

A black and white photograph of a man wearing VR glasses. The reflection in the lenses shows a group of people in a meeting setting. The image is framed by a thick red border.

# BIMA Immersive Council Guide 2020 Time To Get Involved in The New Reality



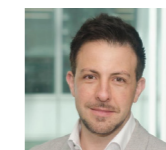
# Introduction

In the last five years immersive businesses have seen constant and exponential growth. Driving that growth has been the convergence and acceleration of three main factors essential to ignite mass-market user adoption for any new technology including immersive:

1. **The hardware:** The silicon fuelling the advancements in devices and platforms evolved from expensive, bulky, tethered devices with wands and external sensors to completely self-contained (and affordable) integrated headsets with hand tracking.
2. **The experience:** The frictionless user experience and accessible learning curve so necessary for user adoption are improving every day. Problems with locomotion, motion sickness, gestures and natural user interfaces seem a thing of the past.
3. **Clear ROI:** As the market exits its infancy and takes its first steps in a more mature and adult world, scalable business models and clear ROIs are emerging. Facebook recently announced its Oculus division, producing the successful Quest headset, is its second-biggest source of revenues after advertising, and that headsets are selling as fast they can be produced.

This guide, crafted by the BIMA Immersive Council, aims to provide valuable insights about how to effectively talk to your clients about ROI, business values and technology enablers for immersive solutions. We want to help drive conversations related to real value creation and scale, rather than proof of concept and small pilots.

We started preparing this guide just a few weeks before Covid-19 hit our world and our economy. What's clear from the case studies listed here is how well they demonstrate how digital transformation and innovation, coupled with an emerging and finally mature tech like immersive, can solve many of the problems companies and clients are facing during these difficult times. Post-Covid, immersive tech is likely to play an even more prominent role as organisations make a fully digital experience their 'business as usual'.



Nick Rosa  
Global Head of Immersive  
at Accenture & BIMA Immersive  
Council Chair

# Glossary

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## Brand Awareness



XR brings a whole new realm of brand awareness by allowing incredible stories to be told in new and interesting ways

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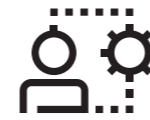
## Increased Audience Engagement



The value proposition for consumers to engage with an XR experience is higher than standard media with access to immersive experiences being easier than ever

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## Personalised Experiences



XR can be used to create one of a kind, personalised experiences for consumers, allowing the creation of incredible B2C relationships

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## Unlimited re-dos



XR can enable endless repeats of specific situations, allowing for a continuous cycle of engagement, information or education at minimal cost

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## Cost Savings



The cost savings of developing experiences in XR that in real life would cost significantly more allows businesses to scale and provide XR solutions at great scale for a fraction of the price

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## Instant Remote Collaboration



The ability to collaborate with people from any point on earth through the use of XR opens up near infinite possibilities that allow businesses to connect their customers, teams & clients on a global scale

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## Possible Impossible Scenarios



XR enables scenarios that would otherwise be impossible to become a reality for anyone, allowing for a new wave of consumer experience that facilitates unmatched immersion

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## Varied Perspectives



With the importance of diverse perspectives in today's world, XR empowers businesses to create experiences that allows varied views on countless use-cases

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## Improved Business Relationships



XR can bring businesses closer together globally through shared experiences allowing real time collaboration & interaction

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## Time Efficiencies



The time saved through the use of XR allows businesses to not only be able to repeat experiences at a much higher rate but also expand and grow at a faster rate



# BBC EARTH - MICRO KINGDOMS: SENSES

Produced by: PRELOADED & BBC Studios

Some of the most incredible animals on our planet are the smallest. Their size and the environments that they inhabit mean they've evolved extraordinary senses in order to survive.

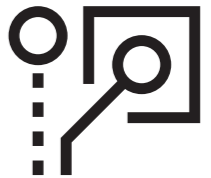
BBC Earth - Micro Kingdoms: Senses uses the Magic Leap spatial computing platform to get up close with a Leaf Cutter Ant colony in the tropical rainforests of Central America and a Wandering Spider in the Atlantic Forest of Eastern Brazil.

The result is an experience where users, together with narrator Stephen Fry, are able to observe, interact and learn how animals use their senses to survive – by bringing the natural world into your world.

Increased Audience Engagement



Possible Impossible Scenarios



Varied Perspectives





# ALL KINDS OF LIMBO

Produced by: Accenture UK & Dimension

Accenture UK's Extended Reality team brought their digital and immersive technology expertise to the project, harnessing the NT's creativity and helping to shape the vision; a one-of-a-kind communal musical VR experience.

All Kinds of Limbo is a fully immersive communal VR experience, available to audiences of up to 20 people at a time. Audiences are immersed into a captivating 3D world featuring musicians, performers, lighting and set design, and taken on a musical journey through calypso to grime. While in the experience, the audience is encouraged to move around the virtual space. Audience members are represented by an avatar in the virtual environment.

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Increased Audience Engagement



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Brand Awareness



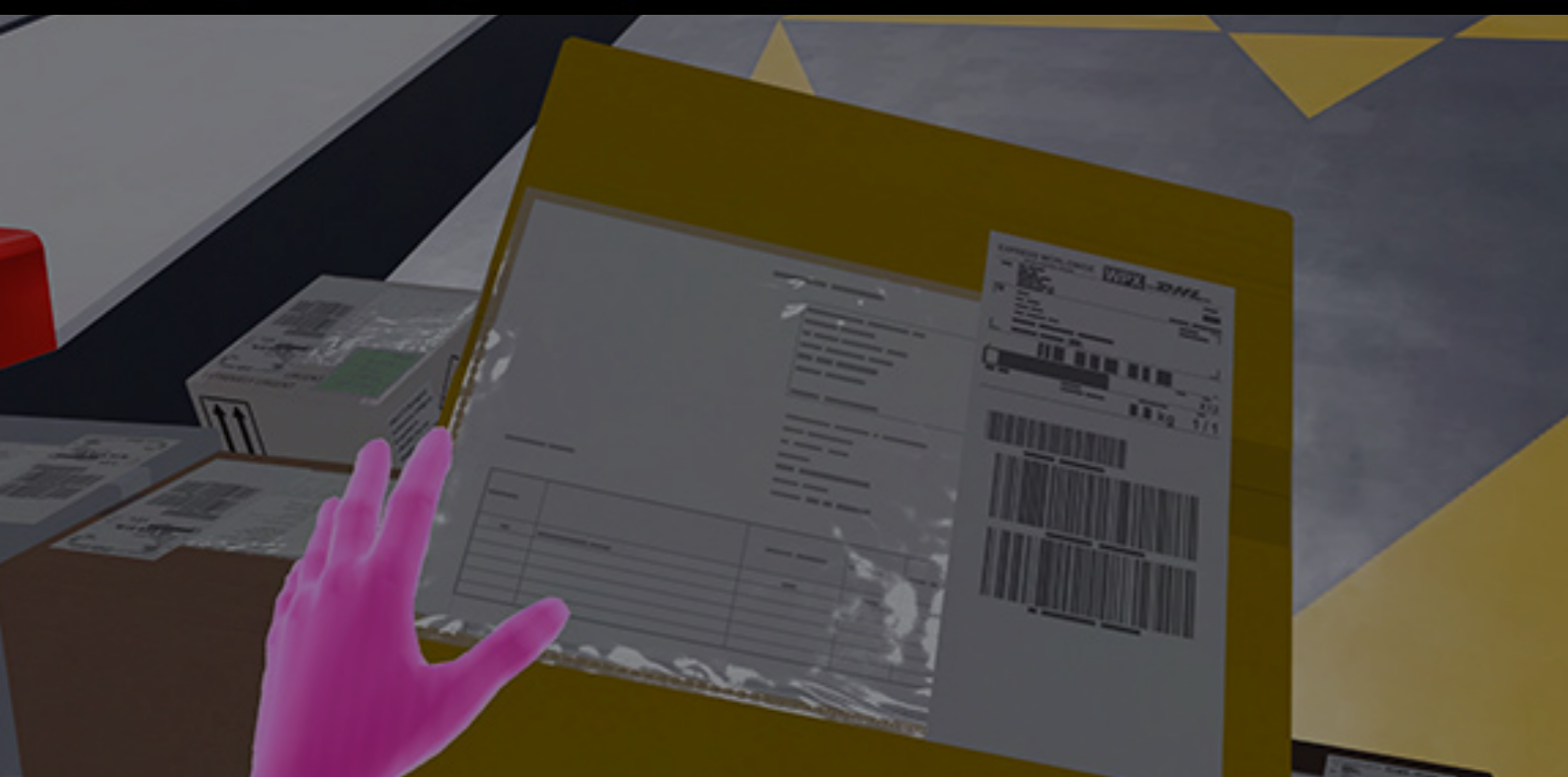
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Varied Perspectives





g VR Simulation



# DHL CARGO LOADING CHALLENGE

Produced by: Immerse

Working closely with DHL experts, Immerse developed a collaborative VR experience for warehouse-based cargo loaders to learn safe and efficient stacking procedures. This involved trainees in a realistic virtual environment using hand controllers to stack virtual boxes of various shapes and sizes, exactly as they would in real life.

Their multi-user solution enables trainees from around the world to work together as if they were in the same room, learning correct methods with scored performances and global leaderboards to encourage healthy competition among them.

Currently being piloted in 40 countries using the oculus Quest, with global roll-out scheduled for 2020

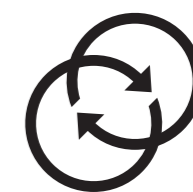
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Increased Audience Engagement



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Instant Remote Collaboration



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Cost Savings





# JFK: MOONSHOT

Produced by: Unit9

Unit9 built an interactive documentary app that let users learn about the Moon launch and re-live the Apollo 11 mission in Augmented Reality. Using the latest Augmented Reality technology on an enormous scale, they created a simulation of a life-size Saturn V, a replica of the rocket that launched Apollo 11 into space.

JFK Moonshot hit the app store on June 12th and was officially launched at a symposium at the JFK Space Summit a few weeks later. On July 16th, exactly 50 years to the day of the moon launch, users could experience a virtual Moon launch in the app and follow the spacecraft's five-day journey from the Earth to the Moon from anywhere in the world.

Increased Audience Engagement



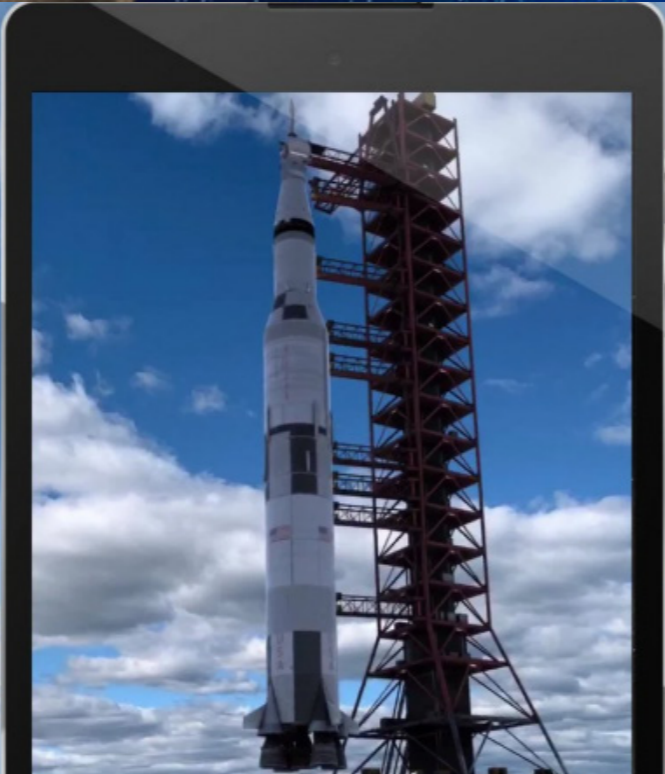
Brand Awareness



Varied Perspectives



LAUNCH A FULL SCALE,  
363-FOOT AR REPLICA OF  
THE SATURN V ROCKET.





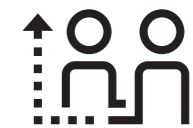
# ACCENTURE ICP

Produced by: Accenture

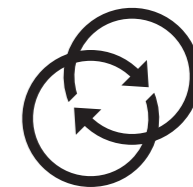
Accenture ICP is a proprietary Accenture framework to create multi-user experiences using photorealistic digital twins of environments. It is used internally for virtual client visits, workshops, client orals, deliver industry specific demos, training and education, create persistent virtual offices, and host virtual events. Accenture ICP is designed to be cross-platform so users can join via PC, Mac, iOS, and Oculus Quest.

Accenture developed a fast workflow for capturing the real world into a high fidelity VR environment. Creating immersive 3D high fidelity learning scenarios is time-consuming and expensive. Accenture is deploying a proprietary workflow using the inexpensive Matterport 3D camera for reality capture, prototyping, and creation of a final fidelity environment. This method reduces effort by 75%.

Improved Business Relationships



Instant Remote Collaboration



Cost Savings







# NHS HEALTH ENGLAND CORONAVIRUS PROGRAMME

Produced by: Dimension

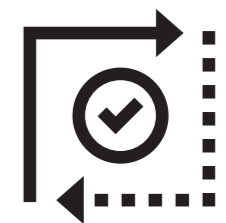
With the Covid-19 pandemic looming, an urgent requirement for remote education using mixed reality technologies was identified. Dimension, Microsoft and a consortium of mixed reality production studios collaborated to contribute to HEE's coronavirus resource which has seen 1.6 million session launches. Volumetric training videos have given front-line staff highly efficient access to the exact information they need, with the ability to view tutorials on any device in 360 degrees – important for complex processes such as donning and doffing PPE.

The materials were utilised by staff set to work at the NHS Nightingale hospital and other front line workers, offering a resource that doesn't lean too heavily on the NHS and allows adherence to social distancing rules.

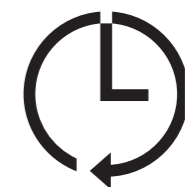
## Cost Savings



## Unlimited Redos



## Time Efficiencies





# MILL MASCOT

**Produced by:** The Mill

Mill MASCOT is a system developed by The Mill that enables broadcast-quality CG characters to be performed live and in real-time instead of animated by hand on a computer. It by-passes the lengthy timelines involved with traditional animation and pre-rendered content, reducing animation and rendering time down to 42 milliseconds per frame, so playback is INSTANT and immediately ready to broadcast.

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## Time Efficiencies



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## Cost Savings



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## Brand Awareness





# MODIGLIANI VR: THE OCHRE ATELIER

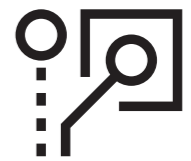
Produced by: PRELOADED

Tate had a bold vision for a museum 'first': to integrate a HTC VIVE VR experience into the heart of Modigliani at Tate Modern, providing visitors with a unique layer to their experience.

This meticulous VR reimagining of Modigliani's last Parisian studio is fully immersive, allowing users to step into the room where he lived and worked in the final months of his life.

The VR installation was an integral part of the exhibition at Tate Modern, complementing the artworks and providing a unique insight into Modigliani's work. The experience was designed to allow visitors of all ages to develop a new, and authentic, way to interpret art through empathy with the artist in VR – without prior understanding of either the subject matter, or the technology.

Possible Impossible  
Scenarios



Increased Audience  
Engagement



Varied Perspectives





can join them in VR  
via the web browser



# SHELL HSSE TRAINING

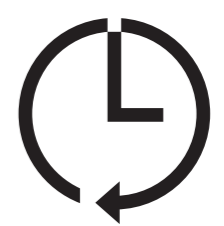
Produced by: Immerse UK

Immerse created a highly dynamic and flexible VR programme, challenging trainees to solve the problem of using their existing knowledge and skills with no instructions or advance warnings, just like a real-world scenario. In this example the scenario related to the accidental overspill on a storage tanker, requiring the trainee to follow the appropriate procedures to extinguish the fire. The team recognised that VR training can provide unprecedented opportunities to recreate these scenarios in a safe, repeatable and cost-effective way. In the experience, decoy objects test decision-making whilst realistic sounds and hi-res visuals recreate the intensity of a real-life situation.

Unlimited Re-Dos

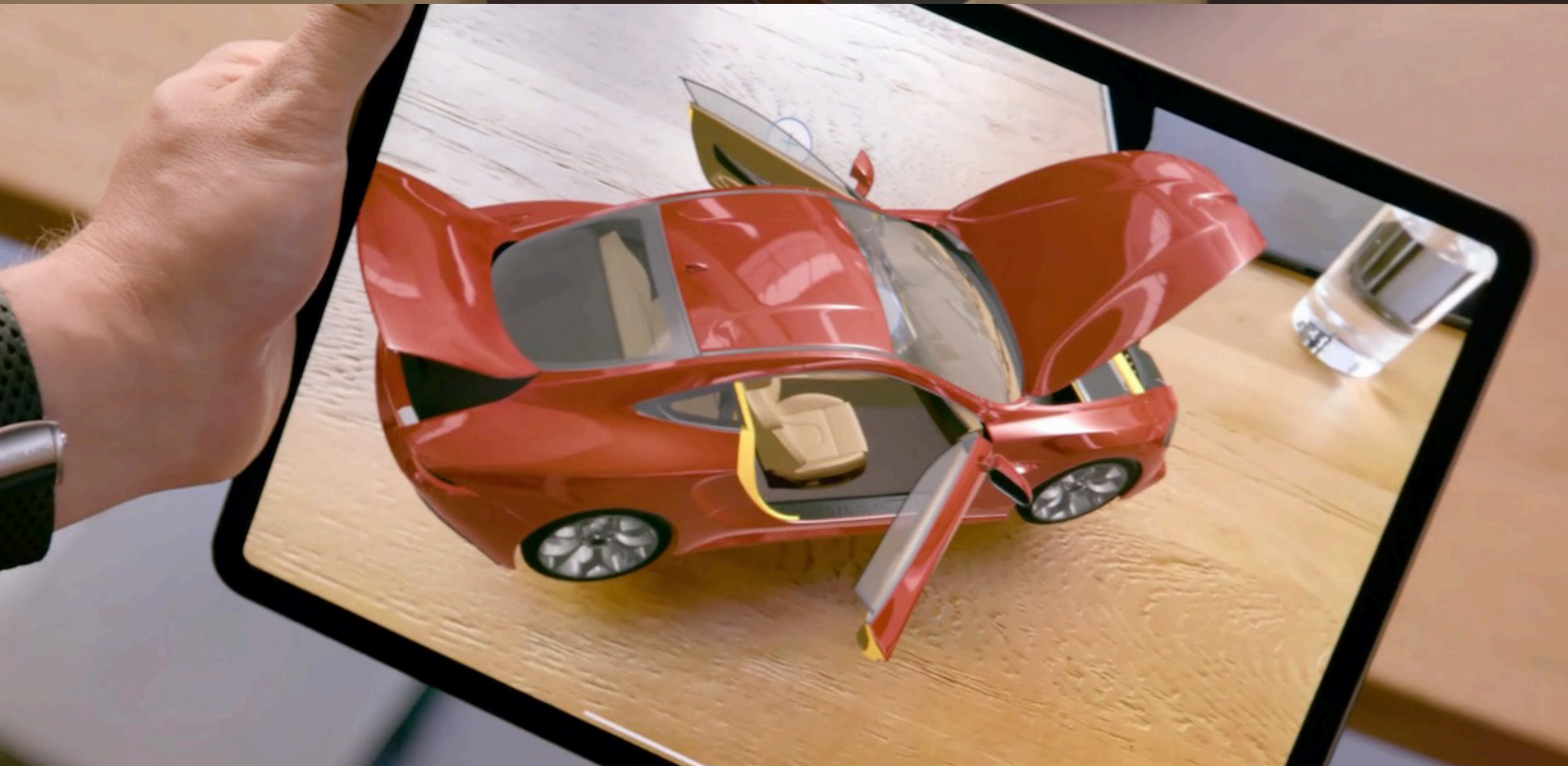


Time Efficiencies



Cost Savings





# COATS AUTOMOTIVE

Produced by: Vismedia

Vismedia helped Coats, the world's leading industrial thread company, showcase the innovation hidden within their products.

Harnessing the power of a modern browser, Vismedia created an interactive 3D website experience that showcased Coats automotive products inside a computer-generated vehicle. Peeling back layers of the car, customers and investors discover information about products that improve vehicle performance and characteristics.

Combined with AR technology, an immersive version of the 3D model was built for sales teams and events. As users hover iPads in front of the model car, the experience triggers a highly-realistic 3D model to appear on the device, as if it were in the same room.

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Increased Audience Engagement



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Possible Impossible Scenarios



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Cost Savings





# LIFESAVER VR

Produced by: Unit9

Lifesaver VR is an innovative and immersive live-action virtual reality training tool; it throws you into the heart of the action as three young people are faced with a life-or-death situation. You control their movements as you make crucial decisions and learn essential life-saving skills. Lifesaver VR is suitable for everyone, but is especially designed to help young people gain skills and the confidence to use them. Lifesaver VR delivers results. In tests with a selection of schoolchildren, teenagers' confidence in performing CPR increased from 38% to 85%. And all those tested said they were more likely or MUCH more likely to perform CPR in a real emergency.

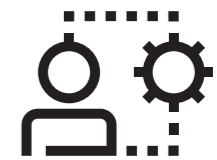
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Unlimited Re-Dos



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Personalised Experiences



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Varied Perspectives





# VOLUMETRICS

Produced by: Cooperative Innovations

VoluMetrics offers 4D data visualisation from realtime data capture. A powerful software solution to identify how people move, interact and look around virtual and physical spaces.

Much like a 2D heatmap, traditionally used for web analytics, VoluMetrics offers a way to visualise behaviour. It tracks when a person looks at something with in your experience, architectural design or game. Every time a look is tracked the “heat” of the colour is increased. This means given a lot of data you can quickly zero in on the things that people really care about

As well as tracking human behaviour it can also record and reflect any type of data such as in regards to how AIs move and interact in a space, how well, how often, and when certain actions, decisions or responses are triggered or even to import data from physical or handheld sensors.

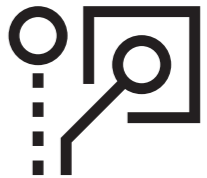
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Improved Business Relationship



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Possible Impossible Scenarios



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Varied Perspectives





# THREE 5G X LONDON FASHION WEEK

Produced by: Dimension

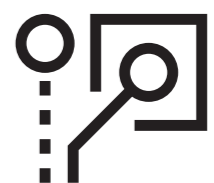
In a 5G fashion first, Three UK worked with Dimension and PrettyGreen to showcase an incredible volumetric capture of Adwoa Aboah at Central Saint Martin's London Fashion Week show. The stunning capture was projected onto a wall overlooking the front row, with mobile handsets streaming an augmented reality version of the supermodel walking down the catwalk.

Volumetric Adwoa was part of a fully immersive show designed to awaken all the senses – effects included spatial audio, haptic feedback, a 46-metre projection occupying the length of the runway and an array of aromas, each used to reflect the designer's inspirations. The execution heralds a future where models will be able to walk the catwalk for multiple shows around the world, simultaneously.

Increased Audience Engagement



Possible Impossible Scenarios



Brand Awareness







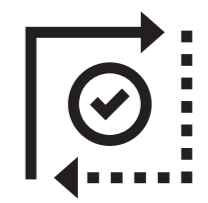
# WORKING AT HEIGHT

Produced by: Make Real

Make Real worked in collaboration with Vodafone to develop a Virtual Reality (VR) application that allowed learners to take on the role of a field engineer. In the experience, users select the correct safety equipment and perform a crucial hazard assessment before climbing a rooftop mast, above a cityscape, in order to adjust a microwave antenna.

To make it even more accessible for this globally dispersed audience, the experience is available on mobiles, as well as VR devices. For seamless integration with the rest of their learning content, Vodafone also needed a desktop version that could be uploaded onto their Learning Management System – Vodafone University. The experience was designed to be consistent, no matter which device it was deployed on, lowering development costs across all devices.

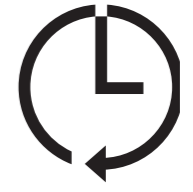
Unlimited Re-Dos



Cost Savings



Time Efficiencies





# XR LEARNING LAB

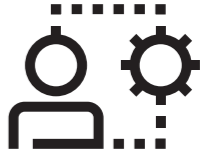
Produced by: Accenture

The XR Learning Lab is an immersive soft skills training application built by Accenture, using Unity with analytics powered by IBM Watson speech & tone analysis services. The Learning Lab helps potential and current employees improve their soft skills in a new virtual world. The Lab contains modules for existing and potential employees. Once users have completed a module, users receive detailed feedback on their performance. The application monitors where the user is looking and the words they are using to analyze the extent to which they have engaged the audience, the speed of their delivery and the number of hesitations they have made. The application is built for Oculus Go allowing easy scaling across the organisation, including being used by all new graduates in the UK during their onboarding.

Unlimited Re-Dos



Personalised Experiences



Varied Perspectives



## HOW DID YOU DO?

Please click on the icons to get more details





## **BIMA Immersive Technology Council**

Chair: [Nick Rosa, XR Lead Europe, Accenture](#)

[Emma Cooper, Immersive Business Development, Cooperative Innovations](#)

[Lauren Dyer, Director Of Strategic Partnerships, Dimensions](#)

[Owen Cotterell, Director, Juice Immersive](#)

[Scott Shillum, CEO, Vismedia Agency](#)

[Jessical Driscoll, Head of Technology - Immersive, Digital Catapult](#)

[Albert Millis, Managing Director, Virtual Umbrella](#)

[Simeon Quarrie, Founder, VIVIDA](#)

[Solomon Rogers, Founder & CEO, REWIND](#)

[Phil Stuart, CEO, Preloaded](#)

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[Rosh Singh, MD, Unit9](#)

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[Thomas Ffiske, Editor, Virtual Perceptions](#)

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BIMA is the voice of digital and tech.

BIMA is the voice of digital and tech. We represent a community of businesses, charities and academia across the UK. We drive innovation through knowledge sharing, showcasing best practice and developing talent. And we give our members the chance to have their voices heard and to make a difference.

Members of BIMA value innovation, the sharing of knowledge and best practice, and supporting the next generation of digital professionals. They are leaders in their field and committed to making outstanding digital experiences.