



# VR/AR Media Production

Compliment your digital transformation strategy with an immersive experiences that is spatially impressive, emotionally engaging and will have an impactful result.



*“Up to 80% of transmitted information can be remembered with VR, compared to 20% using more traditional methods”* Source: PWC “Digital Pulse”

The future of work and communication is immersive computing. Start VR is a market leading virtual reality content studio, best known for creating highly immersive, interactive and cinematic XR experiences that resonate with audiences across entertainment, education and enterprise.

Working across Entertainment, Education and Enterprise, Start VR has developed compelling immersive experiences for companies including Qantas, Facebook, Samsung, HTC, Commonwealth Bank, Westpac and the Australian Government.



## Why customers use Start VR

- Premium immersive & cinematic experiences
- Outcome driven content
- Intuitive UX design
- Complete end-to-end solution
- Powered by XR app publishing platform Startgate
- Market leaders in interactive cinematic storytelling

### More effective communications

- Improved messaging cut through
- Enhanced knowledge retention
- Faster knowledge recall
- Stimulates empathy

### Visually impressive experiences

- Heightened audience experience
- Greater audience engagement
- Innovative and enjoyable
- Long lasting impression

### Reducing risk and saving costs

- Realistic real-life simulation
- Improved training effectiveness
- Eliminates risks
- Real time and remote collaboration

**VR narratives show emotional responses heightened up to 27%**

**50% of people who try VR show an increase in their likelihood to purchase.**

**VR keeps audiences engaged for 24% longer than traditional media.**

Many of those who watched the VR experience actually cried and said they were emotionally touched by the story and by the film. Many people enthusiastically state that it is incredible, far more than they had ever experienced, and that they felt completely “there”.

– Lana Mitchell, Communications Manager, Royal Flying Doctor Service Australia





# VR/AR Publishing Platform

Deliver compelling immersive experiences to smartphones and wearable devices through your own custom branded XR application.



*Innovative brands such as Facebook, Samsung and Qantas are using Startgate to publish their 360° and immersive VR experiences across Enterprise, Education and Entertainment.*

The Startgate XR platform enables brands, publishers and enterprise to publish and distribute highly immersive and interactive VR, AR and MR experiences through their own dedicated XR application across all popular devices including; iOS and Android, Windows Mixed Reality Headsets, HTC Vive & Focus, Oculus Go & Rift, Samsung Gear VR, Google Daydream and PlayStation VR.

Powered by Microsoft Azure, Startgate XR provides partners with rapid publishing, content management, transcoding and powerful analytics.



## Why customers use Startgate

- All their 360° video, VR and AR content in the one place
- Content Management Tools
- "Cinema Control" mode to stream content to 100 headsets
- Multi lingual support
- Multi-path interactivity
- Supports all major wearable head sets and smartphones
- Engagement Analytics
- Incredible customer support

## Self published immersive experiences

- Manage your library of content
- Publish to popular app marketplaces or distribute private to internal networks
- Engage your audience with in-app notifications and social sharing

**Startgate apps have published over 50 pieces of immersive content**

## Maximised network distribution

- Publish to worlds most popular headsets and app marketplaces
- Stream 360° content through global CDN
- Works on iOS, Android without a VR headset

**Over 650,000 Startgate powered apps have been downloaded to consumers**

## Intuitive design for all audiences

- Easy to use navigation
- 2D Mobile & 3D VR interfaces
- Augmented digital overlay over real world interactions

**Over 25 unique VR apps have been published using Startgate**

Our aim with the new virtual reality app is to connect with travellers by showcasing parts of Australia they may not be familiar with. Customers loved our trial of VR headsets last year, but we wanted to take it to another level and make it more accessible. Anyone with an iPhone or Android phone can take a virtual tour of Kakadu National Park, for instance, then book a flight directly from the app and see it in person. - Olivia Wirth, Qantas Group Executive, Qantas