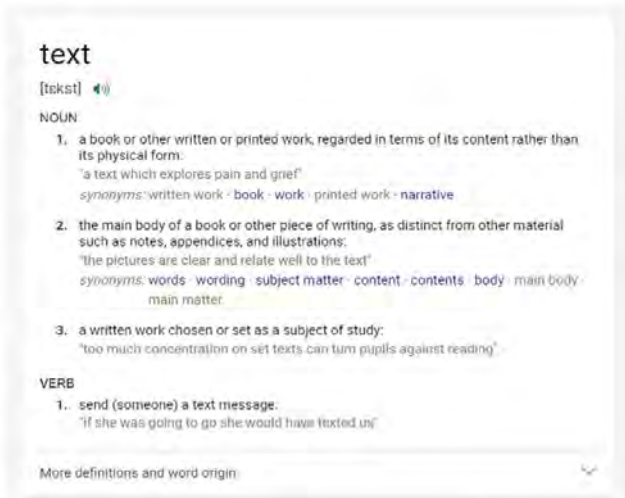
Clients



Features



Texts



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.

0301

Tex 1

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.

0302

Tex 2



Images



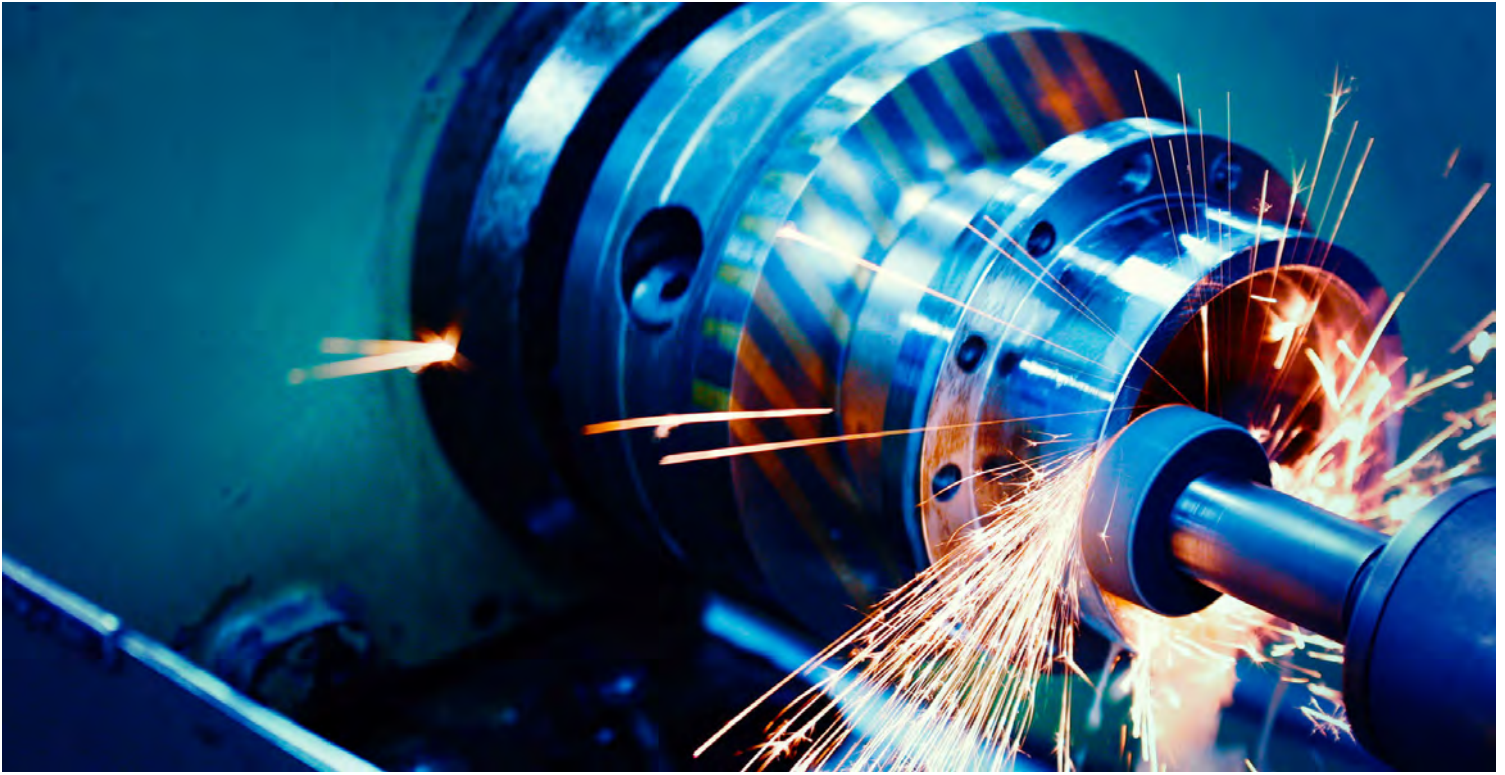
0401

Equipment 1



0402

Equipment 2



0403

Equipment 3



FABRICATOR



0404

Nascc19

And God said:

GOD: Let there be light.



0405

Revelation Media 1



0406

Revelation Media 2



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

0407

Revelation Media 3



0408

Aisc 1



0409

Aisc 2



0410

Aisc 3



0411

Steel Mill 1



0412

Steel Mill 2



0413

Steel Mill 3



0414

Erectors 1



0415

Erectors 2



0416

Erectors 3



0417

Fabricator 1



Video



0501

Industrylift 1



0502

Industrylift 2



0503

Nascc 2019



0504

Nascc 2022

Empowering the
Next Gen Workforce

INDUSTRY
LIFTSM



JOB LAND
UNDER
COSTRUCTION

JOB LAND

INDUSTRY
LIFT

181 VR MUSEUMS
INSPIRING EXPERIENCES

0505

Jobland Teaser

ROUND TABLE

STRUCTURAL STEEL SUPPLY CHAIN

16 September 2016
Varese ITALY
Villa Silvia

0506

Round Table 2016



Cristian Colombo Vice President Ficep

0507

Interview Rt2016



David Merrifield VP Operations SteelFab

0508

Interview Rt2016



Mahesh Nagarajaiah / President Sanria / iCad

0509

Interview Rt2016



Roger Ferch / President AISC - USA

0510

Interview Rt2016



Steven Hofmeister

Managing Principal
Thornton Tomasetti - USA

0511

Interview Rt2016



360 Images & Videos



0601

Outdoor



0602

Capernaum



0603

Gethsemane



0604

Davidcity



0605

Blue Pool



0606

Koosah River



0607

Sahalie Falls



0608

Smith Rock In River



0609

Nicaragua



0610

Todd Tilghman



0611

Back Back



0612

Hangar



0613

Mountain



0614

Wood



0615

Garden



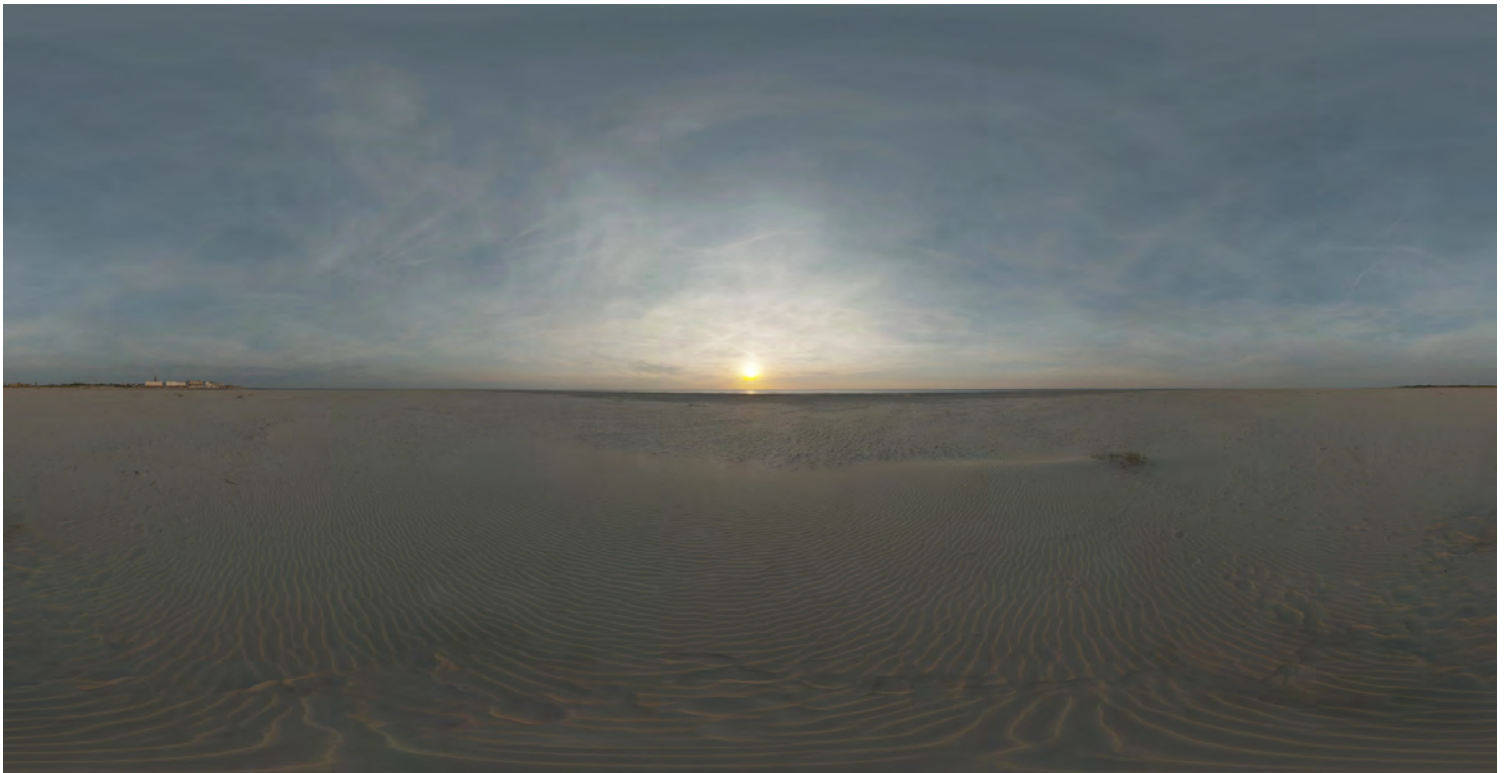
0616

City



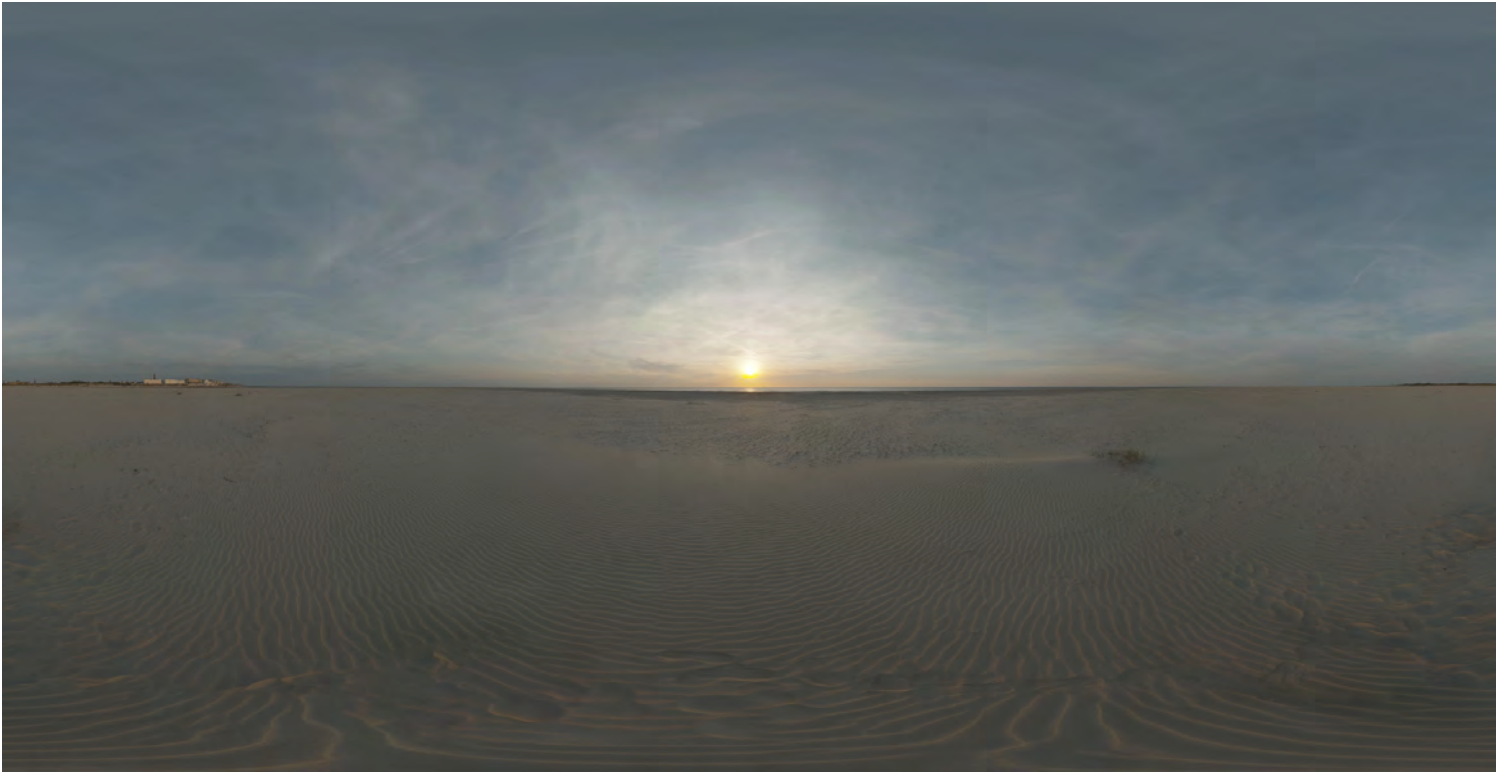
0617

Garden



0618

Beach



0619

Beach Hr

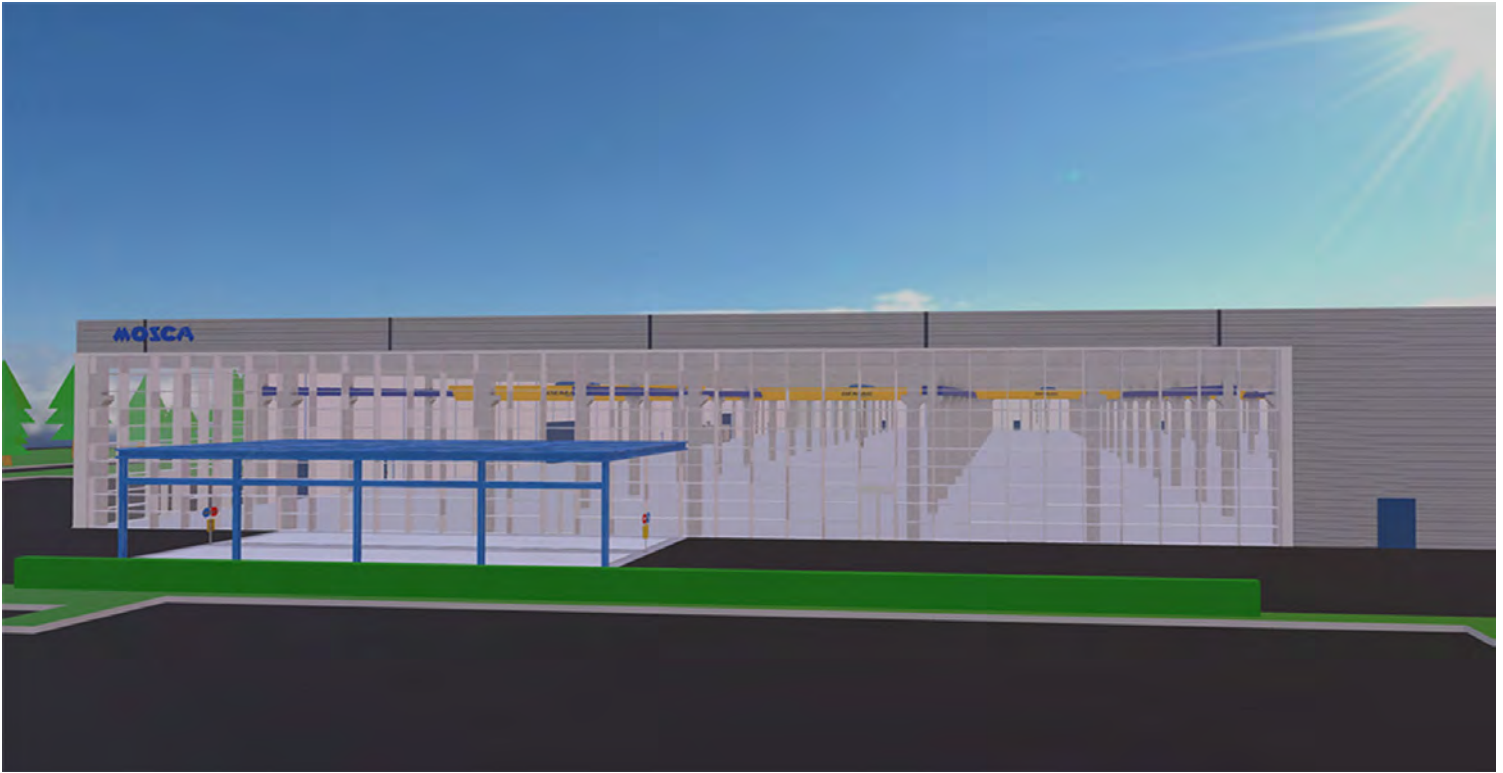


0620

Beach Hr



Architectures



0701

Mosca



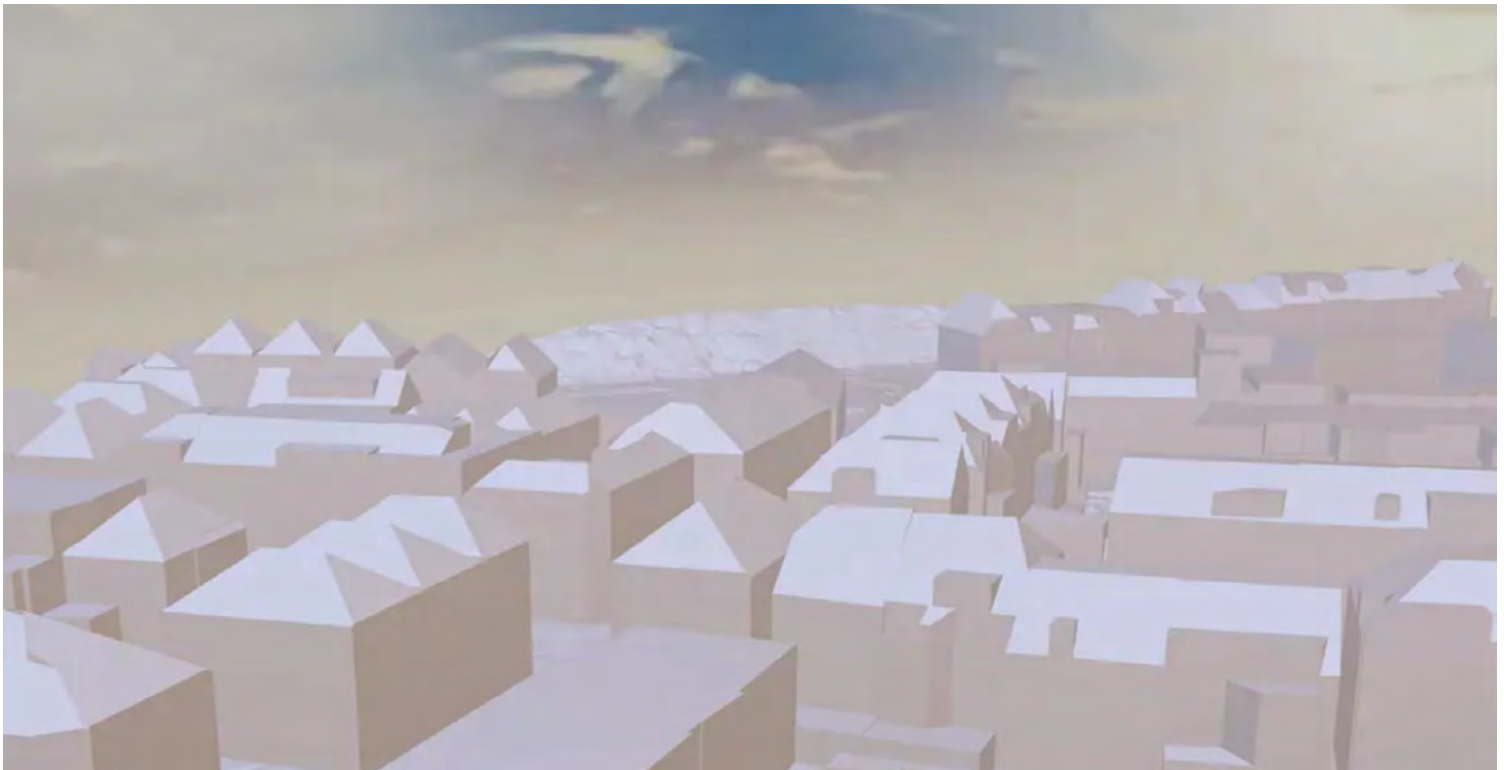
0702

Construction Site



0703

Buildings



0704

Spijk



0705

Gallery 01



0706

Gallery 01B



0707

Gallery 05

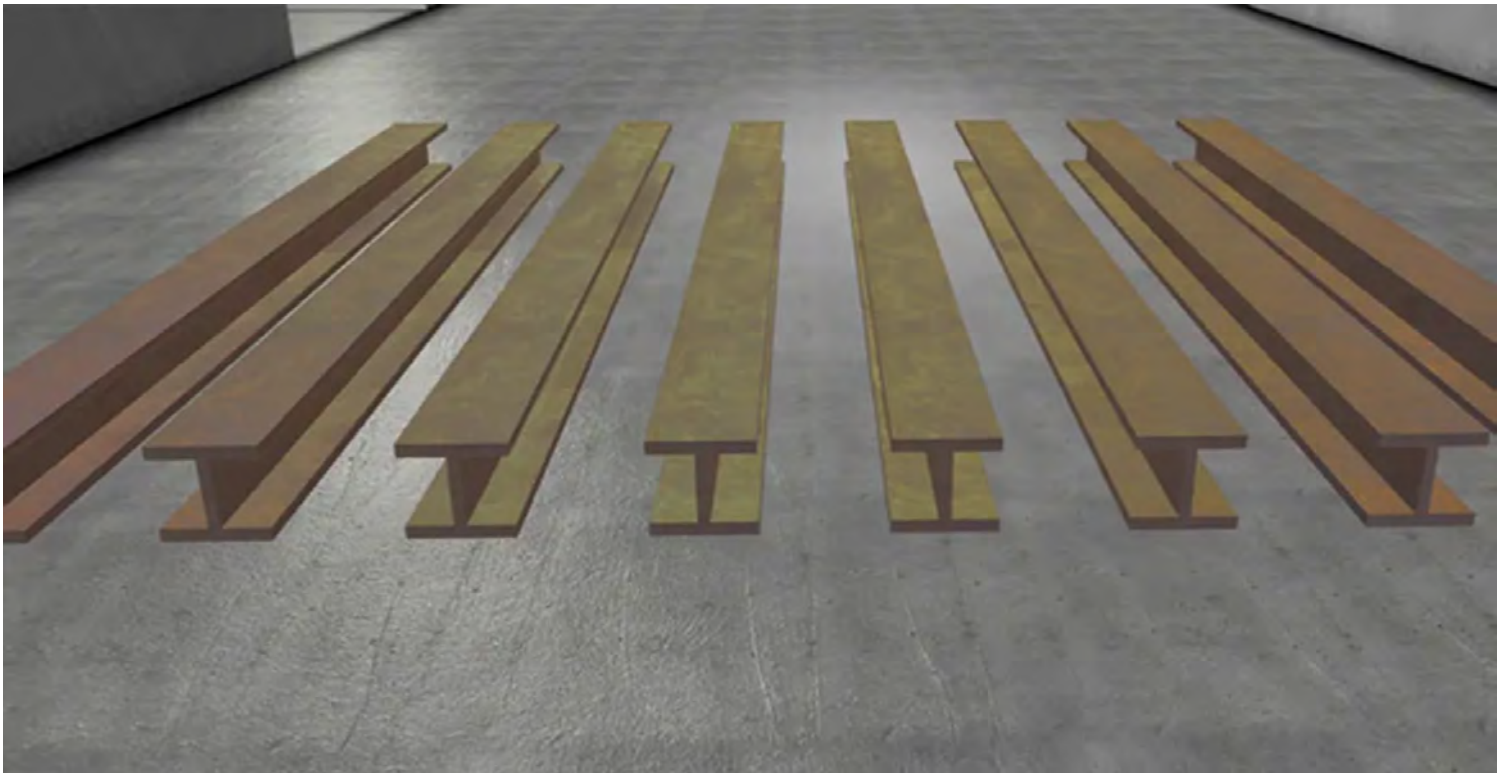


3D Objects



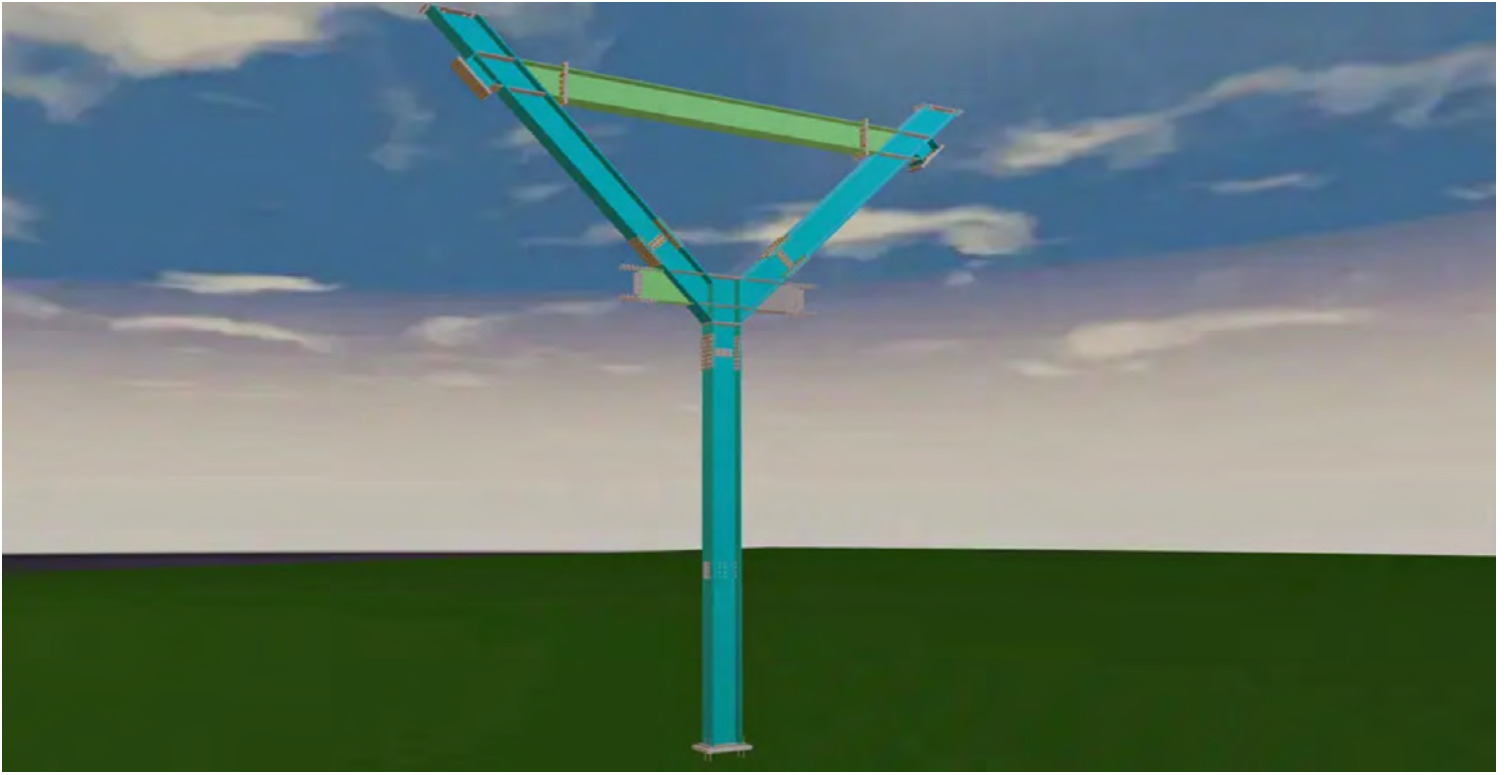
0801

Gemini



0802

Beams



0803

Structure



0804

Tabernacle



0805

Helicopter



0806

Space Shuttle



Avatars



0901

Jobland



0902

Bill

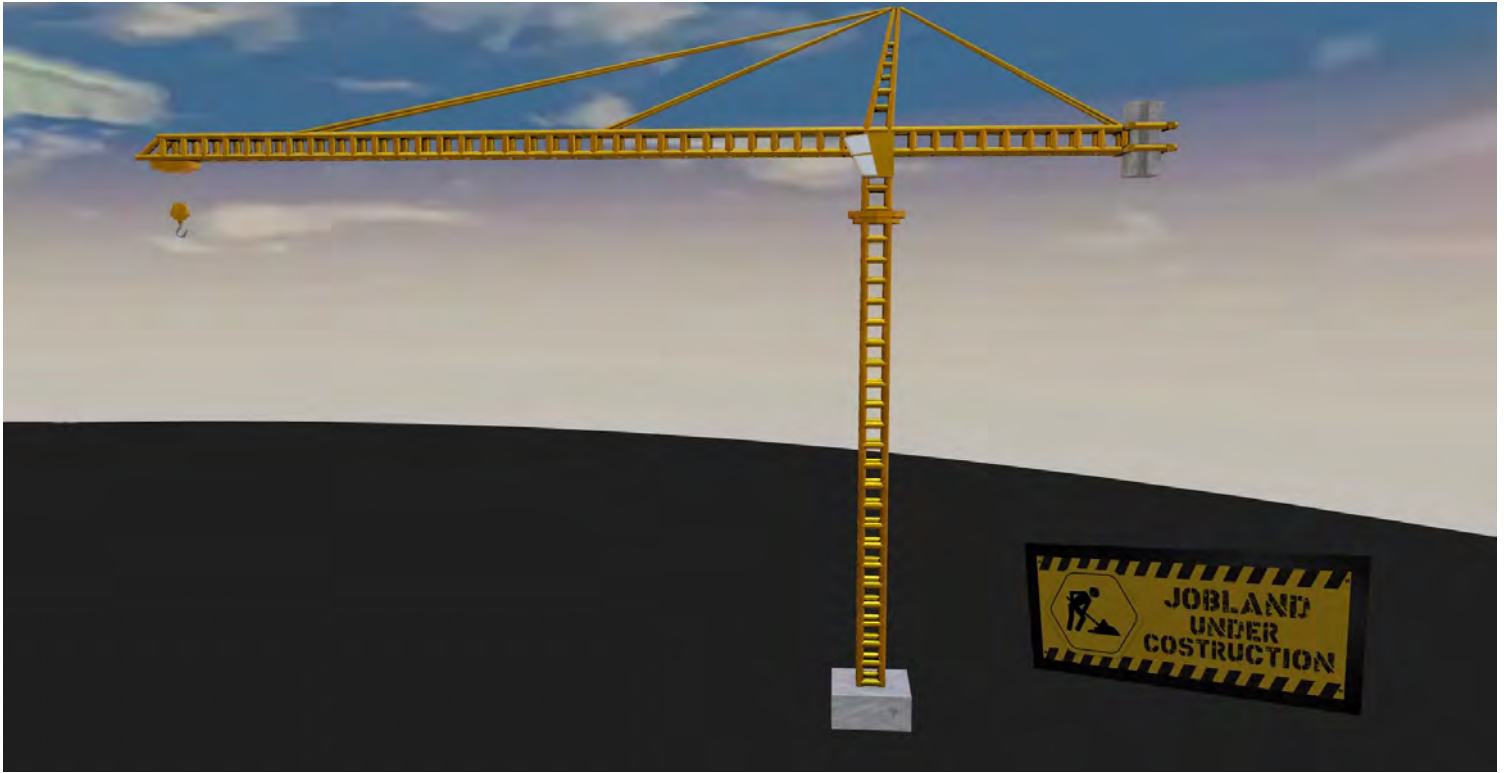


0903

Multiple



Animations & Interactions



1001

Crane



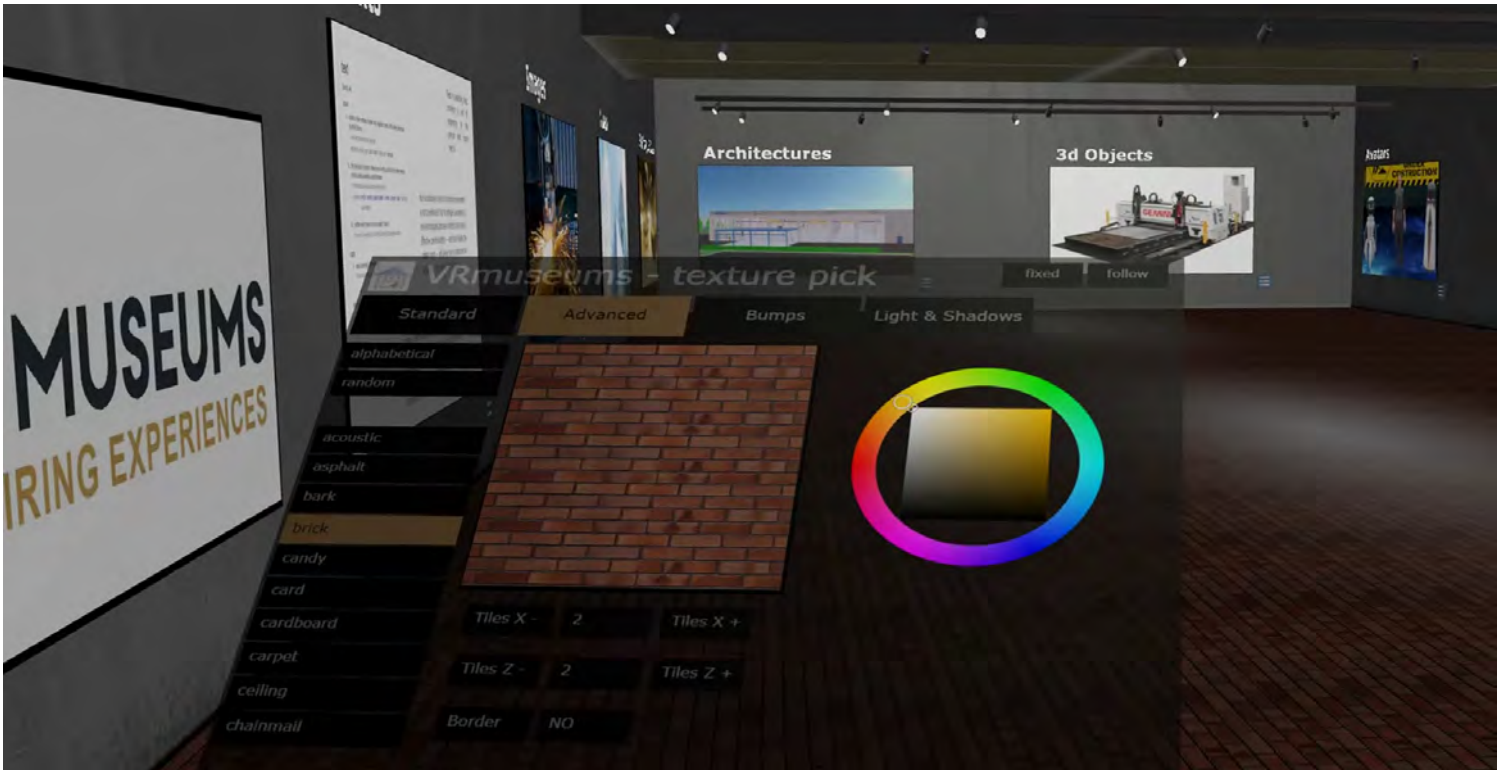
1002

Walking



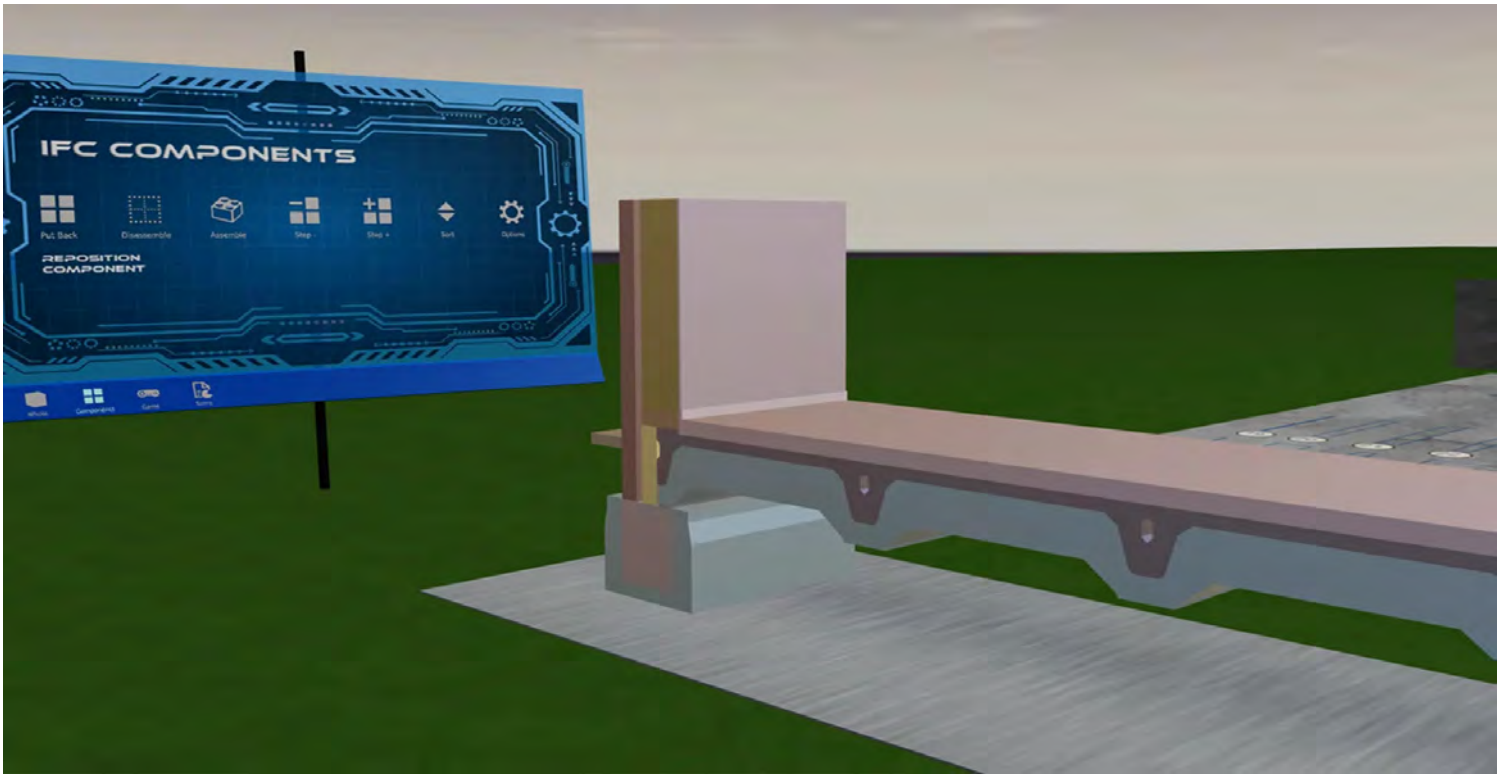
1003

Dude



1004

Colors



1005

Ifc Player



1006

Iron Worker



Immersive Experiences



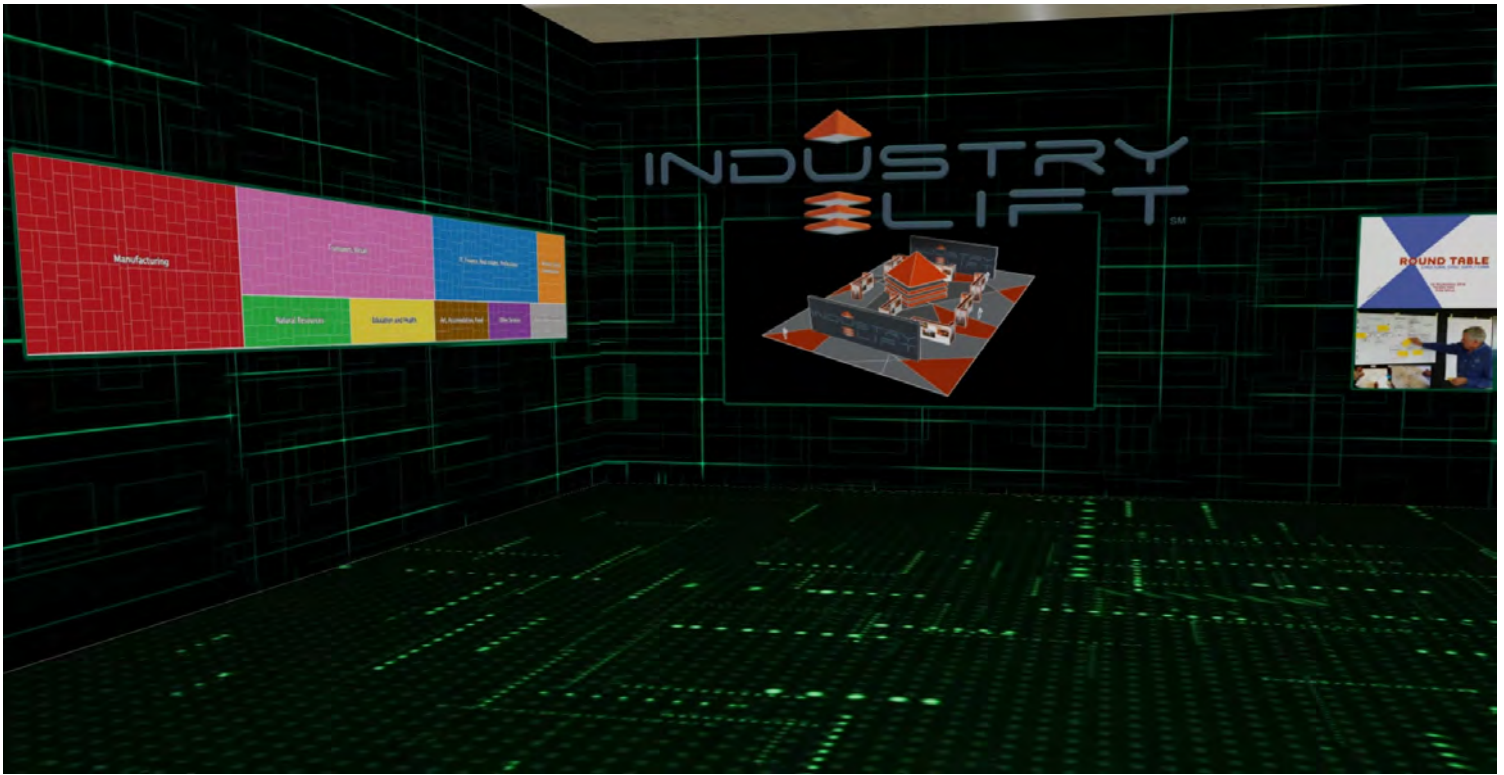
1101

Hall



1102

Main 1



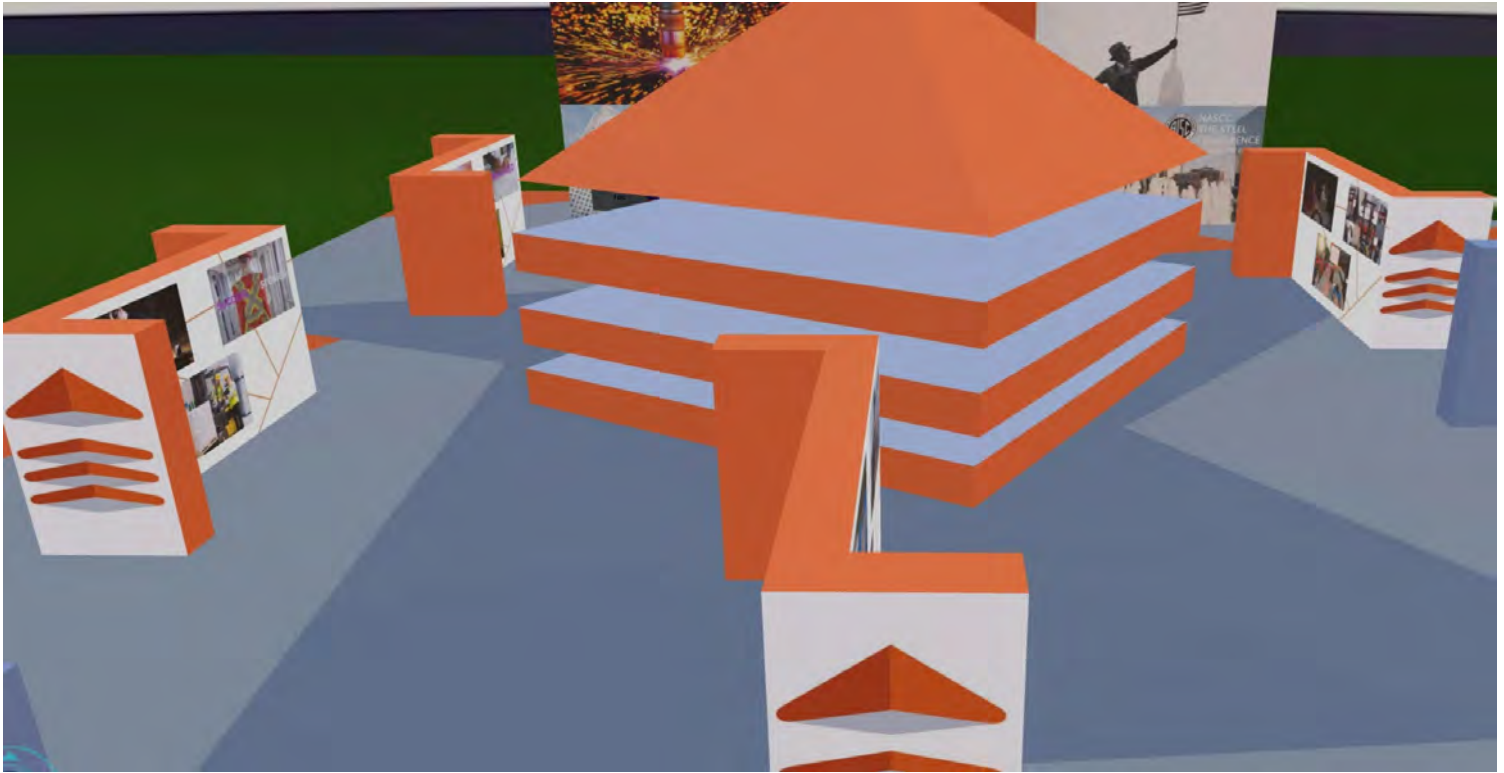
1103

Main 2



1104

Export



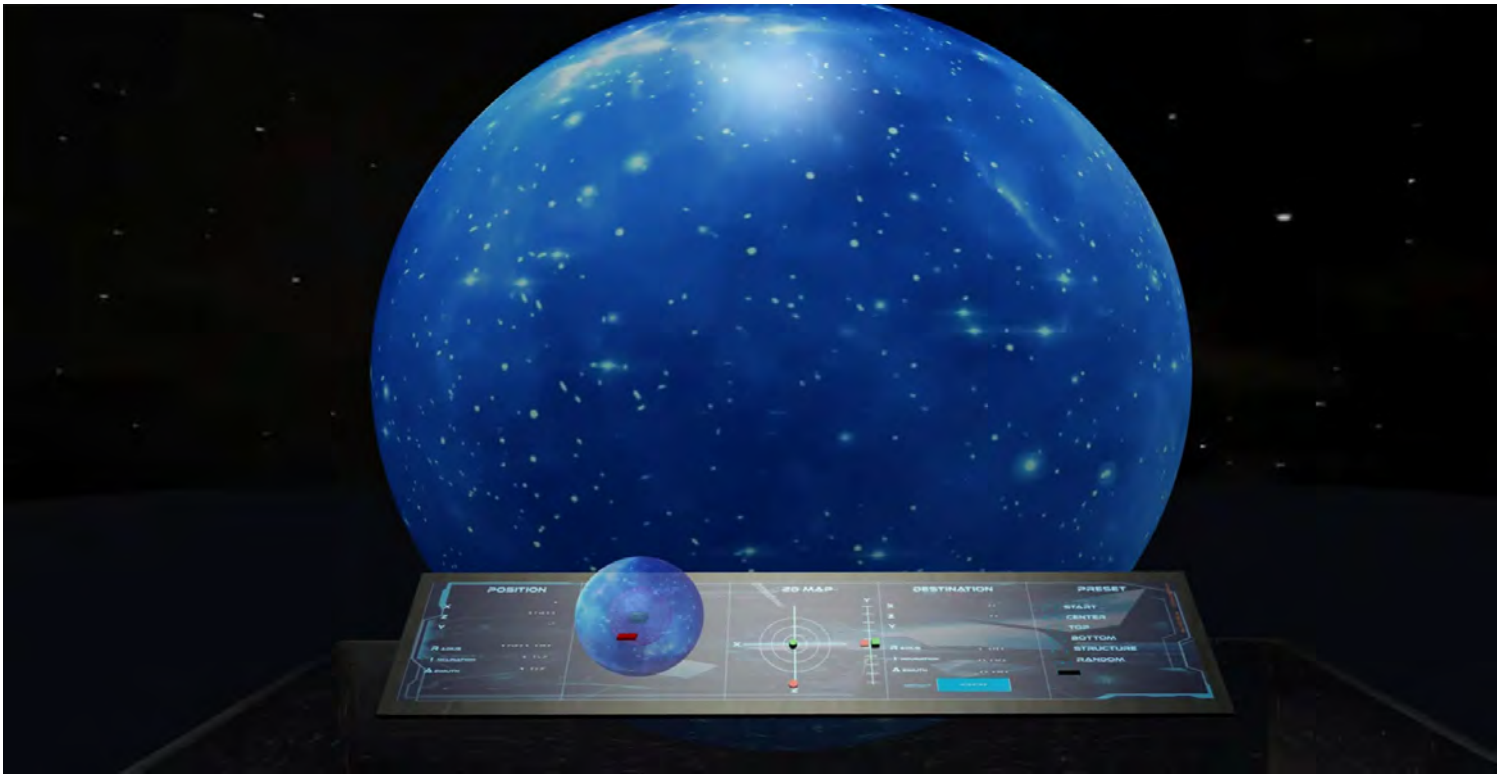
1105

Industrylift



1106

Ifc Exhibit



1107

Space