



# Virtual, hybrid, and multi-location events

Igloo event formats for a post-Covid-19 world





# The new need for virtual and hybrid events

The Corona-crisis brought the events world to a screeching halt. To continue to meet with customers, stakeholders and employees, businesses have had little choice. They've been forced to pivot to online experiences, and deploy video conferencing technologies or virtual conference platforms.

Companies around the world have had to make themselves acquainted with software like Zoom and Microsoft Teams. But these have their limitations, especially when it comes to running an event. As the lockdown begins to ease, there's a need and an opportunity to re-imagine live events.



## Traditional events are on hold

Even as lockdown measures begin to ease worldwide, it's clear that some Covid-related restrictions will be with us for some time. So, our working assumption at Igloo Vision is that, for the foreseeable future:

- There won't be any large-scale gatherings on the horizon
- Business travel (especially international travel) will remain heavily rationed
- Social distancing measures will need to be observed
- Plans will have to be relatively fluid (because localised restrictions may be enforced at any time to address new outbreaks of Covid-19)
- Another complication is the uneven return to the workplace, and how the easing of the lockdown will be staggered

Indeed, the lockdown restrictions are likely to be:

- Eased gradually and in phases (some sectors will return more quickly and/or more completely than others)
- Geographically uneven (some cities and regions will have more latitude than others)

We're therefore envisaging a scenario where, to begin with, only pockets of employees return to the workplace. There may be some opportunities to gather together a coterie of colleagues or stakeholders - but not everyone will be able to travel to the same place.



## It's not just corporate conferences and events

Brand activations, pop-up events, location-based entertainment - all kinds of experiences aimed at the public will be radically altered too.

Immersing an audience through virtual reality is a great way to deliver your message, and make it stick. But in the aftermath of a pandemic, how eager will audiences be to share head-mounted displays? (Especially when, even in the best of times, heat and sweat easily builds up.)

## Also, it goes broader than just Covid-19

Even before the crisis, there were mutterings about the viability of traditional events - especially sustainability.

For example:

- The typical conference delegate produces 1.89kg of waste per day and 176.7kg of carbon emissions (according to MeetGreen)
- An estimated 73% of an event's carbon footprint is down to travel (according to University of Columbia)
- In terms of production costs alone, a virtual event is estimated to represent a 25-75% saving on a physical event (according to the Inception Company)

So, irrespective of the specifics of the post-lockdown environment, we'd all be well advised to consider alternative event formats.





# There's growing recognition that immersive technologies could play a role

We're starting to see a clear need emerge for virtual event facilities, from which a core team of presenters can facilitate data-rich meetings, presentations, briefings and events to remote participants.

Here are a couple of examples:

**PANDO** is an impressive TV-studio type facility, based in Fairfield, New Jersey, and engineered specifically for virtual meetings. It's pitched as the "ultimate virtual engagement experience, encouraging sustained participation, collaboration, and real-time dialogue". And, from what we hear, it's booked out five months in advance.

**The Oxford HIVE** is a custom-built facility at Oxford's Saïd Business School. As well as acting as a virtual lecture theatre for the University's discerning MBA students, it's also hired out to businesses and described itself as "the UK's first immersive virtual meeting and presentation experience". Apparently, there's been a surge of interest, and it's currently block-booked.

## So, with all of that in mind, here's our pitch...

At Igloo, we're convinced that our technologies can accommodate and facilitate the changes. It seems that a range of virtual and hybrid event formats will emerge.

From an Igloo perspective, an important component will be immersive video conferencing (and, with Covid-19, we've accelerated our video conferencing propositions - for example, integrating our technology with several standard platforms like Zoom, Teams and Adobe Connect).

So, we can bring Pando or HIVE-like facilities within the reach of any corporate, anywhere in the world. You can expect to get an equivalent experience, with equivalent functionality, except that:

- Igloo costs a fraction of the price.
- Igloo offers much greater flexibility.
- Igloo is about much more than just video conferencing. It integrates with a full range of Shared VR applications and technologies.
- Igloo lends itself, not just to broadcast-style virtual events, but also to a range of digital, hybrid, and multi-location event formats as well.

## Our vision for alternative event formats

We believe that Igloo technologies can enable a wide range of new event formats - which can replicate many of the characteristics of traditional live events, whilst also enabling a new digitally-enhanced dimension.

This is a major opportunity for you to re-imagine the way events work. Using our range of Shared VR technologies and structures, we can help you transition to a new world of virtual, hybrid and multi-location events. And we can work with you on solutions which can:



# The components we can deploy

We've got a set of proven event technologies and global capabilities - plus the right qualities to do something amazing for your brand:

- 1 **A full range of Shared VR structures** - ranging from cosy 2.5-metre cubes right through to cavernous 21-metre domes (ready for deployment anywhere).
- 2 **Touch-free control and participation** - replace the need for sharing head-mounted devices, or using hand-held controllers, with a Shared VR experience with gesture or voice control.
- 3 **The ability to transport your audience** - in a time when physical travel is heavily restricted, immerse your audience in 360° content that can virtually transport them anywhere and anytime.
- 4 **A great way to re-use and re-purpose existing content (and generate new sharable content)** - use your existing content, whether it was designed for VR or not, and create new content from your Shared VR events.
- 5 **Deep experience in live streaming 360° and VR content** - transporting full-on experiences to people in Igloos and/or headsets (using 4G, 5G, broadband or broadcast technologies).
- 6 **A capability for one-to-many immersive video conferencing** - enabling you to reach an audience of 100s or even 1000s (giving everyone a feeling of presence and engagement).
- 7 **A capability for Igloo-to-Igloo immersive video conferencing** - enabling remotely located groups to get together (and making virtual meet-ups feel uncannily non-virtual).
- 8 **A global network of Shared VR centres** - centrally located in London, Manhattan, Los Angeles, Toronto, Melbourne and, of course, Craven Arms, Shropshire - hire them to host your virtual events.

## Component 1: A full range of Shared VR structures

As well as offering a range of cubes, cylinders, and domes, with a capacity of up to several hundred people, we can retrofit Igloo Shared VR technology into existing meeting rooms and workspaces.

Use any one of these, or even a combination, to create your Shared VR event.

Our Shared VR structures come in a variety of shapes and sizes. They all have their place. But, in the post-lockdown world, we expect to see particular interest in the open-fronted versions of our cylinders.

They're particularly well-suited to the times because:

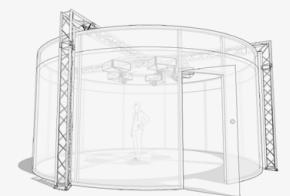
- With no doors, there are no pinch-points - which helps with social distancing
- With no doors, there are also no door handles - so there's less to keep clean
- With a wide, open space, there's no concern about people being together in an enclosed environment



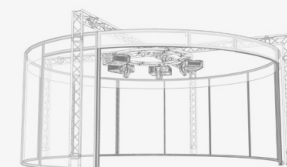
Digital Construction Week



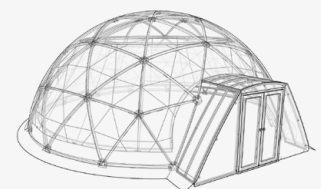
**Immersive workspaces**  
Any size you like



**Cylinders**  
From 5-to-9-metres



**Open-fronted cylinders**  
From 5-to-6-metres



**Domes**  
From 6-to-21-metres



**Cubes**  
From 2.5-to-3-metres



## Component 2: Touch-free participation and control

Even before the corona-crisis hit, we'd had clients who felt, for one reason or another, that using VR headsets wasn't quite right for their event. And, in a post-Covid-19 world, it seems incredibly unlikely that anyone will be willing to share devices at public events for the foreseeable future. But with Shared VR, you can create immersive experiences without the constraints of head-mounted devices.

Plus, you can control the experience without the need for touch either. Our Igloo Voice application lets you run your Igloo with your voice alone. Or, you can use gesture control for an interactive experience, without physical contact.

When **Automobili Pininfarina** wanted to give a select, hand-picked audience a glimpse of its future design plans, it considered VR headsets, but there were big reservations. For one thing, Pininfarina wanted to bring a group of people inside the experience, and not be limited to one-person-at-a-time, and it was felt that the use of VR headsets would not befit a prestige brand like Pininfarina. Shared VR was the only answer.

Working with **Toys'R'Us**, we created a state-of-the-art immersive interactive installation. We integrated a 360° tracking system using Kinect sensors. Up to 20 children at a time could play and interact with the content, including digitally painting on the screen, and taking control of their favourite film characters through motion tracking.



Automobili Pininfarina



## Component 3: Transport your audience

Virtual reality is oft touted as a way to transport people to places, times, and into experiences they could never otherwise have. And, with Igloo Shared VR, that becomes a shared experience. Which, for most people, makes it a more powerful experience.

We've worked on events where Shared VR has virtually transported audiences to the future of development projects, taken them to sites of charity work, and allowed groups to explore locations using Google Street View.

In 2019, for the **Humane Society's Annual Gala**, we provided a Shared VR half-cylinder that transported the guests to the streets of Haiti to see the work the Society was carrying out there.

**“** *I think this environment brings people together, literally brings people together. We're used to being in the headset and having the private experience but in the Igloo you have a shared experience. And people come in together and are aware of each other and then they leave, and they discuss the experience, and that's special. You've been in the heart of the stories together.”*

**Dan Tucker,  
Sheffield Doc Fest**

In 2018 we worked with **Uber**, using Shared VR, to transport Manchester United fans in Bengaluru to Old Trafford's locker room.





Ford

## Component 4: Re-use and re-purpose your content

If you already have VR content that you want to make the most of, Shared VR can help you do that without the need for sharing headsets. But the beauty of our technology is that your content doesn't necessarily need to have been designed for a headset. We can easily repurpose any kind of content to turn it into a unique immersive experience.

Plus, you can use Shared VR to truly see your audience's reaction - watch their eyes widen in wonder at what's going on around them. And you can record that reaction and easily edit it into content for the next part of a campaign.

Custom 360° and animation with directional 5.1 surround sound was shown inside an Igloo Shared VR

dome to celebrate the 50th anniversary of **Ford's 1, 2, 3 Motorsport** win. The 360° content is still available to experience on Youtube, via desktop, mobile, or Google Cardboard.

We worked with **Superdry** for two of the sportswear industry's most prestigious events. Rather than creating bespoke 360° content, Superdry had stacks of conventional content on hand, and some great ideas for how to re-purpose it. For example, a catwalk sequence, originally created for a 16-metre video wall, looked cracking in an Igloo cylinder - it looked as though the models were walking its circumference.

## Component 5: Immersive live streaming

Over the years we've worked on plenty of live streaming projects, involving swimmers, soldiers, sunbathers, soccer players, and more. And, with advances in technology, it's getting cheaper and easier to deliver high quality footage, with great quality and little latency.

In this regard, 5G represents a huge leap forward. But, with the right compression techniques, it's perfectly viable to transmit reasonable quality immersive content and 360° imagery over 4G. What that means is that it's possible to transport teams and experiences, in real-time, across the world - or beyond.

As part of **Hyundai's** Operation Better project, Igloo transported US troops stationed on a remote US military base in Poland to the Super Bowl via Shared VR 360° video streaming. An advertisement was shot, edited and produced live during the first half of the game, and was aired immediately afterwards - and seen by more than 100 million people.

In 2019, using **Telstra's** 5G network, we live streamed interactive 8K 360° content from the Gold Coast into a 6-metre Igloo cylinder in Melbourne.



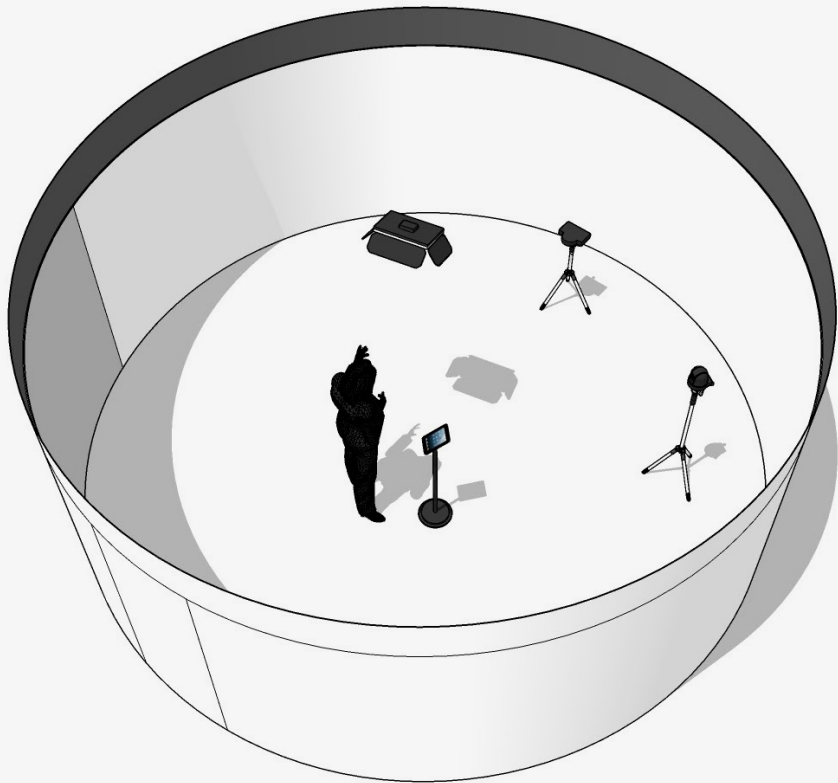
Optus



Hyundai



# Component 6: One-to-many conferencing



- Studio Lighting**  
 Ceiling-mounted LED panel for soft lighting of the lecturer
- Operation**  
 The Igloo Lectern app offers a super-simple interface - for camera switching and presentation control
- Comfort Monitor**  
 The presenter gets an always-on, real-time view of what participants are seeing down-the-line
- Structure**  
 A standard, off-the-shelf Igloo cylinder or dome (up to 21-metres) with lockable door and brandable outside cover
- Projectors**  
 Typically, an array of 4-6 ultra-short-throw projectors, retracted into the ceiling
- Cameras**  
 Typically, two cameras (a 180° 4k camera and an HD PTZ camera) enabling a selection of angles and views

- Igloo Media Players**  
 Can be housed in a nearby server room and fit within the envelope of the corporate IT network
- In a typical configuration, a gallery view or montage of the participants is stretched across 220° of the Igloo screen real estate - which leaves the remaining 140° free for speaker support, screen sharing, documents, data, etc.
- The presenters** - can see all audience members before them (in the form of a montage of faces across the Igloo's screen), and can share any content, from any source in any format (slides, video, data, etc, etc, etc).
- The audience** - get a real sense of presence. They can see and interact with the presenters, as well as the other remote participants, have a ringside view of the data and docs that are shared, and can refer back to a recording of the whole session.



# Component 7: Igloo-to-Igloo conferencing

- If you use multiple Igloos in multiple locations, you can take things to a whole new level with our Igloo-to-Igloo video conferencing solution.**  
  
 Using the awesome Jabra Panacast, a 4K 180° video conferencing camera, it's possible to host virtual meetings that feel uncannily non-virtual. You get a true sense of telepresence. You're not quite sure where one Igloo begins and the other one ends. Everyone's full-bodied and life-size (instead of appearing as a disembodied head-shot). You can see where everyone's looking, read their body language, and even make eye contact. And, once you've settled into the space, behaviour becomes very natural.
- Imagine a set-up where you have a 9-metre Igloo dome hired in, say, New York. And another hired in London, Paris, or anywhere else in the world you have a physical group. Use 120° of your screens for the New York-anywhere connection. Another 120° for the event content (whether that's a presentation, an interactive whiteboard, whatever). And that last 120° stretch to beam in your remote participants.
- Get everyone involved, with a fraction of the travel needed. And, if your audiences happen to be located in London, New York, Toronto, Melbourne, or Craven Arms, you can hire out our Shared VR centres for your event - even hire out more than one at the same time.
- Several configuration options are available. For example, you could host an Igloo-to-Igloo session across 240° of the screen real estate, and bring in remote colleagues via Zoom for the remaining 120°.



Component 8:  
A global network of installation, delivery, and support hubs



We have offices and Shared VR centres in several locations worldwide: London, Los Angeles, Melbourne, New York, Toronto, Shropshire.

Why not come and visit one? You can experience a wide range of different types of content, to help you decide what's right for you. And you can run virtual events from our facilities.

There are a gazillion ways you could bolt the Igloo components together.

How you do it depends on your business, your geographies, your needs, your message, your imagination - and, of course, the status of the lockdown in your markets.

Scenario 1

Presenters are able to travel and gather, but audiences aren't

1

Stick an Igloo cylinder in your office locations

Buy, lease or hire an Igloo set-up for your offices, and use it as your post-lockdown control and communications centre.

Start delivering briefings to your audiences - employees, customers, investors, stakeholders, etc.

We can get your onsite people up-and-running in no time, or offer the whole thing as a managed service (with Igloo technicians based onsite).

Benefits

- Put yourself in complete control
- Position your business at the cutting edge of live interaction
- Professionalise your content and delivery
- Give your audience a real sense of presence
- Use it for much more than communications (because, by default, you also get a fully-featured Igloo Immersive Workspace and a suite of Shared VR software apps)

2

Deliver sessions from any of our Shared VR centres

Make use of our network of Shared VR centres (they're located in London, New York, LA, Toronto, Melbourne & Craven Arms).

Book-in briefings for your audiences - employees, customers, investors, stakeholders, etc.

The facilities are there, they're centrally located, and they're waiting to be booked.

Benefits

- An affordable, ready-made solution
- Position your business at the cutting edge of live interaction
- Professionalise your content and delivery
- Give your audience a real sense of presence

3

Do something bespoke

If you have a sense of the possibilities, and a feel for the potential, let's discuss what we can do together - and how we can make it happen (because we love to break new ground and we're always up for a challenge).

Benefits

- Position your business at the cutting edge of live interaction
- Presenter able to read the audience as they would at a face-to-face event and interact with individuals
- Panoramic wraparound content
- Ideal for collaborative working and whiteboarding



# Scenario 2

Presenters are able to travel, with limited audience travel

1

## Use an Igloo dome as a hub for a hybrid event

Use an Igloo dome to host a cadre of key audience members - and enable as many other people as you'd like to join remotely.

A section of the Igloo screen (say 240°) would act as a virtual auditorium, and the remainder (120°) would be your presentation canvas. Plus, it'd be possible to patch-in guest presenters from anywhere in the world, and mix and match with 360° immersive content.

- Benefits
- Minimise travel for both audience and presenters
  - Achieve the energy and impact of a traditional event, by bringing everyone together at once
  - Combine locally relevant content with wider business messages
  - Facilitate collaborative working and networking between locations
  - Dramatically reduce the carbon footprint of your event

2

## Network together two or more Igloos for a multi-location hybrid event

Use two or more Igloo domes, as mirror-images of each other, to make it feel as though everyone is in the same place.

Using our Igloo-to-Igloo conferencing facility, things can feel uncannily non-virtual for the physical audiences. Plus you could also invite remotely located audience members to conference into the space.

- Benefits
- Mirror-image Igloo spaces (with one beamed into the other) can bring an incredible feeling of presence and engagement
  - Position your business at the cutting edge of live interaction
  - Achieve the energy and impact of a traditional event, by bringing everyone together at once
  - Host an international live event, without anyone ever needing to cross an international border

3

## Do something bespoke

If you have a sense of the possibilities, and a feel for the potential, let's discuss what we can do together - and how we can make it happen (because we love to break new ground and we're always up for a challenge).

- Benefits
- Position your business at the cutting edge of live interaction
  - Practice the art of the possible
  - Make full use of a vast 360° canvas
  - Mix and match from a range of immersive technologies, event techniques and staging formats

# Scenario 3

Full integration of virtual platforms into live Igloo events

1

## Integrate an Igloo into virtual event platforms

Periods of change accelerate innovation and shift behaviours. Going forwards, audiences will expect your event to have a virtual offering. They'll be comfortable joining virtually and will want the choice to attend in person or online.

They'll also be more demanding of the virtual experiences. With some interesting virtual event platforms emerging, there are several ways Igloo technology could be integrated.

- Benefits
- Opportunity for increased overall attendance
  - Higher calibre speakers as you include those presenting remotely
  - More targeted engagement as you offer both live and virtual sessions
  - Sustainability benefits, reduced travel leading to reduced carbon footprints

2

## Integrate live 360° streaming into your event formats

There are several ways to integrate live streaming into your formats - depending on whether you're using an Igloo dome as your central venue, or as a satellite venue on your main site, or a remotely located satellite venue.

Either way, you have the option to transport audiences, in real-time, to a different location, giving them a 360° sense of what's happening and an "as if you were there in person" experience.

- Benefits
- The ability to live stream anything from anywhere in full 360° sound and vision (often using standard mobile technologies)
  - Give audience members a visceral sense of something else, located somewhere else
  - Especially well suited to live action applications - like sports, performance art, teamwork, etc.

3

## Do something bespoke

If you have a sense of the possibilities, and a feel for the potential, let's discuss what we can do together - and how we can make it happen (because we love to break new ground and we're always up for a challenge).

- Benefits
- Position your business at the cutting edge of live interaction
  - Practice the art of the possible
  - Make full use of a vast 360° canvas
  - Mix and match from a range of immersive technologies, event techniques, live streaming, and staging formats



# Our world-class events heritage

We've delivered 100s of events globally, working with many of the world's biggest, best-respected brands.

Generally, they want us to bring something new, different and groundbreaking to their live events - yet they also want flawless delivery and a predictably perfect experience.

We've worked on every continent except Antarctica (which we'd definitely be up for). And we offer an all-in-one solution - everything from design to delivery.

We've got strong experience across:

- Internal, external, investor and stakeholder events
- Experiential and activations
- Festivals and cultural happenings
- Location-based entertainment
- Exhibitions and roadshows
- Hospitality



“ I don't think you could find a better technology or better space to communicate compelling stories about what you do as an organisation.”

Andrew Dunnett, Vodafone Foundation

We can create every component of your event or we can fit right in with your existing teams and agencies.

Igloos can come fully-crewed - or they're available on a dry hire basis. You can buy your very own, or hire one for a day or a week or more. Or we can build a unique 360° projection space.

“ We really enjoyed working with the Igloo team, they were super easy to work with, very flexible, and very hardworking.”

Sara Columbus, Hirschfeld Marketing Solutions

# What else can you do with an Igloo?



Virtual, hybrid, and multi-location events are only part of the story. Igloos are never one-trick ponies. Enterprises worldwide are using Igloo Shared VR to work faster, smarter, and safer.

Igloo started out on the festival circuit and, bit-by-bit, moved into the world of enterprise. And, across the globe, we've been installing more-and-more Shared VR spaces for more-and-more enterprises around the world, including:

- Innovation hubs
- Immersive meeting rooms
- Customer experience centres
- Data visualisation suites
- R&D facilities
- Training centres
- Site offices

And, what's great (from an Igloo perspective), is seeing so many enterprises using our technology in so many interesting ways.

We can give you lots and lots of examples of how clients use Igloo Shared VR technology (at last count, there were 116 case studies on our website). Here's a quick taster. And our prediction is that we're on the cusp and, within the next 2-to-5 years, immersive workspaces will become BAU in offices everywhere.

## Here are just eight of the ways our enterprise clients are using Igloo technology

- 1

**Team briefings and project updates.** Bring remote and onsite team members in a single, immersive setting.
- 2

**Sit-up and take-notice presentation formats.** Replace those tedious Powerpoint sessions with an active, engaging presentation in the round.
- 3

**360° stings and sizzlers.** Immerse your audience into a situation where your brand/ propositions/products can make a difference.
- 4

**Ideation, brainstorming and blue-sky thinking.** An ideal environment for ideation and brainstorming sessions - providing you with a fully-equipped, cocoon-like space for idea generation.
- 5

**Getting whole teams inside a VR headset.** Everything that's happening inside a headset can be displayed, in real time, to a team - so everyone can see what's happening.
- 6

**Room-scale data visualisation and interrogation.** The vast 360° screen is the perfect way to analyse, interrogate, present and assimilate data.
- 7

**Immersive training.** Prepare and train groups of people in scenarios that are too expensive or hazardous to create in real-life.
- 8

**Team building and downtime.** A huge catalogue of cinematic gaming and simulator experiences is available. Take a break from your business sessions with a fun, immersive, ice-breaking experience.





For more information

Igloo Vision is the Shared VR company. We design, develop and deliver immersive 360° domes, cylinders, and all of the enabling technologies.

Stepping inside an Igloo immersive space is a bit like stepping inside a giant VR headset. And, because anything up to 750 people can get inside, it is always a shared experience. In our ten-year history, we have worked on several hundred assignments for many of the world's biggest brands.

Based in the UK countryside, Igloo also has offices in London, the USA (both in New York and Los Angeles), Canada and Australia. We've delivered hundreds of events for clients globally, including:

- Ford
- Under Armour
- Lush
- Crowe
- Adidas
- Colgate
- Palmolive
- BBC

To find out more, visit us  
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