



InstaVR Features and Benefits

EASE OF USE

InstaVR is a completely web-based solution that requires no technical knowledge to use. Just upload your 360 images or videos, and start creating compelling VR experiences.

ROBUST FEATURES

InstaVR allows you to augment your Virtual Reality experiences by adding navigation and hotspots to them.

PUBLISH WIDELY

Quickly and easily publish to multiple platforms, including: iOS, Android, the Web, Google Cardboard, Gear VR, and more.

HEATMAPS & ANALYTICS

Post-publishing, get insight into how users interact with your VR experience through both analytics and a visual heatmap overlay.

For more information on any of our products or services please visit us on the Web at:

www.instavr.co



Enabling Clients to Create Compelling VR Experiences Through a Partnership with InstaVR

transcosmos Inc. provides a wide range of value-added services to clients, including helping improve customer acquisition efforts through digital marketing technology and consulting.

- ✓ 50th anniversary
- ✓ 162 bases in 28 countries
- ✓ 16,000+ employees
- ✓ Approx. \$2.2 Billion per year in revenue

Recognizing that Virtual Reality (VR) is gaining rapid attention in both marketing and advertising, Tokyo-based agency transcosmos sought to create a simple but powerful VR platform for its clients.

The new transcosmos 360 VR Contents Startup Kit does just that. It's a one-stop solution to quickly and easily launch 360-degree panoramic video & image-based VR across a multitude of platforms, including web and mobile.

Powering the transcosmos VR platform is InstaVR, a cutting-edge VR content authoring, publishing, and analysis platform.

Now transcosmos clients, through the partnership with InstaVR, can create virtual reality experiences for multiple contexts, such as showcasing hotels and tourist sites, virtual tours of shops and factories, and for other tourism, real estate, and event purposes.

Additionally, transcosmos utilizes InstaVR to analyze client VR apps with analytics data and a heatmap overlay, providing guidance on how the client can improve their VR experience.

transcosmos InstaVR Use Cases

Agencies can decide how robust they want their white-labeled InstaVR offering to be. transcosmos now offers clients a variety of options for utilizing VR, including:

- Casual VR: Multiple scenes, with hotspots, that can be used for web-based landing pages
- Rich VR: Fully immersive virtual reality, including audio and multiple hotspots, that can be used in conjunction with a VR headset to create a compelling and memorable experience

