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# 360 Hyundai i30



# 360 Video

## Shooting in 360

- Lighting
- Parallax Effect
- Post Production Pipeline
- Stereoscopic 3D 360
- Binaural 3D Audio
- Analytics

## Best Use Cases

- Perspective of User
- Training/Education
- Exclusive Experiences
- Social Media Campaigns



Entry Level



Mid Level



High End

# Hyundai i30 World



# Virtual Reality

## Developing Virtual Reality

- Game Engines
- Tethered vs Mobile
- Intended Distribution Methods
- Optimisation

## Best Use Cases

- Interactive Experiences
- Branded Experiences
- Limitless Real Estate
- Measuring User Actions
- Zero-Gravity

## Mobile VR



## Tethered VR



Today



# Automotive



# Tomorrow





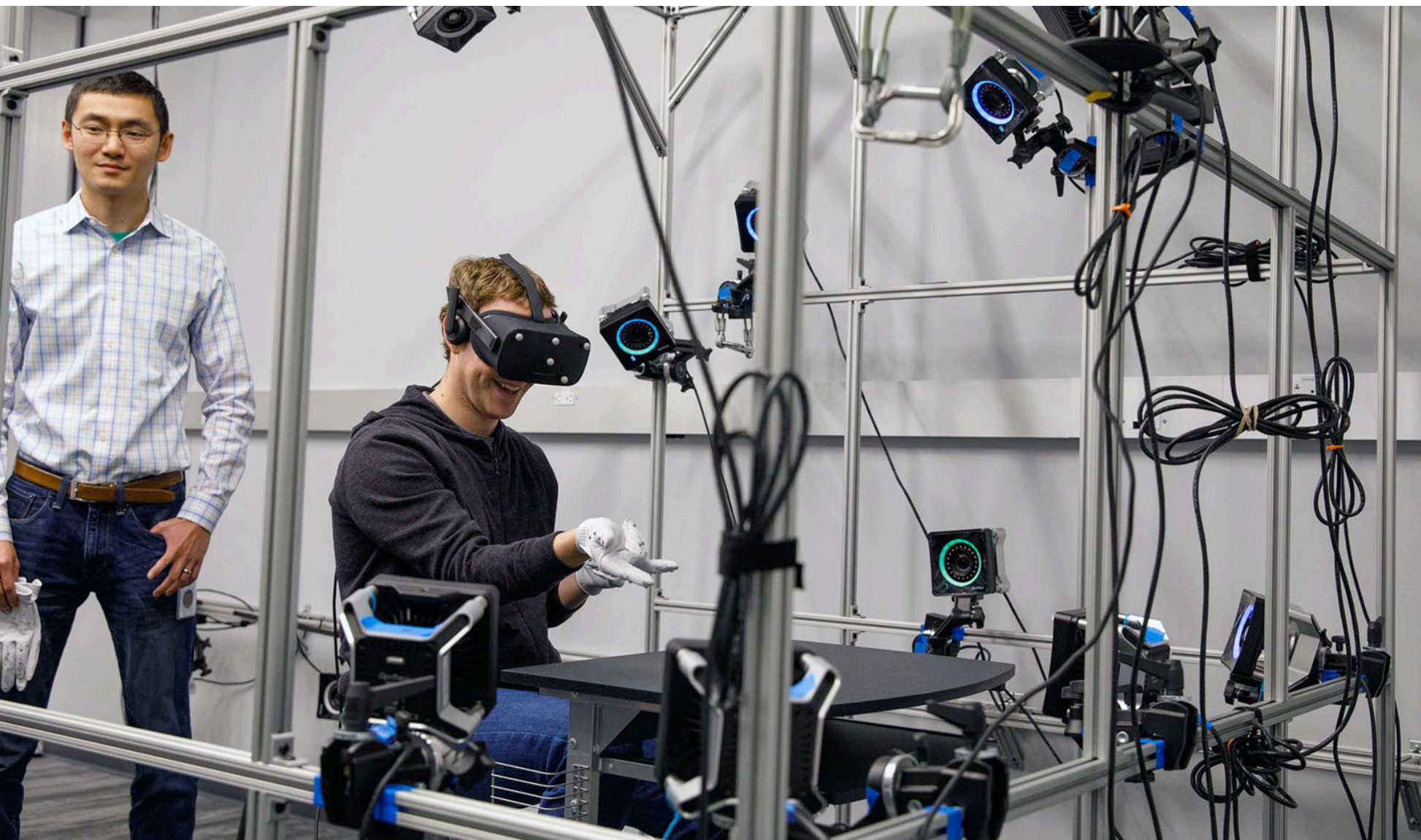
# Tomorrow



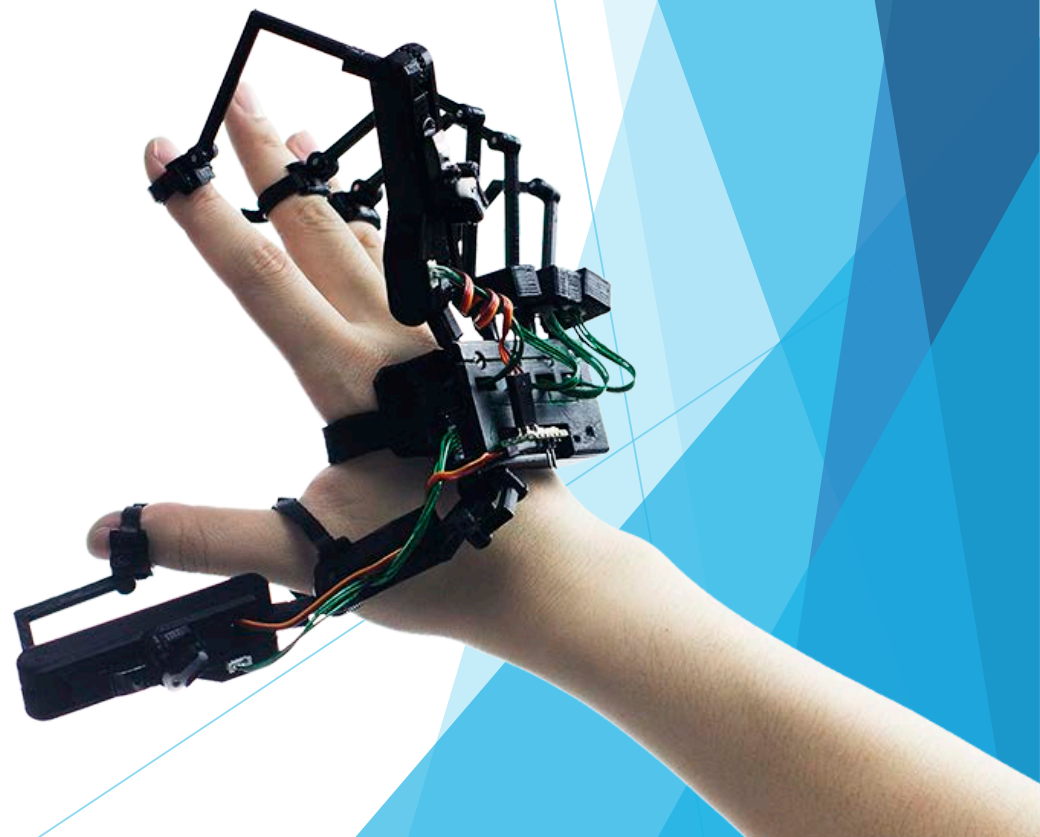
# Tomorrow



# Tomorrow



# Tomorrow



# Augmented Reality



# Connect

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