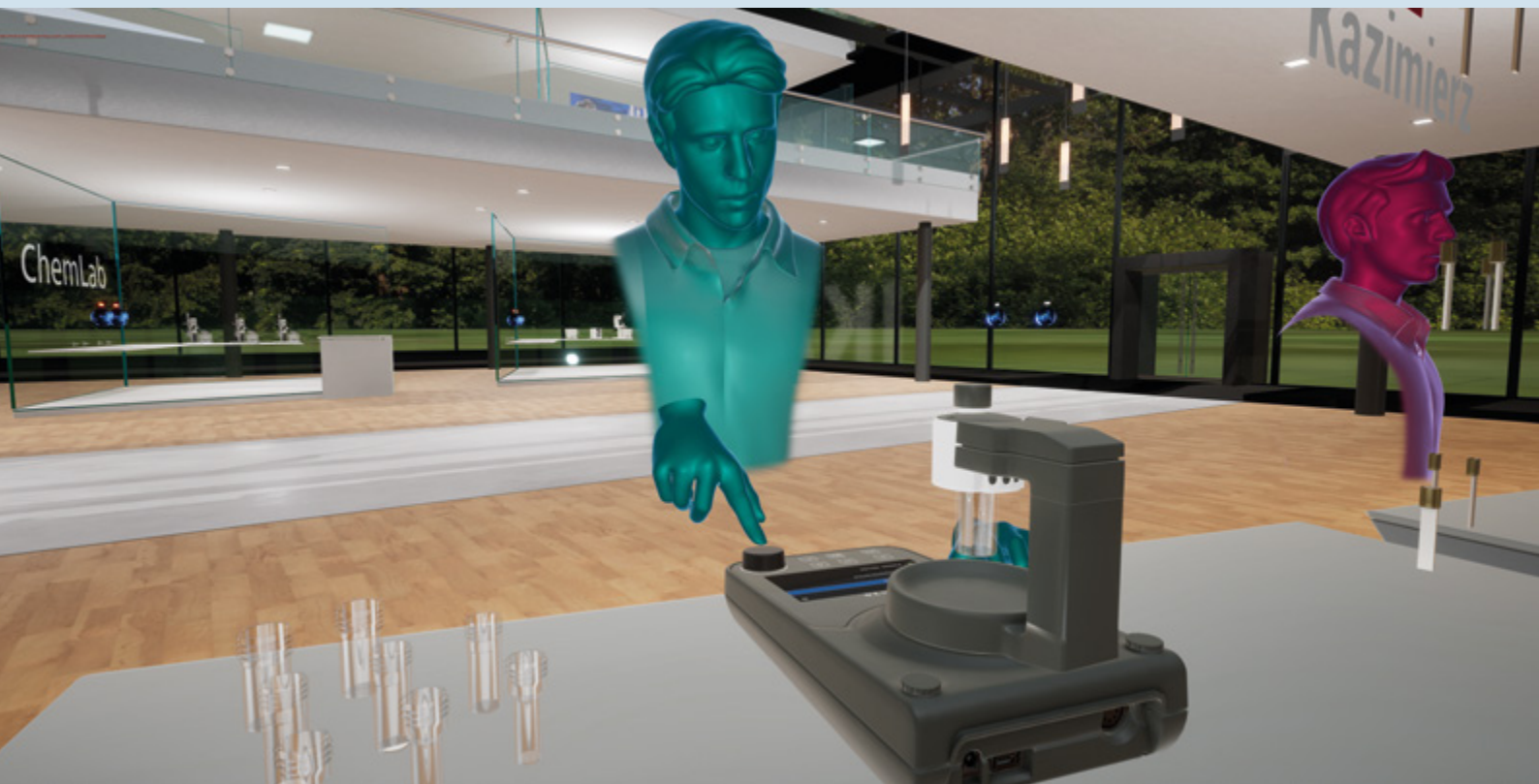

VIRTUAL REALITY



**IN THE CHEMICAL, PHARMACEUTICAL,
COSMETIC AND FOOD INDUSTRIES**

**FOR PROCESSING, LABORATORY
AND ANALYTICAL EQUIPMENT**

INTRODUCTION TO ... VIRTUAL REALITY (VR)

Virtual reality literally makes it possible to experience anything, anywhere, anytime. It is the most immersive type of reality technology and can convince the human brain that it is somewhere it is not. Head mounted displays are used with headphones and hand

controllers to provide a fully immersive experience. With the largest technology companies on planet earth (Facebook, Google and Microsoft) currently investing billions of dollars into virtual reality, the future of virtual reality is set to be a pillar of our everyday lives.

HARDWARE REQUIREMENTS:

OCULUS RIFT

FROM \$ 399
OCULUS



VIVOPC X

FROM \$ 799
ASUS



17

FROM \$ 1679
ALIENWARE



THE COMPANY realworld one

**REALWORLD ONE IS A SPIN-OFF OF IKA, ONE OF THE
WORLD'S LEADING COMPANIES IN THE PROCESSING,
LABORATORY AND ANALYTICAL INDUSTRY.**

IKA – founded in 1910 and currently employing close to 1000 people, was granted the top 100 innovator award in Germany four times, among several other innovation awards. Since the early beginnings of REALWORLD ONE, over 40 virtual reality content

creation experts from all over the world created a virtual reality environment focusing on the chemical, pharmaceutical, cosmetic and food industries.



IMAGINE ...

YOU CAN TRAIN YOUR SALESPeOPLE AT THE SAME TIME AT THE SAME SPOT REGARDLESS OF THEIR ACTUAL LOCATION IN THE WORLD ...

/ Use of experts always possible
/ No travel expenses
/ No device shipments



IMAGINE ...

**LISTENING TO TALKS BY YOUR GREATEST IDOLS
AND DISCUSSING WITH THEM ...**

- / Gather groups sharing the same interest
- / Invite speakers and guests
- / Create your own virtual conference



CAN YOU BELIEVE ...

**YOUR CHEMISTS, SERVICE PEOPLE OR ENGINEERS
TALK ABOUT AND EXPLAIN YOUR LAB OR PROCESSING
EQUIPMENT AND ITS APPLICATIONS ... LIVE!**

/ Additional expertise is required? Simply bring in your experts ...
/ Plan and realize your ideas
/ Get feedback from salespeople or customers in the field



IMAGINE ...

**YOU CAN ASSEMBLE DEVICES, CONTROL THEM
AND TEACH ALL YOUR REPS AND SERVICE STAFF
HOW TO USE THEM ...**

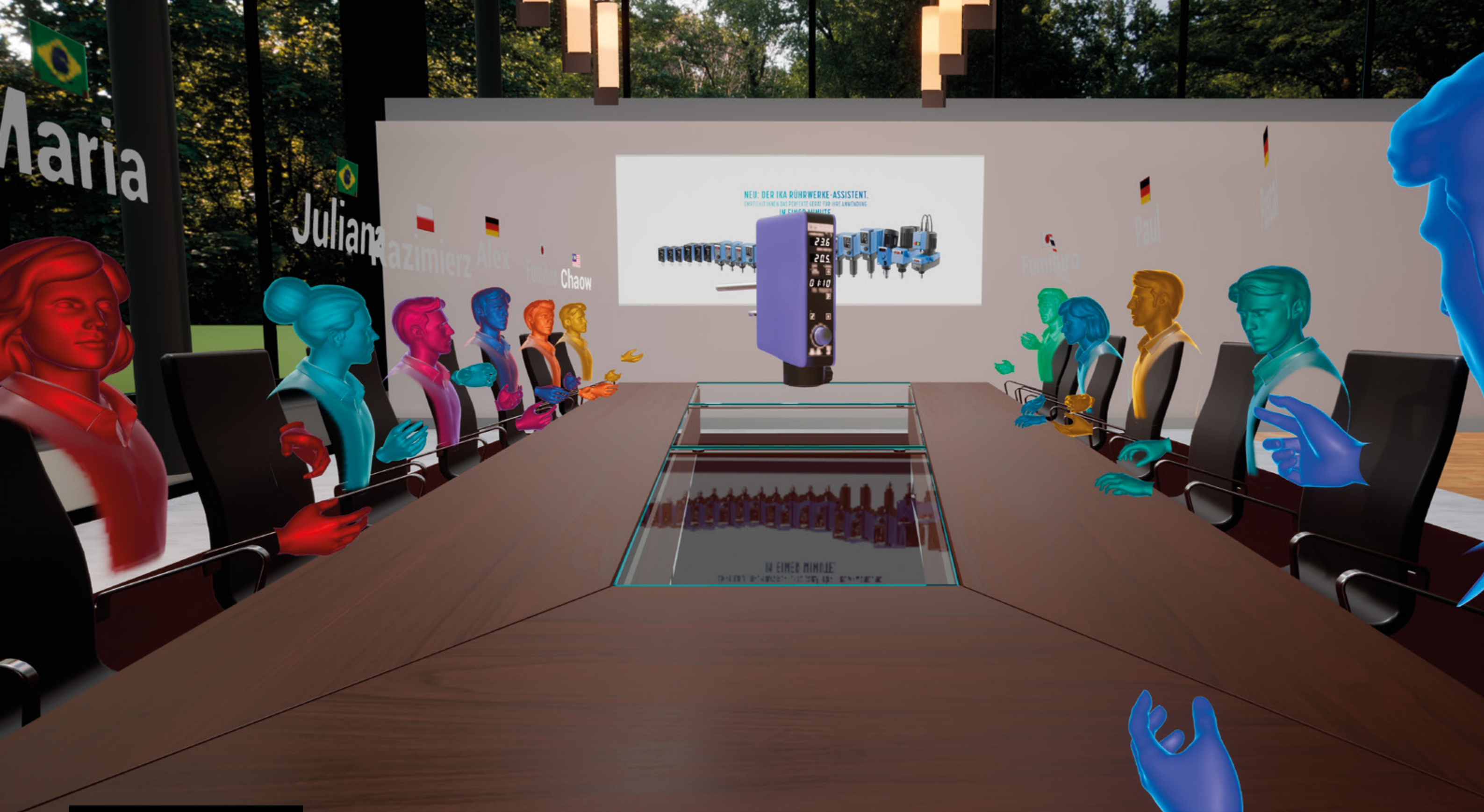
- / Explain, assemble and teach handling and interactions
- / Present your products with full usability
- / Create training and test scenarios



OR ...

**INFORM YOUR CUSTOMERS
ABOUT THE LATEST PRODUCTS ...**

/ Show and manufacture prototypes in VR
/ Discuss with customers and directly implement proposals



WHAT ABOUT ...

**HOLDING A MANAGING, SALES OR MARKETING MEETING
WITH YOUR INTERNATIONAL TEAM ...?**

- / Organize data and discuss objectives
- / Open and visualize statistics
- / Invite responsible persons for direct reports
- / Join different team meetings around the globe in seconds

NEU: DER IKA RÜHRWERKE-ASSISTENT.
EMPFEHLT IHNEN DAS PERFEKTE GERÄT FÜR IHRE ANWENDUNG.
IN EINER MINUTE.



THINK ABOUT ...

ENDLESS SPACE FOR YOUR ADVERTISEMENT ...

/ Animations of products
/ The new approach to PR

GETTING STARTED



3D DESIGN

We create 3D models of your products according to your wishes including

- Real live geometry and photorealistic textures for
 - major key components, such as the engine, display or mechanical parts
 - or even every single inner part, including every screw, cable or any other visible detail
- Full interactivity
- Entire user interface

CREATING TRAINING SESSIONS

Together with you, we create training sessions for your products in the level of detail that you require.

VIRTUAL REALITY PLATFORM

We give you full access to our virtual reality platform, which enables you, your employees and your customers to use all functionalities immediately.

VIRTUAL REALITY ENVIRONMENTS OF YOUR COMPANY AND AREAS LIKE ...

- sales, marketing, HR, research and development, finances, purchasing and more
- our designers create your own environments, according to your requirements

CONTACT

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