






VIRTUAL RIDE **V+R**

We at 360VR Media have been inside virtual realities (VR) for several years now and always strive to come up with new type of solutions in VR. One of these focuses specifically on the support and enhancement of automobile sales. If your company sells new automobiles, our V+R Virtual Ride solution might just be what you have been looking for.

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What is V+R?

In a nutshell, our V+R solution is a **virtual product catalogue or brochure**, specifically intended for any business that is involved in selling new cars. V+R lets potential buyers more closely familiarize with their choice of make and model, on a guided “Know your future car!” kind of tour. **V+R is a virtual test ride**, so to speak.

In V+R, the presentation of automobile models is more immersive, efficient, informative, spectacular and cheaper, too.

V+R can be considered **an efficient tool to boost the sales and lift burden off** the sales staff.

With and via V+R, models not momentarily available at the showrooms, like, say, ‘manufactured to order only’ models remain accessible in an immersive way, so potential customers can, well not actually but virtually, sit inside the car they are considering to buy. All this can happen **in a branded V+R corner** installed at the showroom. Thus the number of customers “riding” simultaneously is only limited by the number of VR headsets.

During the V+R ride, the driver goes thru every detail and demonstrates the performance, functions and features of the car both him and the passenger are virtually seated in. The V+R corner has a knock-down feature so it is absolutely meant for taking the V+R experience out to events.



We deliver V+R as a **complex solution**: develop the branded VR videoplayer-platform; produce the V+R ride videos with pro-grade equipment and in the best possible quality available in VR; optimize the VR video content for Oculus Go headsets; procure and set up the headsets for instant use; design and produce the V+R corner.

How **V+R** works

Using V+R is an easy ride: all you have to do is switch on the Oculus headset, start the application and there you are, inside the self-explanatory and easily navigable menu. No remote controller is required.

