

A person is shown in profile, wearing a black VR headset. The background is dark with out-of-focus, colorful bokeh lights in shades of red, blue, and yellow. A semi-transparent dark band across the middle of the image contains white text.

# How is **virtual reality** revolutionizing marketing and communication?



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A black and white photograph of a person wearing a VR headset, shown in profile. The person is looking towards the left. The background is dark with out-of-focus light sources creating a bokeh effect. A semi-transparent dark band runs horizontally across the middle of the image, serving as a background for the title text.

# WHAT IS VIRTUAL REALITY?

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# Creating an immersive experience in **360° virtual environments**





# Computer generated VR



# 360 video recording

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# THE NOVELTY EFFECT

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**VR devices** on their own arouse curiosity and attract people





Using a trending technology as VR gives an **image of modernity**





Don't miss the opportunity of being  
your client's **first VR experience**

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# AN IMMERSIVE PERSPECTIVE

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From an external and passive point  
of view...





To an **immersive and engaging**  
**perspective** & narrative





Allowing a much more **emotional**  
and influential **storytelling**



A new way of **captivating the audience**, with few distractions



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# MARKETING OPPORTUNITIES

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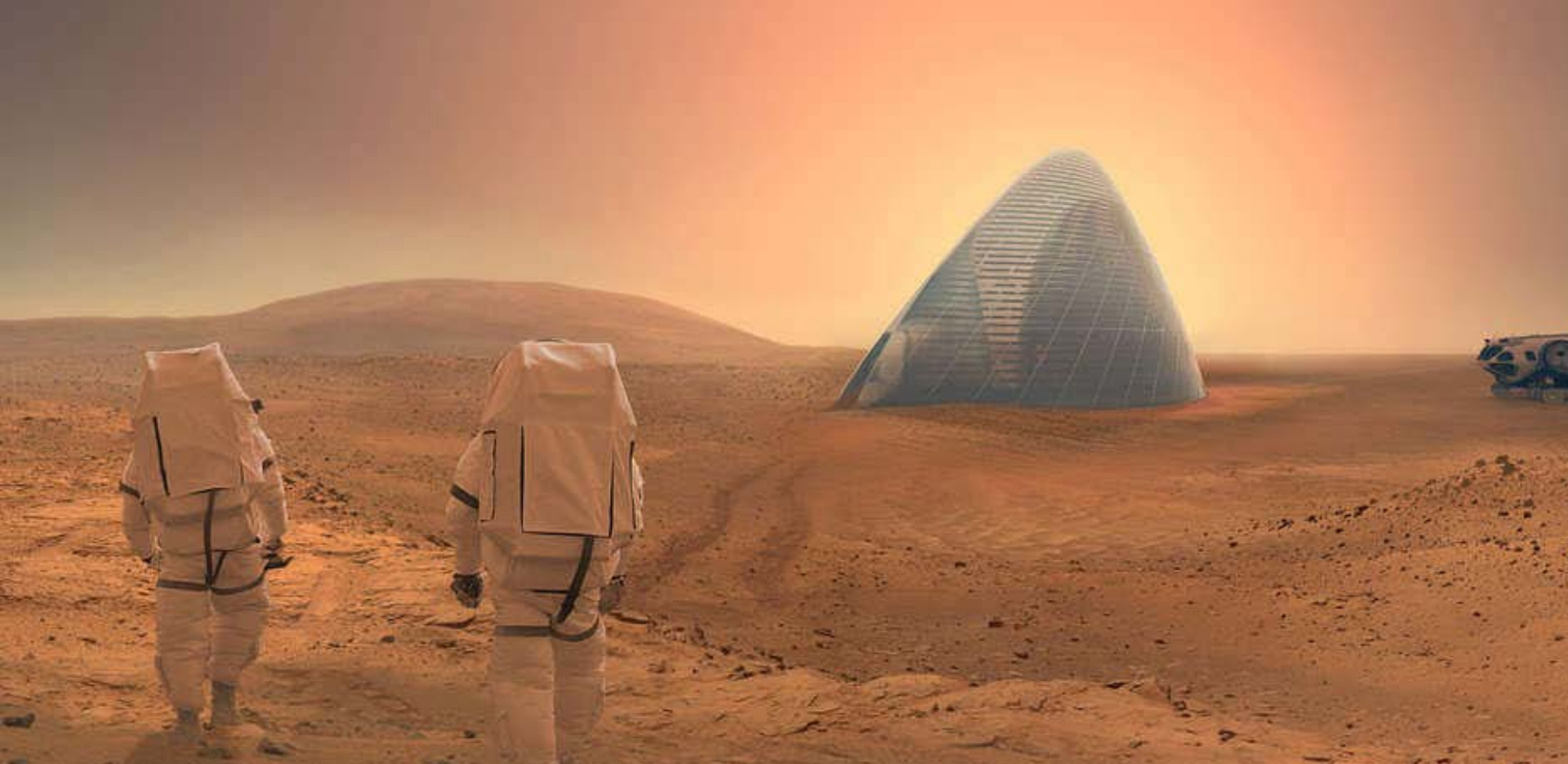
Facilitate **conceptualization**,  
increasing the conversion rates





Literally **transport your audience**  
with experiential marketing





Bring the unique **to everyone** with realistic simulations/recordings





Make your customers **get a realistic feel** for your product

A black and white photograph of a woman in profile, wearing a VR headset. She is looking upwards and to the left. The background is dark with out-of-focus light sources creating a bokeh effect. A semi-transparent dark band runs horizontally across the middle of the image, serving as a background for the text.

# CONCLUSION





Virtual Reality is the next big...





Virtual Reality is the next big...

**media**

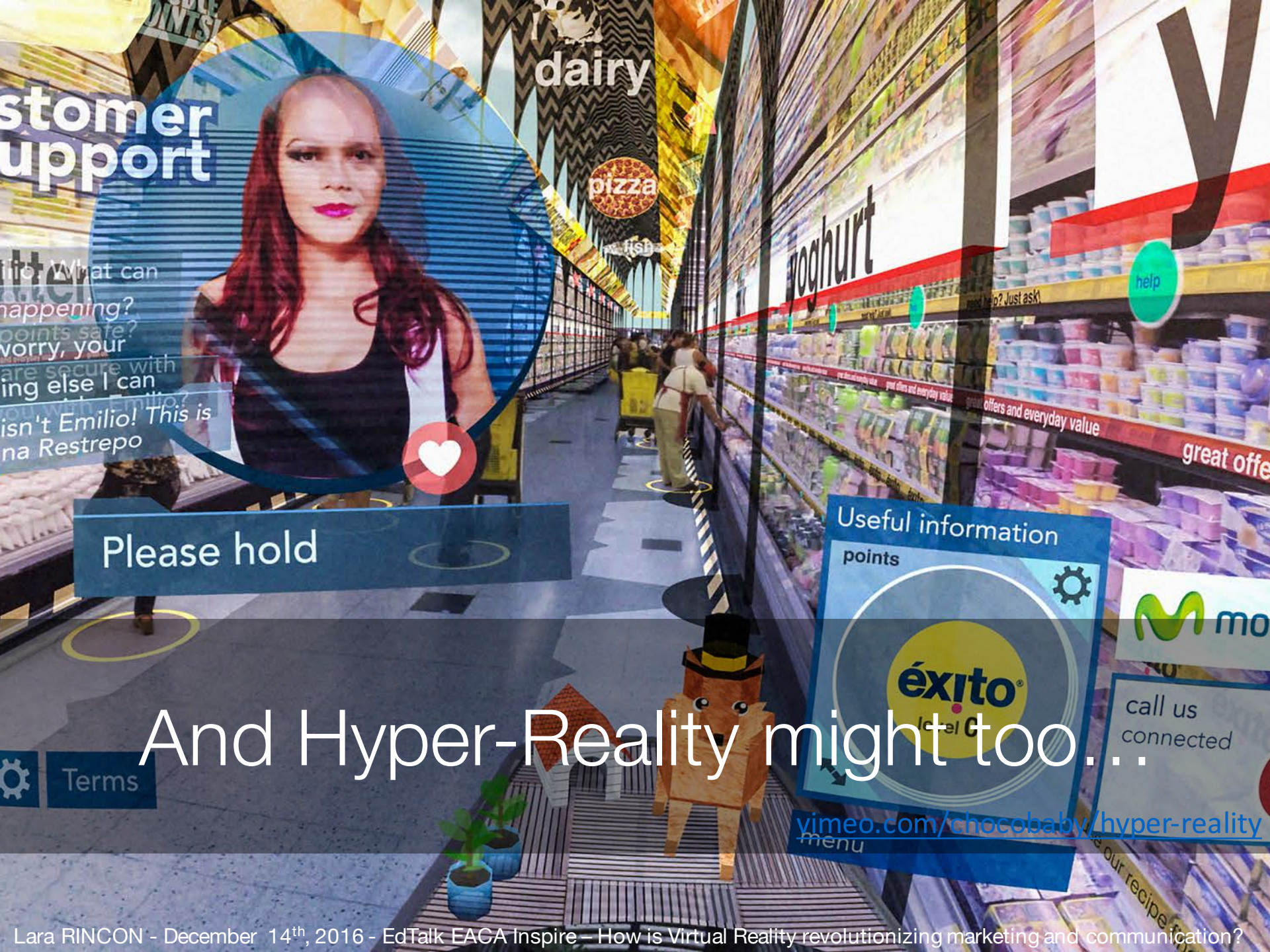




Mixed Reality is coming...

[youtu.be/vZRFcGrrsyc](https://youtu.be/vZRFcGrrsyc)





customer support

dairy

pizza

fish

Weghert

help

What can  
happening?  
points safe?  
worry, your  
are secure with  
ing else I can  
ou with Emilio?  
isn't Emilio! This is  
na Restrepo

Please hold

Useful information

points

éxito

mo

call us  
connected

[vimeo.com/chocobaby/hyper-reality](https://vimeo.com/chocobaby/hyper-reality)

And Hyper-Reality might too...

Terms



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# QUESTIONS?