

InstaVR Features and Benefits

PROVEN SUCCESS

Over 2000 clients have created thousands of VR experiences using InstaVR technology.

COST-EFFECTIVE

Start off with our free solution before transitioning to the corporate Pro level. Predictable per user pricing, with no large upfront cost.

WIDELY APPLICABLE

Create immersive VR simply and affordably for a wide number of industries, such as Consumer Goods, Entertainment, Real Estate, Tourism, Education, Transportation and more.

DEEP ANALYTICS

Refine and iterate your VR experience utilizing knowledge gained from analytics and heatmap overlay technology

For more information on our solution or to sign up for a free account, visit us at:

www.instavr.co

InstaVR Acquire and Engage With Customers Through Virtual Reality

InstaVR is the leading web-based solution for authoring, publishing and analyzing 360 VR experiences.

- Marketers can now engage with customers through memorable and immersive 360 degree VR media. Create unforgettable experiences that help your company to stand out from the competition.
- **InstaVR** requires no technical knowledge. Within minutes, you can develop your very own VR app for iOS, Android, and more. After authoring your VR experience, you can syndicate your 360 degree content across platforms such as Facebook and YouTube.
- According to a survey of 1300 people by Greenlight VR, 71% of respondents said VR makes brands seem "forward-thinking and modern" and 53% said they'd be more likely to purchase from a brand that uses VR than one that doesn't.
- To reach modern consumers in a compelling manner, there's no greater tool than Virtual Reality. InstaVR helps your company create VR quickly, easily and effectively.

➤ Author:

Upload your 360 images and videos, and make them even more dynamic through navigation and hotspots. Add text, images, videos and calls-to-action directly in the app.

➤ Publish:

One-click publishing to all major VR platforms, including iOS, Android, GearVR, Google Cardboard and the Web. Create an app in minutes, not days.

➤ Analyze:

Improve your VR experiences by utilizing a combination of analytics data and heatmap overlay technology. Iterate often to increase the effectiveness of your app.

Customer Spotlight

Smithsonian American Art Museum

The organization displaying one of the world's largest collections of art made in the United States utilized InstaVR to create and publish the Renwick Gallery WONDER 360 for mobile devices.

Those installations are now preserved in immersive 360 for all to experience. Carlos Parada, the Information Technology and Media Producer for the Smithsonian American Art Museum, spearheaded the project. "InstaVR offers us a simple to use yet powerful creation tool."

AECOM

A multinational engineering firm with over 92,000 employees in 150 countries, AECOM is focused on designing and implementing large-scale projects. They utilize InstaVR to create, augment and publish a multitude of VR experiences for different constituencies.

Some of their use cases include creating proposals for prospective clients and developing training modules (i.e. fire drills) for display on Gear VR. "InstaVR allowed us a fast and

effective way to reach our audience across multiple platforms," according to Stephen Paul, AECOM's Visualization Manager, DCS Americas Marketing. "We're very pleased, and looking forward to all the great developments to come."

transcosmos

The Tokyo-based agency offers a range of value-added services, including helping improve customer acquisition efforts through digital marketing technology and consulting.

Beyond empowering clients to author and publish VR apps and web experiences, transcosmos also utilizes InstaVR to help clients analyze the success of these apps. This is accomplished through robust analytics combined with heatmap visual overlay technology, enabling InstaVR users to iterate and improve upon their 360 degree creations.

transcosmos currently offers clients two versions of InstaVR's platform, Casual VR and Rich VR, giving clients the choice of how large of an investment they'd like to make in this exciting new technology.



Cloud-based VR authoring / publishing / analyze platform

