



## How to become an Igloo Vision partner

We can work together to deliver outstanding  
shared immersive spaces



## What we do at Igloo

**Igloo Vision is the immersive workspace company and we create shared immersive spaces that anyone can use.**

We've been creating these spaces for over a decade for 100s of clients, in all kinds of industries, all over the world.

With our immersive technology, anyone can take any digital content, from any source, in any format, and put it into a shared immersive space. Because groups of people can get inside, it's always a shared experience.

Every Igloo space is powered by our Immersive Media Player (known as IMP for short). We packed the Igloo technology into a single, sleek, sophisticated box. It's designed for integrators whose clients want to install outstanding immersive workspaces (immersive workspaces, huddle rooms, retail installations, data visualisation suites, innovation hubs, CAVEs, etc, etc, etc.).



## About our partner programme

Our partner programme provides the opportunity for you to expand your portfolio of technology and your offering to your clients.

We have three levels of partners within the programme, reflecting the varied ways that you can get involved with us, your level of investment, your areas of expertise, and your resources. As your commitment increases, so do the benefits and rewards.







As the name suggests, **Introducers** bring potential leads to Igloo, or recommend Igloo to their business partners and prospects. For example, you might be a creator of immersive content whose client wants a way to experience that content in a shared immersive space. So, you could recommend Igloo as the ideal provider of such a space.

You'll know that your contact will be in good hands with the leading provider of shared immersive technology, and you'll earn finder's fees for completed sales. We'll support you with relevant marketing materials and demos of our technology to your contact.



**Certified Partners** have the opportunity to resell Igloo solutions with discounts, with higher levels of discount available if you choose to install Igloo technology at a demo centre.

You'll get increased support from us in the form of quarterly webinars on the latest Igloo product updates and software releases, in-depth support on proposal decks, product demos, and at marketing events. You'll be listed on our website as a partner that potential clients can purchase Igloo technology from, and will be assigned a Channel Manager to help you get the most out of our partnership.



At the highest level of partnership, **Expert Partners** benefit from the highest level of support, and we work closely with them to drive results. As well as the support available at the Certified Partners level, Expert Partners benefit from greater discounts, plus fully co-branded marketing materials, and annual joint marketing sessions.



*The technology it provides is second to none, and far exceeds any other solutions we have previously worked with."*

**Craig Pickard, Director of Projects and Innovations, Roche AV Pro**

	introducer	certified partner	expert partner
<b>Marketing</b>			
Access to Igloo's standard marketing materials	✓	✓	✓
MSRP price list		✓	✓
Customised co-marketing materials			✓
Annual joint marketing planning session			✓
<b>Requirements</b>			
Resell Igloo solutions		✓	✓
Multi-city or country presence			✓
Internal Igloo Champion		✓	✓
Minimum number of trained Igloo salespeople		2	10
Minimum number of trained presales engineers			1
Trained installation and commissioning engineers on staff			✓
Attendance at quarterly Igloo new release / update webinars		✓	✓
Hold Igloo-specific marketing events		Yearly	Quarterly
Financial target		£100,000	£1,000,000
Experience installing complex AV solutions			✓
Experience designing complex AV solutions			✓
Provide regular forecast updates			✓
Provide business and marketing plans			✓
Joint attendance at marketing events			✓
Annual Igloo management meeting			✓

	introducer	certified partner	expert partner
<b>Offer</b>			
Igloo Channel Manager		✓	✓
Listed on the Igloo website		✓	✓
Company profile on the Igloo website		✓	✓
Proposal creation support - Igloo to review proposals and offer guidance on content		✓	✓
Product demonstration support - Igloo to host product demos or support remotely in partner-owned solution		✓	✓
Access to Igloo Showroom app			✓





## Why would you want to join?

**Around the world, more-and-more companies are becoming aware of the benefits to be had from immersive technology and content - particularly when you can get whole teams inside. So, more-and-more companies are investigating immersive workspaces for a range of applications, like simulation, visualisation, collaboration and experiences.**

And because an Igloo shared immersive space is so flexible, our technology has been used by companies and institutions all over the world, in all sorts of industries, including:

- Architecture, engineering, construction
- Education
- Real estate
- Oil and gas
- Healthcare
- Utilities
- Retail
- And more

The thing is, no one's been doing this as well as us, for as long as us (over a decade, in fact). So, when you partner with us, you know that you'll be providing your clients with the best possible product or solution. And whatever industry you specialise in, we can support you to offer shared immersive spaces to your clients.

If you're pitching for or delivering an immersive space, you can call on us for as much or as little as you want.

For, example, we could be involved every step of the way - helping you design and specify a stand-out immersive space, present it to your client, convince them to sign-up, and deliver the installation.

Alternatively, at the other end of the scale, we can leave everything to you, and simply provide an Igloo Immersive Media Player and software bundle.



“

*Igloo is truly one of the best partners I have ever worked with. Not to mention, one of the most applicable, useable technologies for several market applications.”*

**Jim Angelillo, Former Vice President  
Advanced Visualization Group, AVI-SPL**

## Ready to learn more?

If you'd like to find out more about our Partner Programme and how you can benefit from working with us, just get in touch.

We have a network of demo centres across the world where you can experience Igloo immersive technology for yourself and get an idea of the possibilities.

But, if you're not able to visit the offices in-person, we've got a virtual demo solution for you - enabling you to explore our products, experience our technology, and even try out your content in an Igloo, all without leaving home.

**We can:**

- Guide you through the full product range - they've all been virtually replicated from a cosy 2.5-metre cube to a cavernous 21-metre dome
- Give you a road-test of the Igloo software - it's all connected up to our virtual Igloo Showroom and we can show you the true power of Shared VR
- Show you some integrations - because our tech works, out-of-the-box, with lots of tools, so it can fit right in with your clients' workflows
- Test your own content - if you've got 360°, VR content, or any other digital content, we can run it for real, in real-time, in a virtual Igloo



● Igloo offices



**Shropshire, Craven Arms**

Unit 2, Craven Court  
Stokewood Road  
Craven Arms, Shropshire  
SY7 8PF



**London, Hoxton**

Unit A, 17-18 Parr Street  
Hoxton, London  
N1 7GW



**Melbourne**

18/327, Mansfield Street  
Thornbury, Melbourne  
VIC 3071



**New York**

336 West 37th Street  
5th Floor, Suite 530  
New York  
NY 10018



**Los Angeles**

742 S. Hill Street  
Suite 701  
Los Angeles  
CA 90014



**Toronto**

1179 King St W  
Suite 018  
Toronto, Ontario  
M6K 3C5





For more information

## Igloo Vision is the shared immersive space company

From bases in the UK, USA, Canada, and Australia, we work with clients worldwide. Increasingly, companies and institutions are turning to Igloo to create outstanding immersive installations, including:

- Accenture
- Microsoft
- The University of Adelaide
- Mid Sweden University
- NTT
- Cushman & Wakefield
- Lanes Group
- CapitaLand
- AECOM
- BP
- Extell
- And many, many more

To find out more, visit us  
at [www.igloovision.com](http://www.igloovision.com)

email us on  
[info@igloovision.com](mailto:info@igloovision.com)

or telephone us on  
**+44 (0) 1588 673 337**