



# **Virtues of VR**

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# Our first foray into VR

- Simulate a lab visit for potential collaborators
- Add interest to our trade-show booth
- Capitalize on new technology for a high-tech client with a high-tech audience





# Do your homework



- Discuss project goals
- Find a videographer and set budget and timeline
- Tour locations for shoot
- Draft a “script”

# Challenges

- Where is the videographer?
- What do you mean, I can't have any notes?
- Viewers will see Every. Little. Thing.





# Show time!



- Oculus or other viewer?
- “Flight attendant” to help people with headset
- Successful at trade shows and outreach events



# Questions?

Watch on YouTube:

<https://bit.ly/2JIBLqA>

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