



Virtual Reality

A Business Tool Like No Other

Virtual Reality is a powerful business tool, and we are just beginning to scratch the surface of its useful applications. With Virtual Reality, you can bring to your target audience...

- The ability to visualize 3D spaces and large objects
- The feeling of being immersed in unique or inaccessible environments
- The chance to experience your products before purchasing
- The ability to interact with the features of your product
- The opportunity to experience the operational feel of complex, sensitive equipment

Here are a few specific ways in which early adopters are using this new technology to help their bottom line:

Marketing & Sales

For businesses with expansive products such as large equipment, vehicles and machinery, or a new product that isn't production ready, showcasing your products at trade shows and stores can be difficult and expensive. Virtual Reality allows you to bring the product to the potential client at a fraction of the cost. Customers who interact with Virtual Reality have a much better understanding of your product than would otherwise be possible, plus you have given them an exciting and cutting edge experience to associate your product with.

The Training Method of the Future

For employers that must train workers to operate in high risk or inaccessible locations, Virtual Reality is a game changer. Virtual training environments make it possible for employees to practice repeatedly how they should perform, in an environment so realistic that once they encounter the same scenario on the job, they feel like they've already been there a hundred times. This has proven especially valuable in military and law enforcement sectors, the aerospace industry, and the energy sector.

Contact us today to explore how Virtual Reality can be the solution to your business challenges. We will work with you to understand your situation and goals. We guarantee that we can create a detailed, realistic and interactive virtual experience that will address your needs.

▶ josh.oppenheimer@proforma.com