



CASE STUDY SLIDES  
Igloo Vision for SONY

# MONT BLANC

Using Shared VR to  
walk among the stars.



## Case Study

# Montblanc

Montblanc used our 21-metre full dome solution to launch its new Skywalker collection.

As [Forbes](#) reported: “Dramatic 360-degree cosmic views were projected on the ceiling throughout the evening, further amplifying the space-like experience (can you hear Elton John's Rocket Man playing in the background?).”

Former astronaut, space station commander and star in his own right Leroy Chiao was there, joined by Montblanc ambassador and film star Hugh Jackman.”





## Case Study



LG wanted to raise awareness and create some buzz for its new range of razor-thin LGW7 TVs.

Its solution was Cinema House, constructed from two shipping containers, which went on a pan-American tour. Six people at a time sit on a large couch as the lights dim and the LGW7 illuminates before them. Then, using Igloo Shared VR, they are immersed in a full 360° experience.

Cinema House picked up plenty of media coverage and, based on its initial success, LG decided to extend the roadshow to take in several more US cities.





## Case Study



As part of the groundbreaking Operation Better project, Igloo transported US troops stationed on a remote US military base in Poland to the 2017 Super Bowl via Shared VR 360° video streaming.

An advertisement was shot, edited and produced live during the first half of the game, and was aired immediately afterwards – and seen by more than 100 million people.

Three separate 4K 360° video streams were captured in Houston and then transferred to Poland by satellite, unpacked and displayed in full 360° in three Igloo cylinders.



## Case Study



The BIG idea was to create an Ice Gym, an immersive fitness environment where visitors could experience how great ColdGear is for training in cold environments. So what better way to bring the idea to life than in a 12-metre Igloo?

We were approached by our friends at the RED agency to work on the assignment, alongside IMG Live and Dick's Sporting Goods. The training circuit inside the freezing gym included ice kettlebells, dumbbells and barbells, ice bench presses, an ice slider, and more.

And, in terms of immersive content, the team made innovative use of the Igloo system - for example, interactive 360° body heat maps were projected around the Igloo to show how effectively ColdGear maintains body temperatures.





## Case Study



**Vodafone  
Foundation**

To celebrate its BIG anniversary, the Vodafone Foundation chose a 21-metre Igloo to host a compelling, immersive event.

Over 500 special guests joined the celebrations in the magnificent Georgian courtyard at Somerset House, London. VR content specialists Visualise produced 30 minutes of attention-grabbing 360° animations and video to communicate the Foundation's stories and messages in a powerful and inspiring way.

Additional highlights included a live Skype call with Coldplay's Chris Martin, as well as special video messages from film director Richard Curtis, and Nobel Prize laureate Malala Yousafzai.

See more at: <https://vimeo.com/169085531>





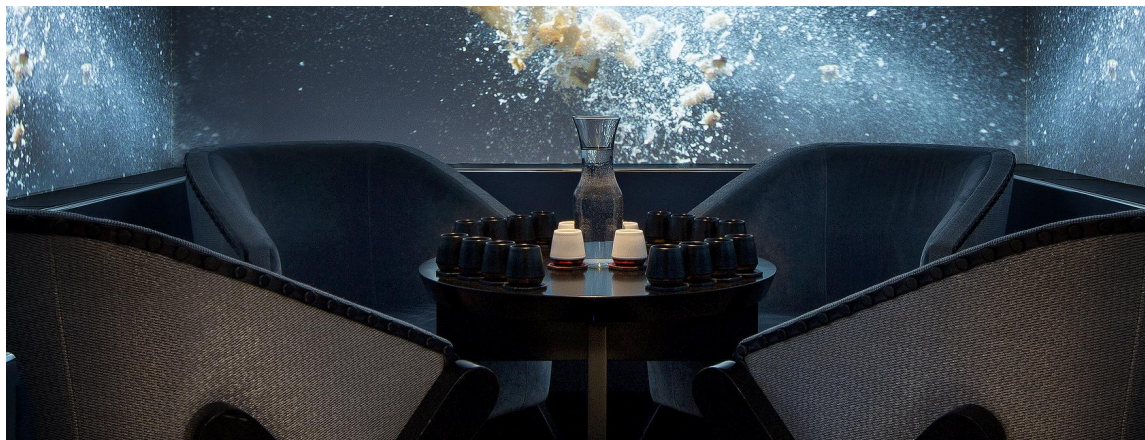
## Case Study

# BERKELEY

LONDON

One of the London's most talked-about cocktail experiences is the new Out of the Blue bar at The Berkeley hotel.

Up to four guests at a time can try curated cocktails in a secret space within the heart of the hotel, where Igloo technology, culinary science and mixology meet to enhance the perception of flavour through sight, sound and scent.



## Case Study

# philharmonia orchestra

We helped to create the VR/Sound Stage, a custom-built installation at London's Southbank Centre, enabling visitors to experience excerpts from symphonies by Beethoven and Mahler.

With Igloo Shared VR, backed-up by ground-shaking ambisonic sound from our friends at Mixed Immersion, you could hear the nuances of the orchestra's sound and see the musicians performing, up close and personal, all around you.

The show was in high demand, with almost all of the public spaces getting booked-up well in advance. And, as you can see from the video, it evoked some incredibly strong reactions.





## Case Study



We designed and installed the 20-channel immersive projection system for the London Boat Show's 4D Experience Tunnel.

The concept was to drop the audience into the middle of the ocean by combining photorealistic CGI imagery, 4D environmental effects and surround sound.

The sheer scale of the event meant that we brought in 22 projectors, networked three Igloo Media Players together, and tweaked the standard Igloo software to run the whole show.





## Case Study



Microsoft wanted to create an immersive visual experience to communicate to its customers in a way that reflects its brand values.

The firm commissioned Igloo to design, supply and fit a “world first” cylindrical glass immersive space into its UK head offices in Paddington, London.

The moment you enter the offices, the installation is a real attention-grabber, which enables the Microsoft Business team to articulate the benefits of Microsoft technology in a far more engaging way.



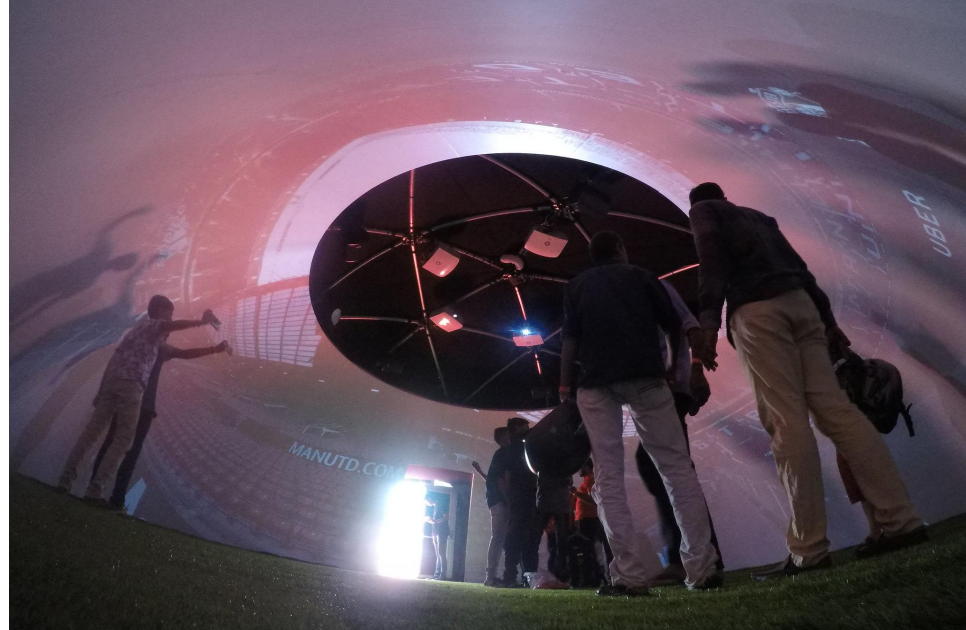
## Case Study



As Manchester United's Official Ride Partner, Uber was looking for a way to tap into the passion of the club's global fanbase.

Supported by COPA90, Uber launched its Destination United programme, with the aim of collapsing the distance between the fans and the club by bringing them closer to the team they so passionately support.

Igloo was enlisted to become part of the Old Trafford Destination United experience, which debuted in Bengaluru, India in April 2018. An incredible 360° film was created by Jaunt VR to recreate the atmosphere of Old Trafford. The match between Arsenal and Manchester United was also live-streamed into the Igloo, and former Manchester United player Wes Brown was there in person to complete the experience.



## Case Study



UNHCR – The Refugee Agency chose to use Shared VR to increase empathy and deliver an emotive message

The Refugee Agency wanted a way to help people appreciate the enormity of life as a refugee. As part of its MakeTechHumanitarian initiative, it commissioned a series of films with the Nokia OZO 360° camera, and used our 6-metre dome for Shared VR screenings.





## Case Study

# B&W

## Bowers & Wilkins

If you're an audiophile, you'll know all about Bowers & Wilkins, the company behind some of the world's most covetable hi-fi speakers, headphones and wireless music systems. And in 2014 it created the B&W Sound System, a vast festival-grade audio engine as a one-off commission for Barcelona's Primavera Sound festival.

The B&W Sound System was quite a beast. Weighing in at 4-tonnes, a forklift and cherry picker were needed to assemble it and, if you wanted to actually buy one for yourself, it would set you back more than £1m. To create the ultimate experience, it was hosted in a 21-metre Igloo dome. And, considering our beginnings on the festival circuit, it was a natural partnership.

Festival-goers were treated to uncompressed and undistorted sound by the unique sound system. Inside the dome, we projected content from the UK's finest VJs Architects to visually augment the sound. And even the outside of the dome was projection-mapped to complete the effect.

The experience was also broadcast to millions of viewers worldwide by Boiler Room.



## Case Study



As everyone knows, Accenture is a global authority on the enterprise applications of immersive technology. We've been in dialogue with them for a while. And we have now worked with Accenture to install two Igloo Shared VR systems - one in San Francisco and one in Atlanta.

In December 2018, a new Atlanta Innovation Hub was opened in Technology Square. Then, in February 2019, journalists and influencers were given a tour of the flagship San Francisco Innovation Hub in Salesforce Tower.

The Igloos provide an immersive presentation environment (at the San Francisco press launch, for example, the Igloo was used to articulate the power of quantum computing). We've got a dedicated account team to give advice and guidance on Igloo's wider enterprise applications. And we're working daily with Accenture to roll out Igloos across more of its global network of Innovation Hubs.



## Case Study



As consumers' shopping habits change, with ever-more of them spending online rather than on high streets or in shopping centres, you need something special to bring them in. And Vodafone's first Future Ready store, implemented by The PLB Group and launched in September 2020 in Athens, does just that.

The flagship store offers visitors the chance to experience state-of-the-art technology as well as an in-store team to help customers and non-customers alike get to grips with the latest tech. And it's a potential template for future Vodafone store across Europe.

The PLB Group worked with us at Igloo to create a unique immersive installation that integrates the digital and the physical. A custom curved screen, with three ultra-short-throw Epson projectors, shows immersive content that can be refreshed periodically to give customers more reasons to keep coming back. Key to the store is the idea that customers can begin their Vodafone experience online, and then continue it in the physical store.

This particular Igloo installation is notable as one of the first to be completed amidst the 2020 COVID-19 pandemic. We worked incredibly closely with The PLB Group to deliver an ambitious experience store safely in adverse conditions. And as shopping habits continue to evolve, spurred on by the pandemic, this Future Ready store will be well-placed to weather those changes.





# Case Study



The Humane Society of the United States is a forward-thinking organisation that makes use of immersive technology to allow audiences to temporarily live others' experiences.. With boots on the ground around the world, helping animals in different ways, the organisation captures 360° footage of its work to educate donors on why the work is so necessary. The Humane Society has used VR headsets to immerse audiences in the footage, which makes for a more impactful experience than just a still image or traditional video.

Each year, the Humane Society holds its 'To the Rescue!' Gala to celebrate its worldwide animal rescue efforts. For such a high-end event, with a celebrity guest list, the Humane Society wanted to find a different way to showcase its immersive content - there were concerns around motion sickness, and around asking well-dressed and well-groomed guests to don a VR headset.

A 270° Igloo cylinder proved the perfect way to immerse the guests. The open-fronted cylinder meant they could move in and out of it as they pleased, able to step right into the footage that would transport them to locations such as Liberia to see the Humane Society in action.

It created a wow-factor for the event and generated a very positive response from those who stepped inside.

