



VR & Visualization Solutions Increase Consumer Connection

*Use Those Solutions to Access
the Huge China Market*



Solutions and VR Experiences

Open up new streams of income
from your existing clients.

- What is the secret of INCREASING SALES AND CUSTOMER VISIBILITY?
- STAND OUT FROM THE CROWD

BEING able to spend more time with the prospect.

Those FIRST FEW MINUTES are crucial minutes for any business – instead of a value judgment being made in an instant, you have that extra time to get the person engaged in the benefits of your presentation and your project.

We call it: **Prospect Glue.**

HELP **YOUR** clients make more sales by giving them a tool that has their message stand head and shoulders above the competition.

Make that critical difference in visibility and engagement and generate more sales – lots more sales.

Some Examples:

- **Vineyards:** Created an AR App for a variety of vintners that brings up an advertising video when triggered by wine bottle marker – sold wine into an 850 store liquor chain in China.
- **Fruit Growers:** Interactive fruit game for enhanced interaction at Asia Logistica HKG.
- **Cruise Liners:** Created VR tour of the latest cruise ship – used to advertise to travel agents and to show at cruise exhibition.
- **Hollywood Entertainment Group:** VR Investment Proposal for Investment raising in China – raised 10M USD.
- **Property:** Interactive Apartment Tour – marketed to High Net Worth Individuals in China.
- **Major Global Appliance Manufacturer:** Built virtual experience centers saving hundreds of thousands of dollars over large physical experience centers.



Interactive VR & AR

Digital Frontier will consolidate your existing marketing collateral and enhance it using a combination of state-of-the-art CGI and 360° film footage or other types of dynamic media.

A targeted presentation will be storyboarded by local Chinese directors, produced using Chinese language content, and portrayed with China-centric 'look and feel', all while adhering to your brands authentic identity.

Delivery is through the end-user's smartphone using a branded Mobile VR Viewer (e.g. Google Cardboard).

Due to China's unique and fragmented market for mobile apps, we will guide your decision on which OS to program for, and on which China-native mobile app stores are best to make the experience available.

Mobile VR Viewers will be fully customized with your company's branding and shipped to your target clients and customers.

Once the VR Experience is deployed, Digital Frontier can provide a bilingual concierge in our office. This concierge will receive inbound traffic generated by the VR Experience, and funnel it to the appropriate offices/individuals within your company. Be prepared to turn your inbound traffic volume up to 11!



2016 VIRTUAL REALITY CONSUMER ADOPTION REPORT

INTEREST IN VIRTUAL REALITY GOES BEYOND GAMING

CONSUMERS HAVE OVERWHELMINGLY POSITIVE FEELINGS TOWARDS VR

91%

of non-users have **POSITIVE FEELINGS** once exposed to more information on VR.



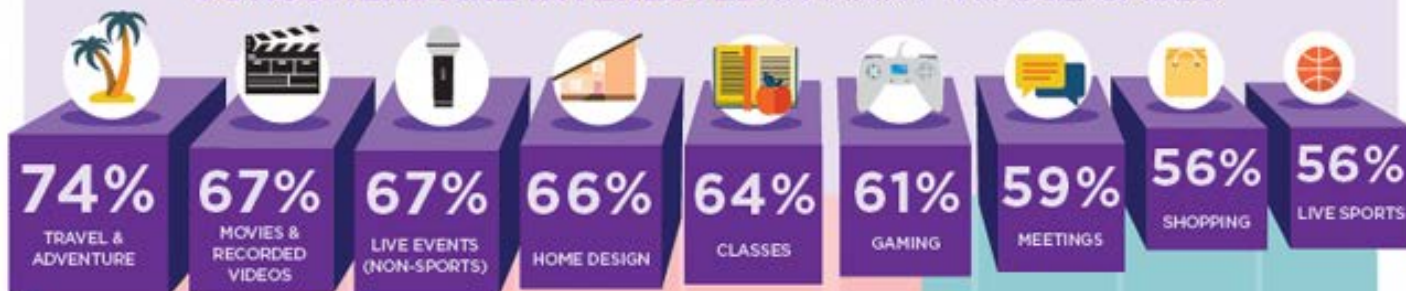
Consumers registered a variety of positive feelings once exposed to VR informational videos.

VR ACTIVITIES HAVE UNIQUE "EMOTIONAL FOOTPRINTS"



Watching a live event in VR generates the highest ratings for "Happy" and "Energetic" when compared to playing a VR video game, or watching a VR video or movie.

CONSUMERS ARE INTERESTED IN MANY VR USE CASES



CONSUMERS **FEEL CONNECTED** TO A BRAND THAT SPONSORS VR

71%

of consumers agree that a brand that sponsors VR is forward-thinking and modern.

52%

of consumers agree that they'd like to be associated with that brand.



62%

of consumers would feel engaged with a brand that sponsors a VR experience.

53%

of consumers say they are more likely to purchase from a brand that sponsors a VR experience.



CONSUMERS EXPRESS GREATEST INTEREST IN ADS ABOUT **TRAVEL OR ADVENTURES**



59%

TRAVEL & ADVENTURE



49%

HOME RENOVATION



39%

HEALTH OR MEDICAL



38%

AUTOMOTIVE



29%

FINANCIAL SERVICES

PRICE IS A DOMINANT FACTOR IN MAKING A VR PURCHASE DECISION

Top Five Factors





Augment your current target audience by using **Digital Frontier's** own market research team.

Whether you need 1,000 targets or 100,000 targets we can provide the information.

EXAMPLE: Chengdu

- city of 15M people
- 3,500 Travel Agents
- 30,000 Restaurants
- 42 Universities...

Red-Hot Opportunities for VR Marketing in China

- Wines & Spirits, Vineyards
- Distilleries, Craft Breweries
- Property Development & Architecture
- Household Appliances
- Tourism, Hospitality, Hotels
- Manufacturing, Furniture, Automotive
- Education
- Events & Functions
- Baby Foods
- Clothing
- Museums and Art Galleries
- Health and Medical, Aged Care

Digital Frontier

Digital Frontier is a world leader in marketing and creative concept visualizations.

Combining a strong focus on innovation in the VR/AR and technology fields with more than 20 years experience in the burgeoning China market, Digital Frontier has the knowledge and insight to boost your visibility in any market.

Its Chengdu base and mix of local and international talent which combines global knowledge with local expertise, enable Digital Frontier to deliver design innovation and responsive service combined with marketing capability.

Digital Frontier utilizes cutting edge technology to bring complex designs to life through 3D, 360° footage and VR imagery. Digital Frontier's suite of products will help the client evaluate and sell designs before they are built, with rapid iterations, accurate lighting analysis, and high-impact visuals and animations.

Digital Frontier has connections and established relationships around the world. Over 30,000+ completed projects have been in a diverse and eclectic array of industries.



Delivering Digital Experiences
www.WeAreDigitalFrontier.com

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