



Hyperfair VR

SOCIAL VR FOR THE ENTERPRISE



Data Insight

AN OVERVIEW OF USAGE, TIME SPENT, INTERACTIONS

USAGE 2018

ANALYSIS OF ACCOUNT TRENDS



Large companies
multiple events per month
with approx. 200-1,000 users



Small companies
2 events/year
with approx. 2,000-10,000 users

Virtual Reality Event Usage

There has been significant growth in events with over 200, 500 and 1,000 attendees, with the largest growth coming in the 10,000s of attendees.

However, the trend for large enterprises, compared to small accounts, is to run a higher number of events, increasing their overall audience, but with lower attendance per events (on average between 200 and 1,000) focusing more on very targeted audience-specific events.

AVERAGE TIME TREND

BETWEEN 58-240 MINUTES



58 min.

For an event duration ranging from 2-4 hours



240 min.

For an event duration ranging from 6 to 8 hours

Active Time Spent

One of the most significant data with Hyperfair is the active* time spent inside the VR environment during live events.

Most events range from 4 to 8 hours and data show that audiences spend in the environment about 50% of the entire event.

The time spent is very closely related to the presence and duration of live or scheduled presentations and engagement activities provided and promoted in the environment.

In this regard, users are generally so engaged that over 70% of the people that attend a presentation end up staying for additional presentations.

**with the avatar interacting with content and other people*

AVERAGE INTERACTIONS

FOR VR EVENTS RANGING FROM 100 TO 700 PARTICIPANTS



2,100 conversations
Chat and Talk (per event)



4,300 clicks
On content in booths and auditoriums
(per event)



1,300 business cards*
Exchanged on average (per event)

**Events targeted to already existing customers aimed at customer engagement typically have lower numbers of business cards exchanged, but remain constant in the other interactions*

Interactions

Within Hyperfair, people can easily interact with each other by exchanging business cards, chatting and talking via a native Chat and a native Talk feature.

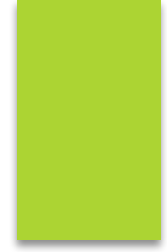
They can also click on content items, watch presentations and keynotes, and add materials to their virtual bag.

Once inside the environment, users spend most of their time being active in the space.

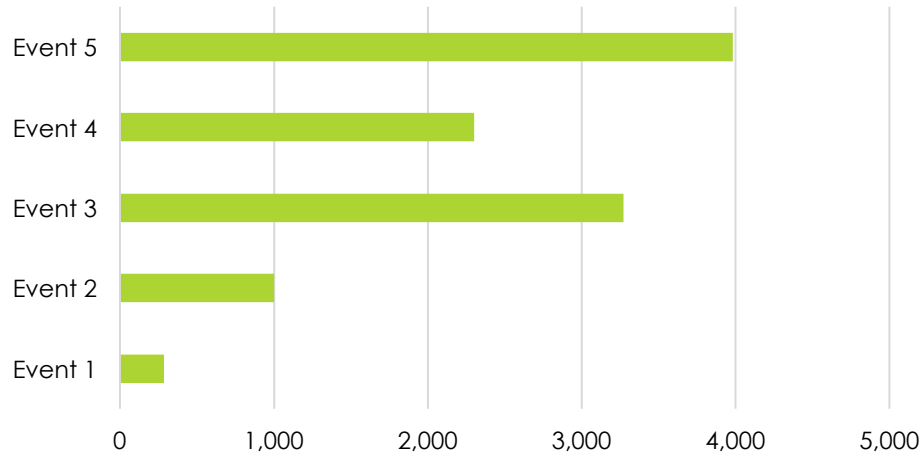
The number of clicks on content, chat conversations, interactions show that Hyperfair creates engagement in users that are super active in the VR environment.

INTERACTIONS – The use case of 5 Enterprise Events in 2017-2018

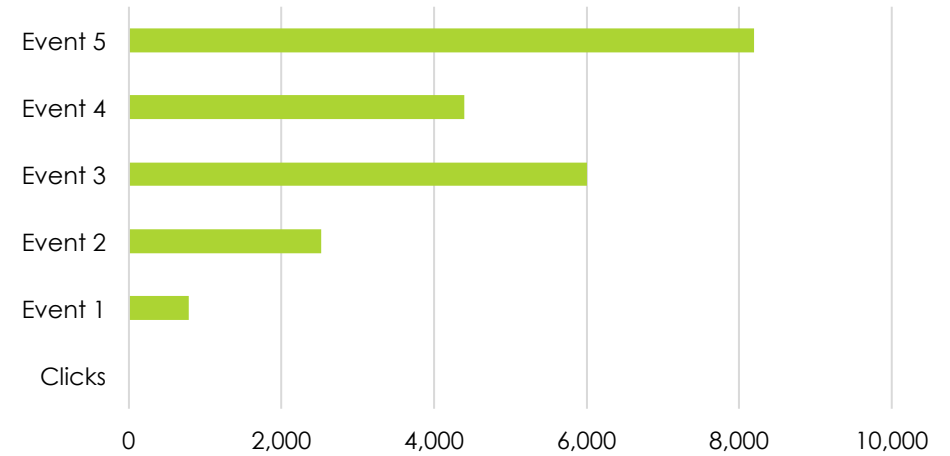
FOR VR EVENTS RANGING FROM 100 TO 700 PARTICIPANTS



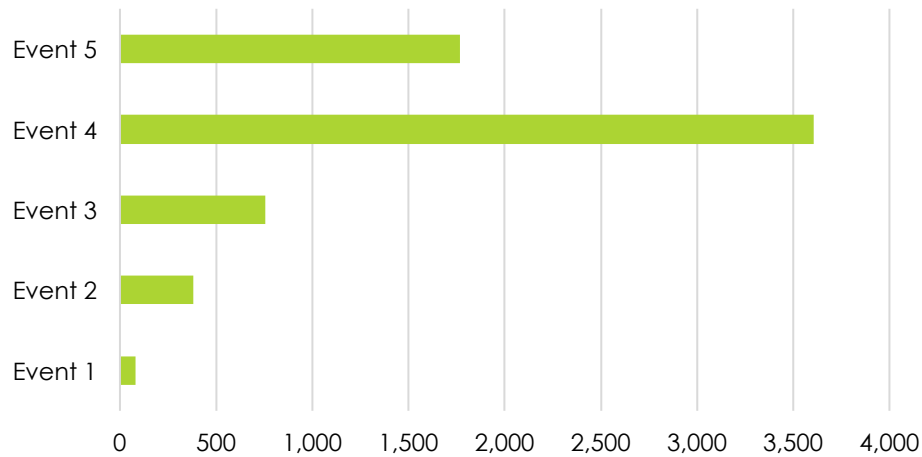
Conversations per event



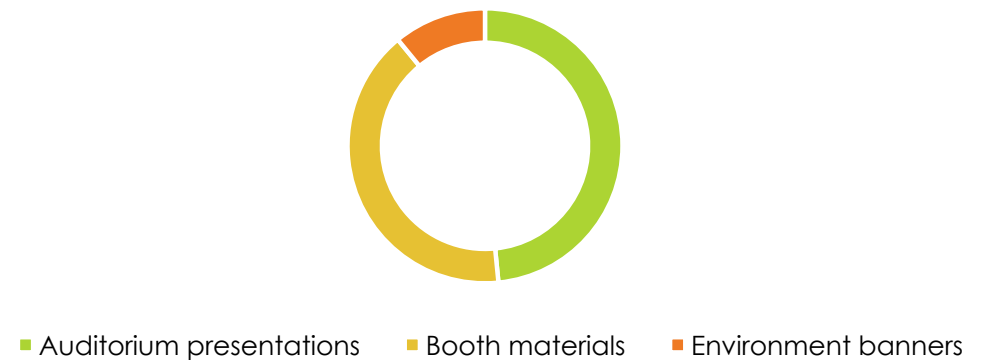
Clicks on Content



Business Card Exchanges



Interactions with Content





What Content Can be uploaded within Hyperfair and be available for interaction?

Videos:

- Live presentations
- Keynotes
- Archived schedulable videos
- Booth videos
- 360 immersive videos

Documents:

- PDF brochures
- Slideshows
- Product descriptions
- Bulletin board for news
- HTML links to any website, including e-commerce

Visuals:

- Photo galleries
- Products
- 3D rotatable images
- Environment branding, advertising
- Sponsor visuals

Social Media integration



Virtual Reality

All content is accessible via the browser, via mobile, via a dedicated PC app, via HTC Vive, and via mobile VR glasses with a consistent UX/UI

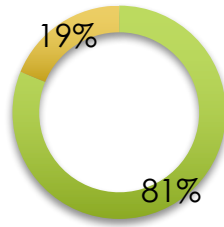
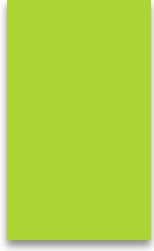


Types of Events

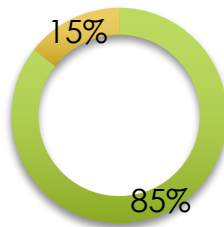
EXTERNAL AND INTERNAL EVENTS

EXAMPLES OF EVENTS

HYPERFAIR IS SUCCESSFULLY USED ANY TIME THERE IS THE NEED TO ENGAGE AN AUDIENCE OF CUSTOMERS, PARTNERS, EMPLOYEES, STAKEHOLDERS



■ External events ■ Internal events



■ Virtual Only ■ Hybrid Events

External Events

- EXPOS
- TRADE SHOWS
- PARTNER EVENTS
- CORPORATE-ONLY ENTERPRISE EVENTS
- PRODUCT PRESENTATIONS AND LAUNCHES
- MARKETING EVENTS
- B2C EVENTS for brand awareness, social engagement, gamification
- EVENTS FOR DIRECT SALES
- PROCUREMENT/SUPPLIER EVENTS

For **customer engagement, demand/lead generation**, product presentations and launches for both customers and partners.

Internal Events

- TOWN HALLS
- CORPORATE EVENTS
- TRAINING
- RECRUITING & ONBOARDING
- SALESFORCE / AGENTS CONVENTIONS



ROI

AN OVERVIEW OF ROI BASED ON DIFFERENT PROJECTS

ROI of EVENTS

BASED ON THE ANALYSIS OF 10 EVENTS RUN IN 2017-2018

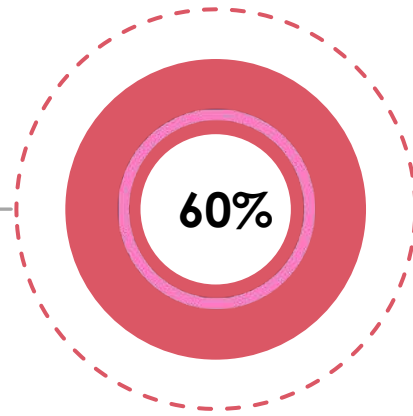
Cost reduction



reduction in the cost of an event compared to a physical event

Run online with no need to travel, no logistics for both organizers and participants. Both for internal and external events cost savings are huge

Qualified leads



participants that in each VR event turn into bottom of the funnel qualified leads

That leads to an increase in direct sales, for both B2B and B2C events

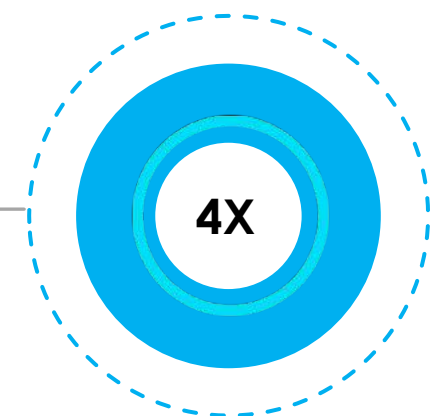
C-levels



participants on average being CxO/director/manager

Increase the quality of top of the funnel leads by providing them a new digital experience and a new approach based on virtual reality => establish direct relationship with decision-makers

Additional participants



additional people per invited account joining the event

The easy access and real-life engagement makes it easy for multiple people in the same company to join with a multiplier effect

ROI of EVENTS

- Increase demand of current customers thanks to a more direct, real-life, personalized interaction via avatar.
- Increase engagement by hosting more frequent events with lower costs and less effort.
- Increase **brand awareness** and reputation
- Increase relevance of **Social Media channels**
- Increase direct revenue by **driving traffic to e-commerce**



ROI OF EVENTS

A FOCUS ON MILLENNIALS

What Millennials Want

Openness and accessibility of companies

They demand authenticity and transparency

They want to interact directly with company representatives, they are looking for authentic interactions.

They never do purchases without conducting thorough research

They want their questions answered

They value networking

They value relationships

No more passive relationships

Game-like brand experiences

They want to be marketed with the latest and greatest in technology

"When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion." (Dale Carnegie)

Customer Engagement is defined as the level of a customer's cognitive, emotional and behavioral investment in specific brand interactions (Source: Hollebeek, 2011)

People experience high levels of emotional engagement in virtual reality that relates directly to the brand-generated experience. (Source: Nielsen)