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Exhibition and Tradeshow VR Experiential Solutions



Increase Consumer Connection

What's the #1 problem when you are surrounded by competitors?

How do you stand out from the crowd?

What is the secret of increasing sales and customer visibility?

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.

Make more sales by having an incredibly powerful tool that gets your message to stand head and shoulders above the competition.

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



Experiential Marketing Technologies: Virtual Reality, Augmented Reality and Mixed Reality

Using Experiential Marketing Technologies at an exhibition or tradeshow is the next leap in human communication and connectivity to bring your business exposure, and revenue.



Rise above the crowd. Cut through the chatter.

Creating a marketing experience that people not only see and hear but actually feel and experience puts a lock-nut on the message you are trying to impart.

It provides a tool to companies to enhance messages that often struggle in the white noise of the marketplace.

According to SJ Insights the average number of advertisement and brand exposures per day per person has reached an incredible 5,000+.

Getting YOUR message noticed in that clutter is almost impossible and very expensive – especially at exhibitions and

tradeshows when all of your competitors are standing right beside you.

The new Experiential Marketing tools can provide the mechanism to make an impression on your customer that lasts and is noticed.

According to the latest research by Greenlight, in a study done with 1300 consumers, 91% of people reported overwhelmingly positive feelings towards VR.

71% of consumers 'feel connected' to a brand that sponsors VR.



So, if you need to connect with the consumer then creating experiential marketing campaigns lifts the response from the normally dismal fractions of percent's into very profitable territory.

The key is creating the right experience.

Experiences range from the super exciting – roller-coasting around a virtual city with turns and drops impossible in real life – to sell cars; to the more sedate playing basketball games with fruit to sell lemons; and into wandering at leisure around virtual apartment to sell property.

The range of experiences is only limited by the imagination – worlds and universes can be created.

Emotional footprints can be enhanced by bringing your client/customer into the place where he can feel things that few, simply visual/auditory advertisements can't.

VR, AR and MR are the shovels for the new gold-rush – they help you get to the gold of revenue and brand-awareness faster and in a more significant way than any other advertising medium.

SOME EXAMPLES:

- **Car Manufacturer**
Created Branded VR Rollercoaster for client exhibition in flagship store Chengdu, China.
- **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.





Digital Frontier

Funnily enough, creating amazing experiential marketing events is what puts the cornflakes in our bowls – we create commercially profitable experiences using all the tools available – HTC Vive, Google Cardboard, Oculus, Augmented Reality, Hololens and Idealens.



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 global 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.

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.

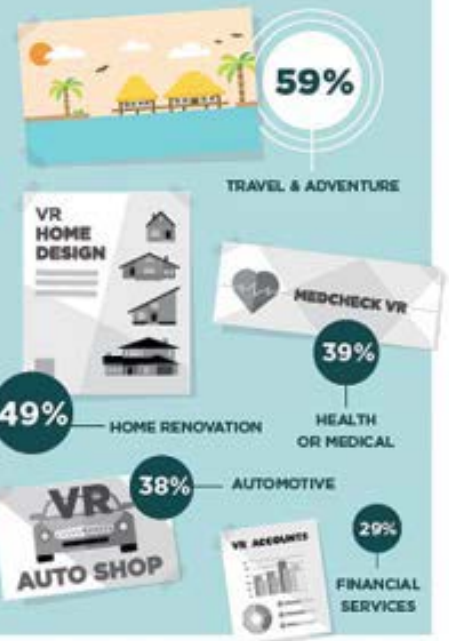
62%

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



PRICE IS A DOMINANT FACTOR IN MAKING A VR PURCHASE DECISION

Top Five Factors



INSIGHTS BY GREENLIGHT

INFOGRAPHIC DESIGN BY GUNDE RIFKINS

www.greenlightvr.com

Insights courtesy of Greenlight VR's June 2016 study of 1,300 consumers with a U.S. respondent sample reflective of the general population and balanced to get a distribution along various demographic parameters. To learn more, email research@greenlightvr.com.