



*Use Those Solutions to Access the
Huge Outbound China Market*



China imports a phenomenal value of manufactured goods every year, but why are so many manufacturers struggling in a climate that is ripe for an increase in sales?

Marketing is a major part of the problem, but it is also an integral part of the solution.

The second largest importer in the world is China.

China Imports of Manufactured Goods 1993-2016

Imports of Manufactured Goods in China increased to \$123,074,000 USD in December from \$106,605,000,000 USD in November of 2015 – that's an increase of more than \$17,000,000,000 USD

Imports of Manufactured Goods in China is reported by the National Bureau of Statistics, China.

That's 17 BILLION extra dollars that China spent on manufactured goods.

In total China imports more than 1.5 TRILLION USD of goods per year.

As China's market grows (and grows and grows) and as more and more people buy more consumer goods, the time to enter the China market and put your product into the hands of the huge customer is now.

Getting a share of this huge market means being at the forefront of getting your message out and that means being at the forefront of technology – especially when that technology can bring the prospective purchaser of your own technology or products right into their view.

VR – or Virtual Reality - was almost made for the manufacturing industry.

It offers the chance to show all the little extras you have built into the product.

A chance to explain why your product is the best.

A chance to explain why your prospect should buy your product.



Crack open the China Market in ways you have only Dreamed About.

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.

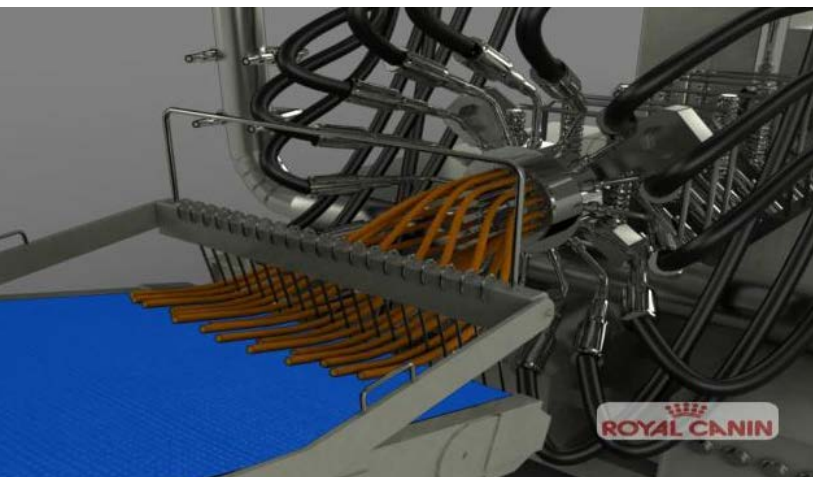
Mobile VR Viewers will be fully customized with your company's branding and shipped to your target clients and customers.

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!

The Manufacturing Industry presents a ripe opportunity and natural fit for the Virtual Reality Marketing approach. Think walking through your factory without getting on a plane, think watching your production line without leaving home.

VR Marketing will give your target market the most immersive and enticing exposure to your product. Given just a taste in VR, they will be clamoring for the real thing.

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.





Solutions and VR Experiences

While Digital Frontier has a long and extensive history in China the VR Solutions and Experiences are applicable in any market to raise visibility and increase public exposure.

It goes without saying that when entering a new market, you will encounter new challenges and norms. Entering the China market is no different, but it is unique. The depth of the country's history and the dynamism of its recent development has created a business environment that is exciting, but often problematic for the uninitiated.

With the Virtual Reality Marketing solution, Digital Frontier offers not just a tool, but the means to best navigate the China market and accomplish your organizations goals:

- Enhance visibility
- Generate exposure for your brand,
- Reach new customers, and
- Drive revenue

After consolidating, augmenting, and refining your marketing collateral specifically for China, Digital Frontier will identify the key channels for you to reach your audience.

These channels may be social media platforms (e.g. WeChat), prospective customer contact details, or distribution networks.

The team will physically collate the details for these channels, in effect building a strong up-to-date database, which will belong to your company.

Our team will then utilize traditional and digital marketing strategies to deploy your content: SEM, content marketing, influencer marketing, social media, direct e-mail, etc.

Unless or until your in-house team is equipped to receive the volume of interest generated from the Virtual Reality Marketing package, Digital Frontier will establish a concierge to manage and curate the newly generated, inbound traffic.

China's main imports are mechanical and electrical products (34 percent of total imports) and high tech goods (23 percent).

Here are some examples of industry types that have benefited from VR Presentations:

- **Appliances**
Build virtual experience centers for major global appliance manufacturer – saving literally millions of dollars.
- **Home Decoration Material**
Build interactive VR presentation allowing viewer to change the decoration material in real time.
- **Valve Company**
Created VR presentation showing production and quality processes for prospective clients.
- **LED Light Company**
CGI apartment with LED lighting options – change the colors, change the color temperature, change the lumens – in real time – and make the sale quicker because the customer can see what the different options are.
- **Furniture**
Use interactive VR to choose furniture and move it around in real time in a VR environment.
- **Car Industry**
Walk around and sit in your car before you buy it – play with the knobs and buttons and get a 'feel' what it's going to be like owning this model – bring your product directly to the customer.



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.

