



What makes for an effective Igloo installation?

How to ensure that an Igloo installation lives up to its promise (and a few things to avoid).





Igloo is the Shared VR Company

We take any VR or 360° content and put it in a shared immersive space anyone can use.

It's a bit like stepping into a huge VR headset.

And, because groups of people can get inside, it's always a shared experience. So, it's great for entertainment and experiences. It's also perfect for collaborative teamwork and training.

Increasingly, enterprise clients are turning to Igloo to get more value from immersive technology and investments.

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With Igloo you can:

- **Work collaboratively** – everyone can see what each other is looking at.
- **Gauge reactions** – you can make eye contact and read facial expressions.
- **Brief team members** – you can easily talk team members through the details of immersive content.
- **Build on existing investments** – our systems integrate with your existing content, as well as the tools and technology you already use (like game engine content, 3D design and visualisation tools, and immersive training programmes).

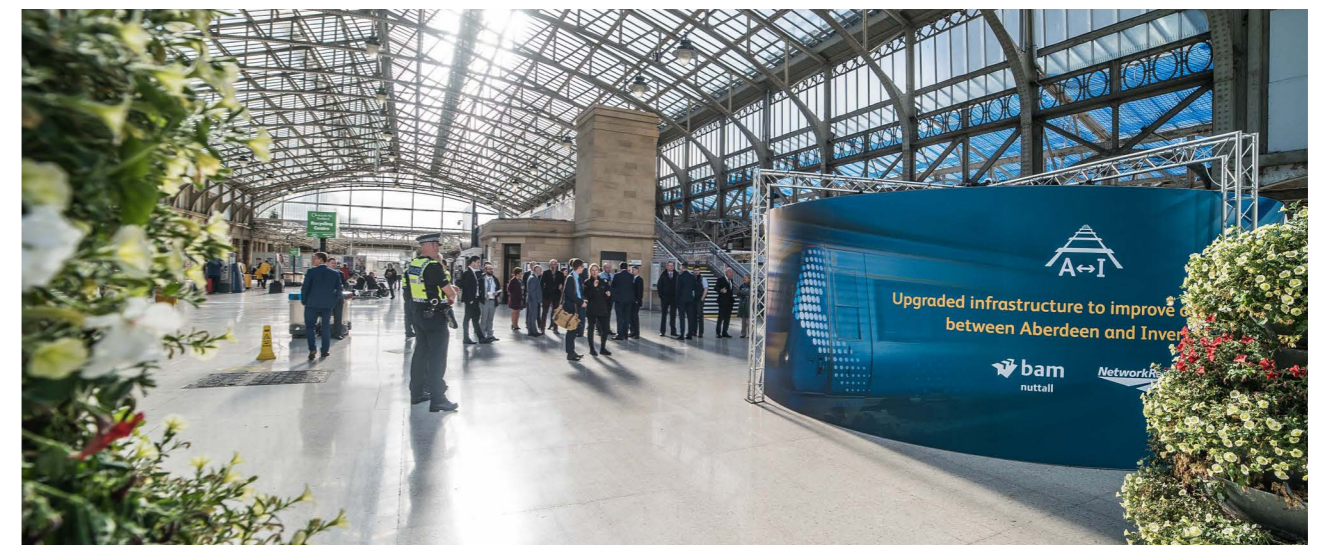
Igloo: what's beyond the wow factor?

Igloo Vision creates 360° projection spaces which can be used to display and navigate through any immersive content.

It's a bit like stepping into a huge VR headset, except that whole teams can get inside. So, it's always a shared experience (which means an Igloo can work well for collaborative teamwork, visualisations, training, and also for events and presentations). And, as a result, more-and-more clients are installing Igloo Shared VR systems.

But, here's the thing...

An Igloo most definitely makes an impression. When you step inside, you're engulfed by immersive sound and vision. It's always an arresting experience.



But what's beyond the wow factor?

If the novelty wears off, what are you left with?

Will an Igloo be an effective enterprise tool, that creates tangible business value? Will it be oversubscribed, with teams from around the business clamouring to make use of it? Or will it become one of those expensive mistakes – over-complicated and under-used?

Fortunately, there are plenty of successful deployments of Igloo technology to take inspiration from, where organisations have integrated Shared VR into their everyday processes and workflows.

There are also a few examples of Igloos that could have been used more effectively.

In this paper, we bring together the lessons learnt.

An Igloo most definitely makes an impression. When you step inside, you're engulfed by immersive sound and vision. It's always an arresting experience.

Key success factors

Successful Igloo installations tend to share some common characteristics.

Great content, straight out-of-the-box

An Igloo is only ever as good as the content it is used to display. And first impressions do count. So, with successful installations, the content used at launch tends to be highly engaging. If it creates a strong impression, it sparks the imagination. People quickly see more potential applications, and want to bring them to life. Success breeds success, and the benefits escalate.

A solution to an existing problem

An Igloo works best if it is used as a solution to an acknowledged problem. If, for example, existing headset content is too solitary. Or if there is a need for more people to engage with content. Or if existing display systems or techniques aren't getting the message across. Then an Igloo can come to the rescue – and be seen to come to the rescue.

Senior-level evangelists

Like so many things in business, what the senior leadership says and does is important. If they're committed to the Igloo, and they convey this commitment to their peers as well as their teams, it makes a difference. But, crucially, they need to evangelise about the tangible business benefits. If they're only supporting it because it's new or unusual (and particularly if they use phrases like "cool" or "groovy"), their support is likely to backfire.

A commitment to training

An Igloo may be easy-to-use but, for most people, it doesn't come as second nature. And if you're simply left to your own devices, it's unlikely that you'll discover the true depth of functionality (or work out what it's there for). So successful installations tend to go hand-in-hand with a solid programme of induction training, which is tailored to the needs and circumstances of the client.

Working with talented and experienced content creators

It's not as difficult as you may think to create new 360° content, and the costs are decreasing all the time. But, beware, creating good immersive content can be quite a skill. People who may be great at working with traditional 2D content are often caught out by the added dimensions of immersive content, so we'd urge you to work with someone who knows the medium.

A cadre of internal power users

With all successful Igloo installations, there tend to be a few key people who really understand the system, are passionate about its potential, and are eager to help colleagues to get the best from it. Sometimes it's facilities people. Sometimes it's subject matter experts from specific teams or departments. More often, it's a mix of both. These are the champions and rainmakers who get things to happen.

A long-term content strategy

In successful installations, several types of content have been integrated with or optimized for the Igloo. And there's a formal roadmap of additional content that's due to come online (which, of course, needs to be financed). Again, success breeds success, which means that teams from across an organisation are jostling to get their applications into the Igloo.

A commitment to multiple use cases

An Igloo can perform many different functions (in architecture, engineering and construction, for example, an Igloo can be used right across the project lifecycle). And, in successful installations, several different teams tend to be involved in the specification and delivery (which can make the budgeting and procurement more complicated, but brings a sense of shared ownership to the technology).

Formal integration into workflows

This is the big one. When an Igloo is an integral part-and-parcel of the way things are done, it becomes indispensable. If, for example, in construction projects, every safety review or walkthrough is held in an Igloo. Or, in Oil and Gas, if the Asset Integrity Review Board meets in an Igloo. Or, in Utilities, if the induction training for new recruits is centred around an Igloo. If the Igloo is explicitly included in formal policies and procedures, it quickly becomes woven into the fabric of working life.

Tolerance for some initial teething issues

Your Igloo experience is unlikely to be perfect from the get-go. There's a lot of quite complex technology to choreograph and, consequently, your first few Igloo sessions may be a little disorganised. You need to be aware of the fact – and to make your stakeholders and audiences aware of it as well

A prominent location

It's worth making an Igloo very visible. The more people it's seen by, the more talked about it will become. Teams from across the business will be inquisitive, and they'll start wondering how it could help them in their work.

Realistic expectations

There's a lot an Igloo can do. But there's a lot it can't do. For example, it complements VR headsets, but will never replace them. And, although it induces a sense of presence, the spell can easily be broken. So it's important to have realistic expectations. And the potential shouldn't be over-sold.

More bells & whistles

Igloos are made up from many off-the-shelf components, which means that it's easy to increase or decrease the specification. And, the more you spend, the better the experience can become. So, for example, the most successful installations tend to have higher specification projectors and sound systems. They may also be integrated with other technologies (such as accelerometers in the case of a University installation).

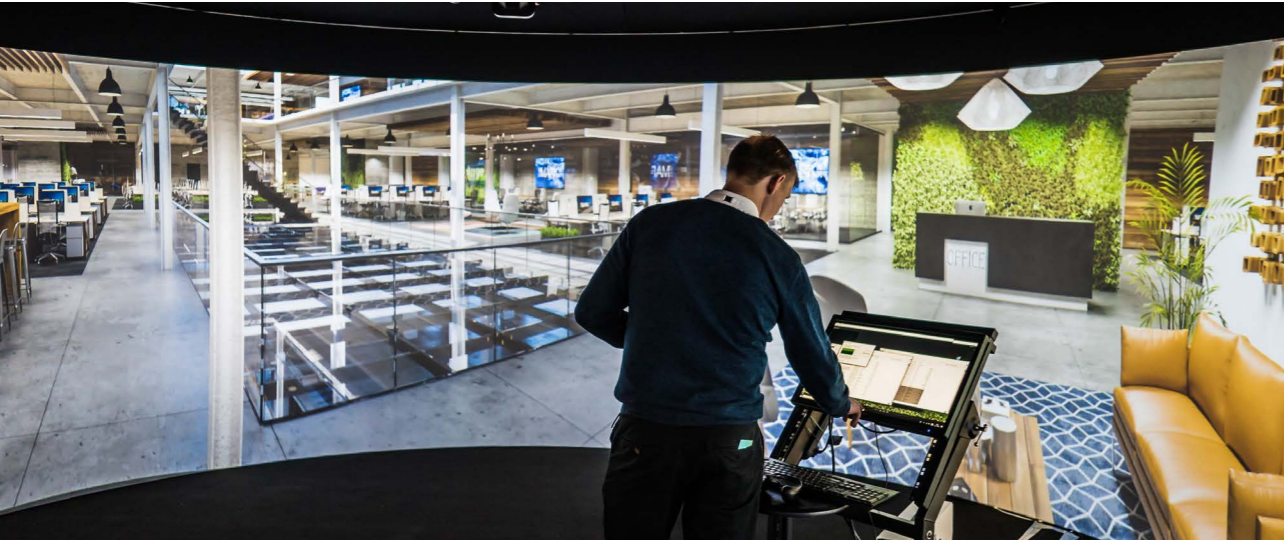
A solid partnership with Team Igloo

With successful installations, the client tends to treat Team Igloo as a strategic partner, and to outsource at least some of their on-going requirements to the company. So, for example, they may use the team to manage their Igloo (taking it to events globally, for example), or they may have regular review sessions, when they get updates on the latest content integrations.

Don't worry.

To have a successful installation, it's not necessary to tick every single box.

Indeed, there's no installation we know of that scores against all of these criteria. But, among the most successful ones, at least a handful of them are always met.



Mini-case studies

A leading utility solutions provider

Using Shared VR training to develop a highly engaged and well-prepared workforce

Our client is a leading UK wastewater utility solutions provider and one of the country's largest independent drainage specialists. In the South East of England, it manages an extensive wastewater network for a large water utility – with hundreds of field engineers completing more than 1,000 maintenance jobs every day.

The company wanted to fast-track the induction and training of its maintenance teams – by immersing them in life-like scenarios. Igloo partnered to create a smart training facility based on a custom-built 7-metre cylinder. In batches of 15-people at a time, new recruits are able to interact with a growing curriculum of training content. And, based on the success, the Igloo is being used for an ever-wider range of training applications.

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Keys to success

A solution to an existing problem

Delivering the right type of training to new recruits had always presented a real dilemma for the client. Before they are allowed to enter potentially hazardous situations, team members need extensive training. Yet, until they have direct experience of such situations, it is almost impossible for them to appreciate the true nature of their new role. So, to get past this catch-22, the client wanted a way to immerse people in life-like scenarios as part of their induction.

By solving this dilemma, the Igloo has delivered tangible value, and the client has reported on more effective training and improved retention of new recruits.

A commitment to training

When it took delivery of its Igloo, the client put its key Igloo operators through an extensive training programme. So, from day one, they understood the capabilities of the Igloo and how to get the best out of it.

With a cadre of power users, the client has an on-site team of Igloo experts, who act as rainmakers and troubleshooters.

Senior-level evangelist

From the outset, the client's Technical Director has been a strong advocate of the Igloo. In particular, he has been keen to talk publicly and passionately about the business rationale for the Igloo and the benefits it can bring.

Senior-level support secured plenty of visibility for the Igloo via social media, traditional media, and internal communications channels.

Formal integration into workflows

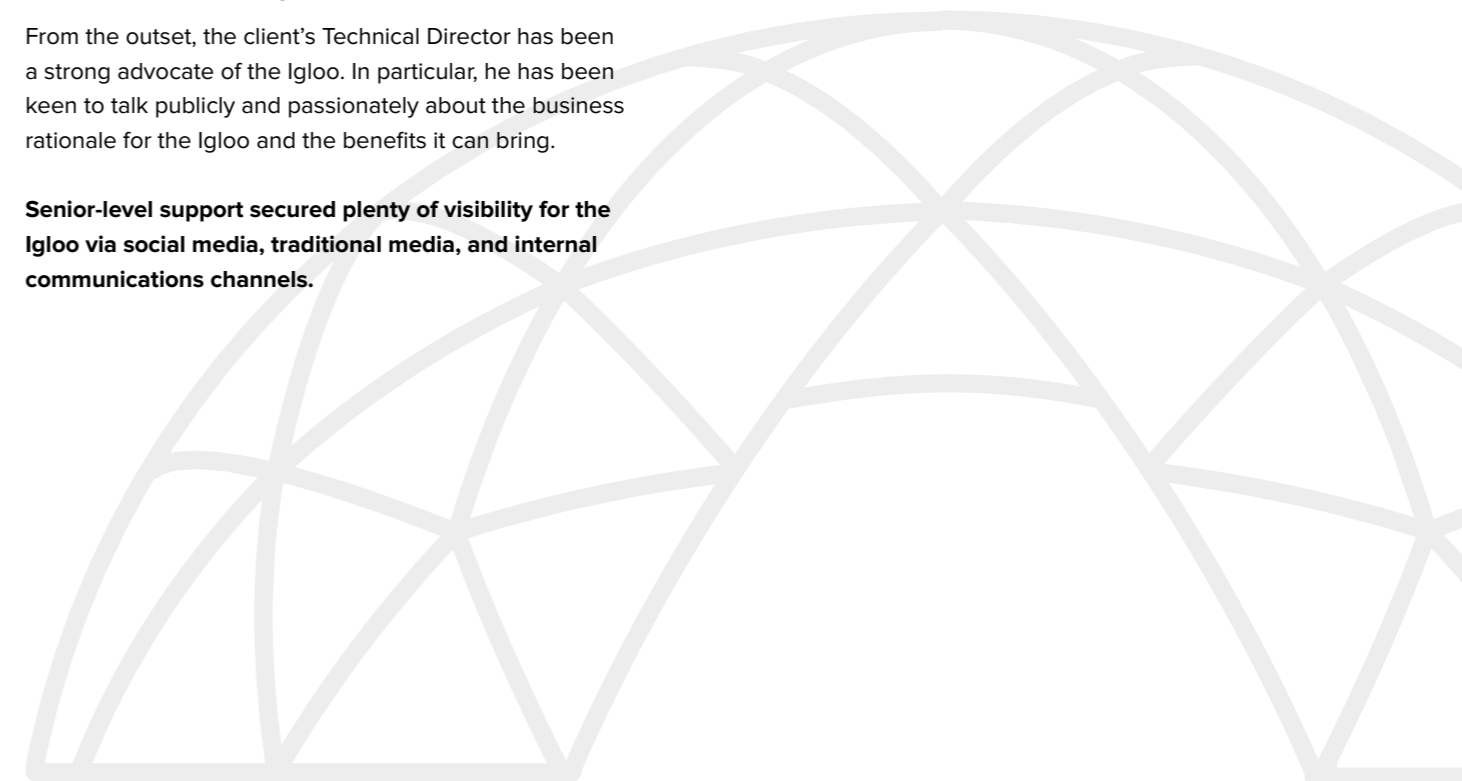
The Igloo is used as the centrepiece of the company's induction programme, which is mandatory for all new recruits. It is woven into the fabric of this programme, so used on an everyday basis. And it has subsequently been used for on-going training requirements.

The Igloo is not an add-on. It is an intrinsic part of the way that the company trains its people.

A long-term content strategy

At the outset, the company commissioned a basic 360° training film, to give new recruits a sense of what it is like to work within the wastewater network. From here, it plotted-out around 40 different interactive training programmes.

The company has a disciplined approach to content creation. Starting with a basic film, and moving on incrementally, it has been able to apply its learnings. And, with a steady-stream of new content coming online, there's plenty to keep the teams interested and engaged.



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Mini-case studies

A global property and infrastructure group

Using Shared VR across the project lifecycle

Our client is a leading international property and infrastructure group. Near the centre of London, it is working with the local council to deliver a GBP£2 billion regeneration programme on 28 acres of land – and the company installed an Igloo Shared VR cylinder at its onsite offices.

As with most architecture, engineering and construction (AEC) players, the company and its partners already work with a wide range of VR models and 3D tools. The Igloo cylinder is therefore used to display existing content – liberating it from the isolation of a VR headset and/or the confines of a flat-screen.

When first specifying an Igloo, the company was keen to use it across all departments, including project management, sales, safety and design, and this has been a key to its success. Also, the installation has won several internal and external awards, and has generated plenty of positive media coverage.

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Keys to success

Great content, straight out-of-the-box

As with most AEC companies, our client already worked with a range of 3D visualisation tools (it's how they already present their concepts, design their buildings, and plan their construction). So great content already exists.

3D and 360° content is nothing new to the company. It's how the teams already work, and is part of their existing workflows.

A solution to an existing problem

Although the company already uses 3D and 360° content, it knew that it should be getting more value from it. Particularly the team was frustrated by the solitary nature of VR headsets or the limitations of flat-screens. Also, there was a strong sense that, used properly, the content could facilitate more cross-departmental collaboration.

The Igloo has liberated the content, taking it out of the headsets and off the flat-screens. And, by putting it in a shared environment it is facilitating cross-company collaboration, as well as enhancing presentations to clients, partners, and other stakeholders.

A commitment to multiple use cases

From the outset, the client was eager to get maximum value from its Igloo, so it consulted with colleagues from across the project lifecycle (initial design, to stakeholder engagement, to safety, to project management, to construction management, to sales) about how they could use the facility and the value it could bring.

There was a strong commitment to multiple use cases, which were investigated and verified as part of the specification process.

Formal integration into workflows

The client had a clear vision for how the Igloo could be used across the project lifecycle. And it was determined to turn theory into a reality. So, it chose one colleague from each team to be accountable for integrating the Igloo into workflows and evaluating its impact.

The Igloo has become woven into the fabric of everyday working life, and the client is able to quantify its business impact.



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Mini-case studies

A global energy company

Using Shared VR to enhance existing processes

One of the largest longest-standing Igloo clients is a global energy company.

The company's global technology team discovered Igloo at a business exhibition and believed it could become a low-cost alternative and/or enhancement to its existing simulation and visualisation systems.

Igloo therefore worked with the client to understand how it was currently deploying simulation and visualisation technologies, and to achieve integration with the six-or-seven key tools it was using globally (such as Esri, Kairos, Drilling Systems, and Comos).

The technology team then began to promote the Igloo system internally which has led to several installations globally, including downstream learning centres (primarily for training and simulation), key exploration and production sites (primarily for visualisation), and corporate offices (primarily for presentations and technology demonstrations).

Igloo therefore worked with the client to understand how it was currently deploying simulation and visualisation technologies.



Keys to success

A strong senior-level advocate

From the outset, the client's Technology Office has been a strong advocate of the Igloo. In particular, the team has been keen to demonstrate to colleagues that an Igloo is more cost-effective and also more flexible than the single-use simulators and visualisation facilities traditionally used in the oil and gas sector.

Senior-level support secured plenty of visibility for the Igloo internally, and backed it up with an attractive business case.

A solution to an existing problem

One of the most successful deployments has been in a downstream learning centre, where the Igloo is used for training purposes to simulate a variety of otherwise hazardous scenarios.

The Igloo is used to simulate situations which are vital for operators to know about, but would be too expensive and/or hazardous to create in real-life.

Out-of-the-box functionality

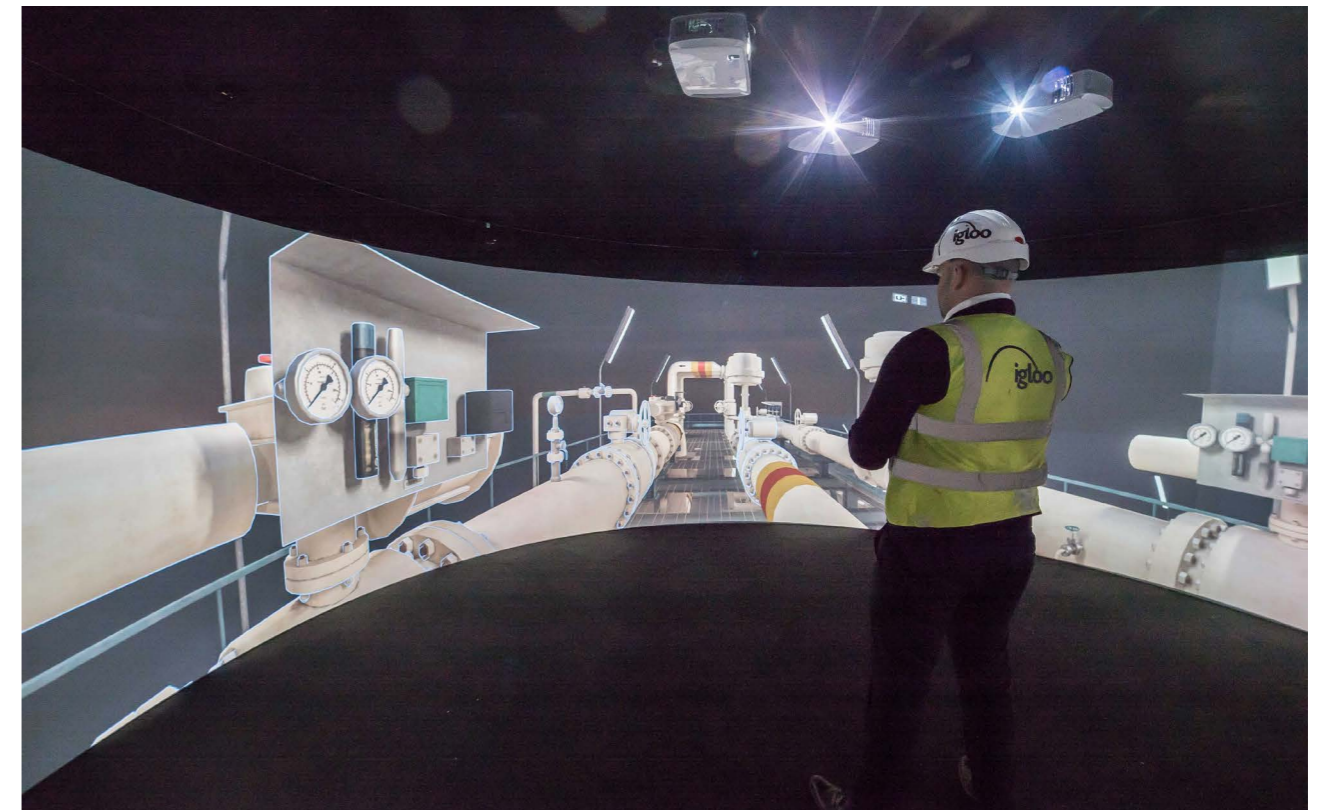
As a first step, the client worked with Igloo to achieve integration and compatibility with the key simulation and visualisation tools used by the group globally.

From the outset, there was certainty that Igloo would work, out-of-the-box with the company's existing tools and content.

A strong commitment to partnership and collaboration

The client has always treated Igloo as a partner. Initially it coached us on the realities and requirements of working with it globally. As well as deriving value from the relationship, it has also thought about how Igloo could derive some value of its own (so, for example, we have co-hosted Igloos at a range of industry events and exhibitions).

A strategic partnership is very different from a more transactional client-supplier relationship. Yes, it requires a greater degree of commitment, but it can also create much more value.



Mini-case studies

A leading state university

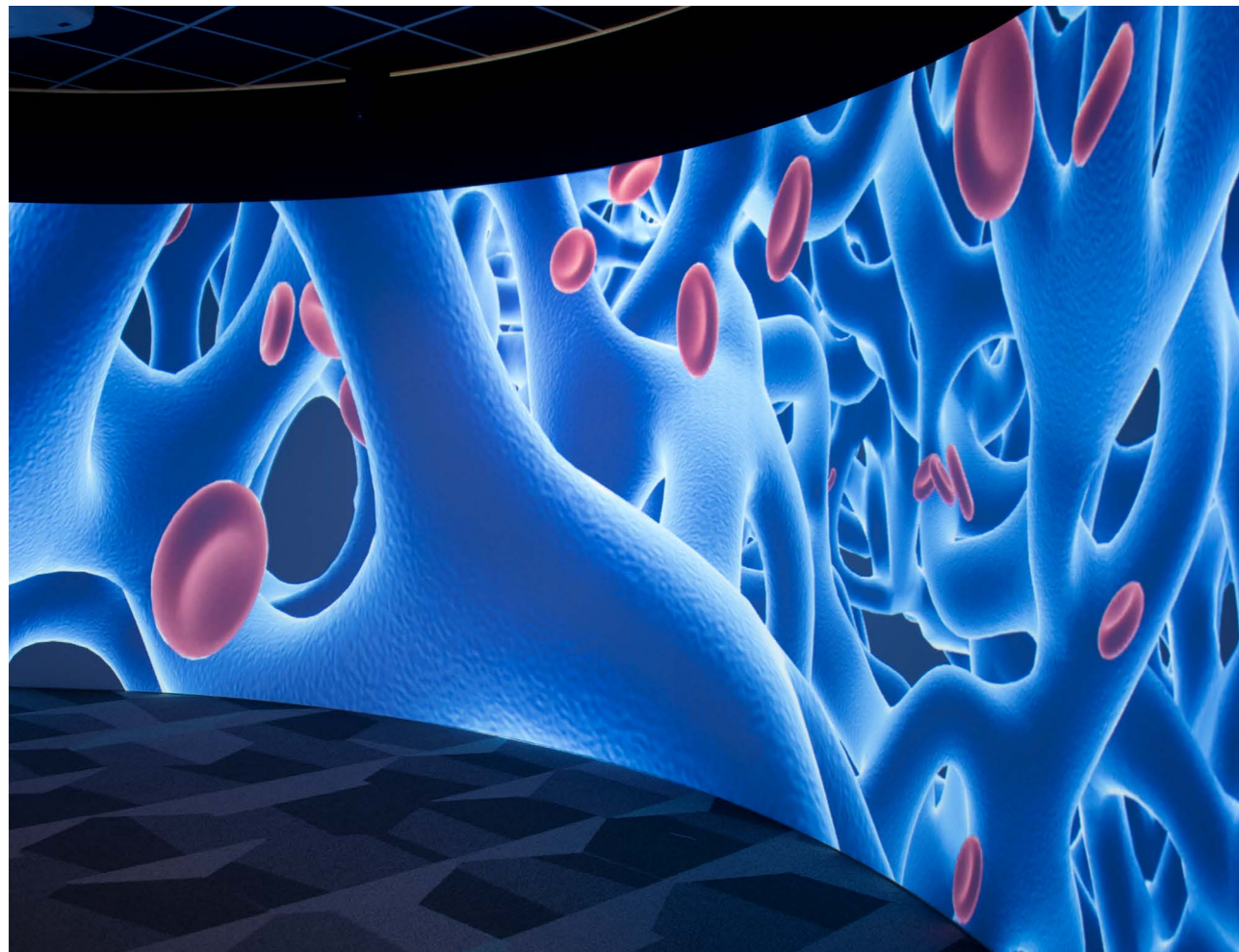
Providing the centrepiece of a new digital scholarship lab

One of Igloo's many academic clients is a well-respected public research university in northeastern United States.

The client was investing in a new digital scholarship lab in its main library facility, and wanted to include an Igloo Shared VR cylinder to cater for the university's growing interest and capabilities in immersive technologies.

The Shared VR facility offers flexible applications for all disciplines in teaching, learning, and research. For example, history classes can explore architecture from around the world, interior designers can make their designs come to life, and game developers can develop and display their video games in a fully immersive environment.

The Shared VR facility offers flexible applications for all disciplines in teaching, learning, and research.



Keys to success

A central facility, accessible to all

Whilst some university installations are funded by specific departments, this was a collective investment, and the facility was made available to students, academics, and researchers from all disciplines.

By making the Igloo accessible to all, the university has ensured it has a broad user-base – it has also worked hard to publicise the Igloo's existence and the benefits it is bringing.

A rigorous and realistic content plan

The university thought deeply about content. To begin with, it licensed a selection of high-quality immersive 360° films (to grab the attention and generate enthusiasm). And, gradually, it began to invest in interactive content – partly to demonstrate the wider capabilities of the Igloo, and partly to encourage university departments to develop their own content.

The university has a disciplined approach to content creation. And, with a steady-stream of new content coming online, there's plenty to keep departments interested and engaged.

A commitment to high-specifications

Initially, the university invested in the latest generation laser projectors, equipped with ultra-short throw lenses (so, it gets all the benefits of laser projectors in a relatively confined space, with no shadowing and no loss of image quality). And has since invested in a number of incremental upgrades.

This is clearly a premium facility, which adds to the interest. And, by investing in incremental upgrades, the university has again kept its departments interested and engaged.

A strong commitment to partnership and collaboration

The university has always treated Igloo as a strategic partner, and has been keen to build a trusting, two-way relationship. Through regular calls, we are able to share learnings, make recommendations, and keep everyone aware of the Igloo development programme and technology roadmap.

A strategic partnership is very different from a more transactional client-supplier relationship. Yes, it requires a greater degree of commitment, but it can also create much more value.



Mini-case studies

A large provider of hospitality packages

Bringing the match day experience to life



Our client is a leading provider of sports-related hospitality packages – such as VIP areas in sports stadia, meet-and-greet sessions with athletes, catering, and related entertainment.

One of its challenges is to convey the excitement of the experiences it offers – and an Igloo was seen as a way to immerse prospective clients into real-life events and situations.

Beginning with its Rugby-related packages, the client has since extended the use of the Igloo to several other sporting experiences, such as tennis and football.

Keys to success

A solution to an existing problem

Conveying the excitement of the experiences it offers had always been a challenge. One way to do it was to take prospective clients to actual events, but this was always an expensive option, and not the right environment to get into an often complex and consultative sales process.

By solving this dilemma, the Igloo has delivered tangible value. The client has been able to construct its ideal ‘sales journey’ in a controllable environment.

Great content, straight out-of-the-box

The whole idea of the installation was to deliver a high-quality true-to-life experience, so the client invested in effective content.

The 360° content does exactly what was intended – to accurately convey the excitement of being at a world-class sporting event.

A replicable model

The success of the first application (selling rugby-related packages) generated immediate enthusiasm across the wider business. The same approach was therefore adapted and adopted by other parts of the organisation (in order to sell tennis-related and football-related packages).

By thinking about how the facility should be used across the organisation, the client all but ensured its wider adoption.

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Mini-case studies

A large property investment and development company

Using Shared VR for onsite visualisation and stakeholder engagement

Our client is a large UK-based owner, asset manager and developer of warehousing and light industrial property. It uses Igloo to visualise its new and planned properties and to bring a fresh approach to events, presentations, and experiences.

Although it is a regular Igloo client, it has never actually purchased an Igloo system. Instead, it has chosen to retain its flexibility and specify the right type of Igloo solution to meet changing circumstances and requirements.

Keys to success

Shaking-up tired, predictable formats

The client hosts many different events, and was forever looking for new ways to keep its approach fresh and engaging. It was therefore early to investigate and invest in VR and 360° content, and soon saw the potential of the Igloo systems.

Using Igloo, the client was able to move away from usual event formats – and bring a new approach to ground-breakings, launch events, investor presentations, etc.

Choosing the right tool for the right job

The client resisted the temptation to purchase an Igloo system. Instead, it made a long-term commitment to the Igloo technology, but retained its ability to choose from the entire Igloo portfolio of products and solutions.

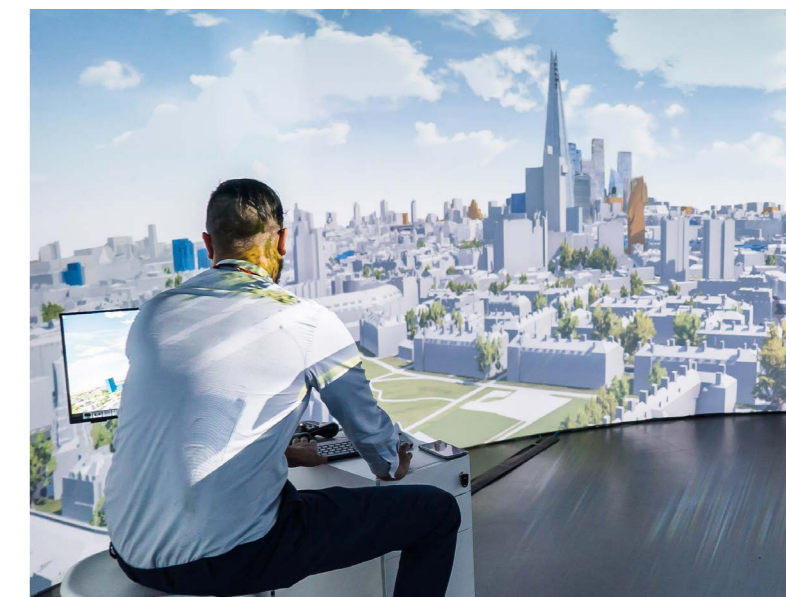
The client is always able to choose from the entire gamut of Igloo Shared VR options – from small-scale stakeholder engagement exercises, through to large set-piece customer events.

So, over the years, the client has used everything from a 3.5-metre cube (with capacity for just two-or-three people) to a 12.5-metre dome (with capacity for more than 250 people). And they are used for several different types of assignment, such as ground-breaking events, and technology showcases.

Senior-level evangelist

From the outset, the client’s Communications Director has been a strong advocate of the Igloo. They made an early commitment to the technology, invested in high-quality content, and stuck with a winning proposition.

Senior-level support has ensured that Igloo is seen as a partner and an important part of the wider events team.



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Mini-case studies

A global provider of energy data and analytics

Using Shared VR for immersive data visualisations

Our client is a provider of energy and commodities information and a source of benchmark price assessments in the physical energy markets.

An important part of its value proposition is the depth of its data and the quality of its analytics, and the company was looking for a way to demonstrate this in a clear and engaging way.

Igloo was originally assigned to a single event to work with an immersive data visualisation. But the approach worked so well, the company soon bought its own Shared VR system, which Igloo manages on its behalf.



Keys to success

A solution to an existing problem

Conveying the true quality of its data and analytics had always been a challenge. The company had begun to invest in high-end data animations but, still, they weren't delivering the impact it wanted. The next stage was to immerse people within the data – which Igloo Shared VR has achieved.

By addressing this challenge, the Igloo has created real value.

Committing to a global programme of events

The client soon saw the value in Igloo Shared VR and committed to a global programme of events – enabling it to deliver a resonant message to employees, other group companies, investors, regulators, and prospective clients.

By committing to a programme of events and initiatives, the client was able to maximise the ROI from creating immersive content and purchasing an Igloo system.

Calling on Team Igloo to do all the heavy lifting

Although it had bought its own Shared VR system, the client still wanted Team Igloo to manage it – storing the system between assignments, delivering a full project management services, and managing the Igloo onsite.

The client has insulated itself from the management of the asset and its related technology – all of the behind-the-scenes work is effectively outsourced to Igloo.

The next stage was to immerse people within the data – which Igloo Shared VR has achieved.



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Mini-case studies

A national training facility for the emergency services

Making training safer and more effective with Shared VR

Based in South Korea, our client is a national training facility for the country's fire fighters.

An Igloo Shared VR system is routinely used as part of the centre's standard curriculum. Using Unity-based XVR training software, firefighters can be trained in a safe environment. They get experience of responding to hazardous situations whilst avoiding the attendant dangers.

Also, members of Igloo's South Korean resellers, Intuita, are based on-site to manage the system.



Keys to success

A solution to an existing problem

As with many other simulation applications, the Igloo is used to run scenarios that would be too dangerous or expensive to recreate in real-life.

By solving this dilemma, the Igloo has delivered tangible value.

A very focussed deployment of Shared VR technology

Unusually, there was little requirement for this particular client to use the Igloo system across its operations. Instead, it was deployed with a very specific need in mind – to deliver a vital part of the curriculum – and there is no desire for it to do more.

Some clients are only looking for a single-use system. The difference with an Igloo is that it tends to be more cost-effective than traditional single-use simulators.

Embedding Igloo experts onsite

The client had an existing relationship with a simulation software specialist called Intuita. As part of the installation, the Intuita team was trained to use and manage the Igloo system – and they were so impressed they became an Igloo reseller for East Asia.

The client has insulated itself from the management of the asset and its related technology.

The difference with an Igloo is that it tends to be more cost-effective than traditional single-use simulators.



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Mini-case studies

A leading real estate player

Enhancing the real estate sales process with Shared VR

Our client is a real estate investment trust with a portfolio of properties in Los Angeles, San Jose, Palo Alto, San Francisco, and Seattle.

For one of its most prestigious commercial properties

in Los Angeles, which is pitched directly at media and technology companies, it has invested in an Igloo Shared VR system. Taking a prominent place in the sales suite, this adds to the prestige of the property, and brings an added dimension to presentations to prospective clients.



Keys to success

Conveying the right impression

Prospective tenants tend to be media and technology companies. To engage with them effectively, our client needs to convey the right impression. By positioning itself as a forward-thinking business, which deploys the latest technology, it is able to set the right tone from the outset. The Igloo is prominently placed and distinctively branded.

In and of itself, an Igloo is an impressive looking beast – just having one in the building can send a strong message.

Investing in exceptional content

Our client wasn't prepared to take any risks with the quality of its content. It went to one of the most accomplished content creators in the US and commissioned some of the best content Igloo has ever seen (which is saying something!). And, remember, in this

sector, high production values are incredibly important.

An Igloo is only ever as good as the content. It generally pays to enlist a creator who already knows the medium, and has experience of working with Igloo.

Being clear about the objectives

Yes, the client wanted to make an impression. Yes, they wanted to deliver a great experience. But this was only a means to an end. The real objective was to shift the nature of the sales process – taking it into a more consultative, thought-leadership domain (rather than getting bogged down in tedious detail on terms and conditions).

The Igloo is an unusual space, where discussions can take on a different tenor – by thinking through the details, you can use it to great effect.



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What to avoid

There have, of course, been a few less-successful installations.

Why haven't they lived up to expectations?

Usually it's due to the converse of some of the considerations listed at the outset.

But it's perhaps worth emphasising the five most frequent pitfalls:

1. Working with eager but inexperienced content creators

Every creative believes they can produce great 360° content. But it's a very different medium, and experienced immersive content creators have often learnt by trial and error.

2. Skimping on the specification

If you insist on specifying low quality projectors or sound systems, or if you choose the most basic software set-up (only allowing for playback of 360° films), be warned that your installation may be compromised.

3. Not securing enough internal buy-in

Igloos are conspicuous things. They generally become a talking-point and sometimes fall victim to internal politicking. So, when you're specifying an Igloo, it's always a good idea to involve stakeholders from across the business.

4. Getting ahead of the technology

A few years back, a client had a great concept for live-streaming content into an Igloo. We could do it effectively and inexpensively now. But, at the time, the technology just wasn't up to it. It's not an uncommon scenario – and one to be aware of.

5. Not nurturing the right in-house expertise

To get the best out of Igloo, it helps to invest in training. And, if you don't have control of in-house resources (if for example, your facilities or AV functions are outsourced to a third party), it may be better to get Team Igloo to do more of the heavy-lifting.



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Remember, we're here to help

We want all of our clients to get the very best out of their Igloo investments (partly because we're proud of our work, and partly because so much of our business comes from client referrals and recommendations). Essentially, we want everyone to be 100% delighted.

So, remember, Team Igloo is here to help.

If you've got a question, or a concern, or you simply want to satisfy some idle curiosity, please, please ask us.

To find out more, visit us at
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