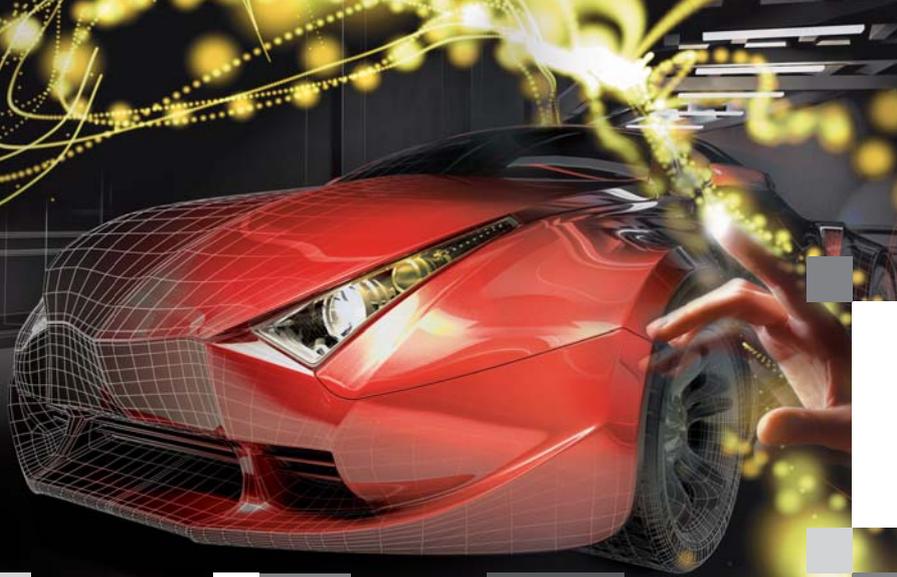


**EXCITE,
ENTERTAIN,
EDUCATE...**



VR FOR MARKETING...

Virtual Reality Adds the Extra Dimension to Marketing

Virtalis can help you develop an innovative way to market, demonstrate and sell your product, process or service. Using Stereoscopic 3D VR in a wholly immersive and interactive environment is a proven way to marketing success.

We can wrap your products in feature-rich virtual worlds, allowing you to view them in context and demonstrate operability and construction at 1:1 scale. You will have complete freedom to show any products in high resolution 3D and stun your audience as they come to life with true depth perception and real-time interaction.



“Before we discovered VR, we used to travel to exhibitions with several fragile plastic and wooden models. Looking back, it was like the Dark Ages. The dream had always been to do this in an exciting and more cost effective way and Virtalis made this possible. There are definitely contracts we have won that we can attribute to the persuasive power of VR.”

Jason Riley, AREVA's media specialist.

VR Changes Everything – for the Better

No longer will sales and marketing teams transport limited ranges of product samples, fragile scale models or heavy engineering prototypes to meetings, exhibitions and launches. Differentiate yourselves from your competitors and move beyond straightforward linear video animations or fly-throughs. Those days have gone!



KEY BENEFITS

- Accelerates sales cycle by reducing time to client buy-in
- Enhances customer perception of your brand and gives competitive edge over rivals
- Showcases entire product portfolio
- Real-time, interactive fly-through, around and inside virtual models, enhances understanding
- Attracts more prospects to your booths

SOLUTIONS FOR... SALES AND MARKETING



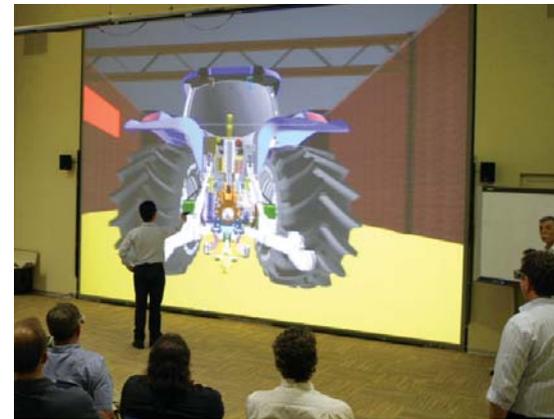
“ One of the highest-impact activities was the 3D virtual reality tour of the ALICE and EMMA accelerators at Daresbury. The comment “awesome” or “fabulous” was often heard from the children who waited for the experience, and many visitors were surprised to learn that these cutting-edge machines were being developed in the United Kingdom. ”

Prof. Rolf-Dieter Heuer, CERN Director General, speaking about a Virtualis system at the Royal Society's Exhibition.

Attract and Stimulate your Audience

Clients repeatedly tell us that the deep understanding our systems bring is truly transformational to their marketing efforts. The queues at their exhibition booths and the audible “wow” provide clear evidence of this. They have also proved to be invaluable for market research and focus group exercises. Being memorable and being seen as innovative are good for differentiating you in your market and adding value to your reputation and brand.

The wow factor is down to the software and the systems we supply. We can work with just about any data from major CAD packages to specialist niche providers. Our developers have created software bridges that maintain the fidelity of your existing data, but render it smoothly in 3D. It is as simple as that once you add the key elements of Virtualis know-how and experience.



“ At Power-Gen India and Hannover Fair, the response was so intense that even after six presentations, there were still people queuing to see our power plants in 3D. Our research has shown that the use of VR is good for our brand and people remember our presentations more than those of our competitors. ”

Nicolas Gutron, Change & Communications – Multimedia Co-ordinator, Alstom Power System.

The ActiveWorks Portfolio

Virtualis' ActiveWorks visualisation and immersive display systems are flexible and scalable and can be configured to meet your needs, based on what you want to visualise, the space available and the numbers of users involved.

Our reputation is based on our numerous reference sites worldwide. Whether it is a desktop-based 3D display, a transportable ActiveMove exhibition system or a fully installed, fully immersive, multi-channel stereoscopic 3D ActiveWall or ActiveCube visitor attraction system, Virtualis has successfully designed, installed and supported them all.

ACTIVWORKS^{3D}
VIRTALIS



“ We are able to offer our customers several possible designs. We are driven by our customers' needs, and VR has helped us to get closer to our customer base and to get their buy-in. ”

Jeroen De Neve, Simulation Engineer at CNH, Belgium.