



## 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)





## At Igloo Vision, we've created outstanding immersive installations for the world's most astute organisations

We design and develop the technology that can turn any space into an immersive one. Any digital content can be shown on the walls of one of these spaces. You can choose an off-the-shelf structure (like a dome, cylinder, or cube), come to us for a custom-build, or we can transform any existing room.

It's a bit like stepping inside a giant VR headset - except you can get groups inside. So you can share the experience with whole teams. And that makes it perfect for collaboration, simulation, and visualisation.

In our twelve-year history, we've worked on immersive spaces for some of the world's biggest brands, most forward-thinking enterprises, and most innovative institutions. And our spaces always leave an impression.

### **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 Igloo immersive spaces 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 big lessons we have learnt.

In this white paper, we cover:

**01**

**Key success factors**

**02**

**Just a few examples from our clients, including:**

Med Learning Group  
Mid Sweden University  
Lanes Group  
bp  
University of Adelaide  
Michigan State University  
Lendlease  
Wessex Water & AECOM  
Cubic Defence UK

**03**

**And what should you avoid?**



# 01

## Key success factors

# Key success factors

Successful Igloo installations tend to share some common characteristics.



## 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. Or, in education, if teachers are supported to deliver lectures and classes in an Igloo.

If the Igloo is explicitly included in formal policies and procedures, it quickly becomes woven into the fabric of your everyday working life.



## Great content and tools, 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 and digital tools used at launch tend to be highly engaging. If your Igloo creates a strong impression, it sparks the imagination.

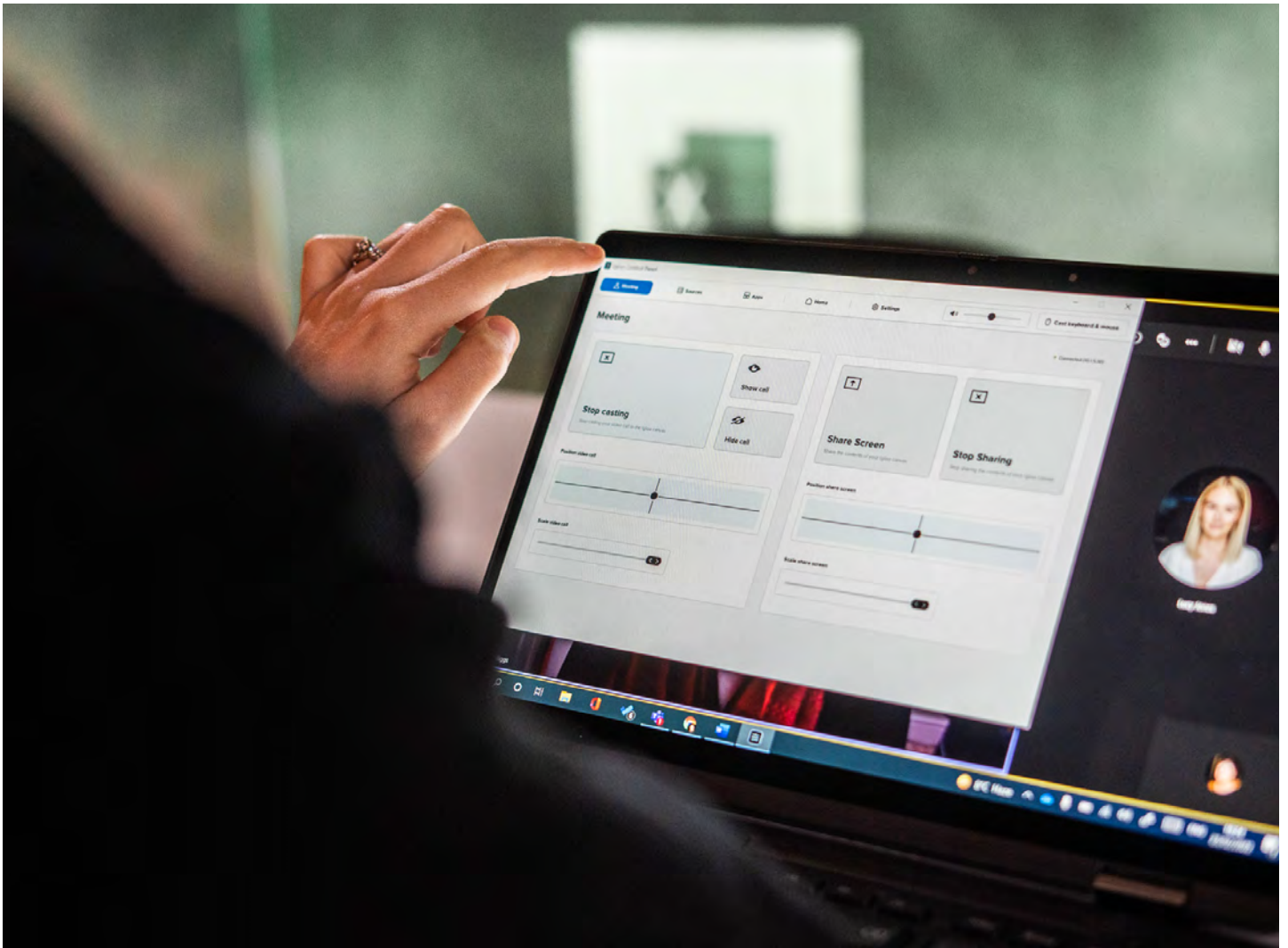
People quickly see more potential applications, and want to bring them to life. Success breeds success, and the benefits escalate.



## A solution to an existing problem

An Igloo works best if it is used as a solution to an acknowledged problem. If, for example, teams need to engage with several different types of content and digital tools at the same time. Or if existing headset content is too solitary. Or if there is a need to share visualisations among groups of people. 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 many people, it may not 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.



## Knowing how to access great immersive content – and/or how to create it

When an Igloo is used to display great content, it never fails to impress. And many clients will invest in a bank of engaging immersive content. But you don't need to rely on mind-blowing 360° CGI content from expensive creators.

There are ever-growing libraries of content available through platforms like YouTube, that work natively in Igloo Web. Or, with web-based tools like Google Slides, PowerPoint, or Prezi, you can create your own immersive presentations. And, as you'll see from the examples below, many everyday business tools work out-of-the-box with your Igloo.



## 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, may need 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).





## 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.



## Prominent locations

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 can induce 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 and whistles

Igloos are made up of 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 Igloo as a strategic partner and to outsource at least some of their ongoing requirements to the company.

So, for example, they may have regular review sessions when they get updates on the latest learnings and content integrations – as well as input into the future roadmap.



## A disciplined approach to evaluation and optimisation

To really make the most of an Igloo, it's key to commit to reviewing how effective the installation has been, and to set metrics for evaluating this. Such evaluation can help you to spot where you can optimise the installation and ensure you get the most out of it. (And this is something we cover in our [\*\*white paper on demonstrating the ROI of shared immersive spaces\*\*](#))

## 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 these criteria. But, among the most successful ones, at least a handful of them are always met.

# 02

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## Med Learning Group

Delivering continued professional healthcare education with Igloo immersive technology

Med Learning Group focuses on developing and implementing continuing education that improves the ability of healthcare professionals (HCPs) to provide optimal care to their patients.

While Med Learning Group doesn't have a fixed Igloo installation, it owns three Igloo cylinders that it deploys at healthcare education events across the US. So, it's well-versed in ensuring its Igloos are effective in delivering educational programmes that stick with its audiences.

Med Learning Group's use of its Igloo cylinders as part of its programmes resulted in:

- **93% of learners identify a commitment to a practise change** based on the education
- **A 31% gain in knowledge** - with **81% answering knowledge-based questions correctly** after the activity compared to **62% beforehand**
- **98% of participants** indicate the **VR content enhanced the learning experience**
- **90% of participants** indicate the **VR content would improve recall of lessons learned**

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You can get the full deep-dive in [our case study](#).



# Keys to success

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## **An innovative mindset for solving existing problems**

Med Learning Group is constantly on the search for new, innovative, and effective ways to deliver its educational programmes. For example, at the height of the Covid-19 pandemic, it was able to pivot its content to be accessible online for learners at home. Going forward, it will continue to provide a blended learning experience of in-person events and online content, expanding the audience.

**Med Learning Group is committed to constantly improving its offering to its learners.**

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## **Commitment to content creation**

Med Learning Group has been creating VR content since the early days of the medium. For each of its educational programmes, it develops unique content inhouse, all introduced by experts in the field, that immerses participants in detailed visualisations.

**With its background in VR content, Med Learning Group has a deep understanding of how to make outstanding content for its VR Rooms.**

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## **Making the most of the branding options to draw attention**

One of the benefits of an Igloo portable structure is that you have a blank canvas to work with when it comes to branding it. Med Learning Group creates custom covers for its VR Rooms at each event, stamping the rooms with its own identity.

**By creating such eye-catching showpieces, Med Learning Group ensures that participants are drawn into the space and content.**

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## **A disciplined approach to evaluation and optimisation**

Med Learning Group is always looking to evaluate and optimise the effectiveness of its educational programmes. Drawing on its scientific background, it uses robust research techniques to judge knowledge acquisition, attitude change, and recall among its audiences. And, in a spirit of continual improvement, it feeds its findings into future programmes.

**By taking such a disciplined approach to measurement and evaluation, Med Learning Group ensures that it gets maximum benefit from shared immersive spaces.**



## Mid Sweden University

Simulating crisis scenarios with shared immersive technology

Mid Sweden University's Risk and Crisis Research Centre (RCR) studies risk communication and risk mitigation and crises such as forest fires, disease outbreaks and violence with civil unrest. It retro-fitted an existing room with Igloo technology to create its Simulation Lab, where researchers can study scenarios they would be unable to in the field.

Thanks to its Igloo installation, Mid Sweden University found that it could easily recreate crisis situations too dangerous or costly to observe in the field.

And, it has been able to deliver training to whole groups at a time, in repeatable scenarios, in a cost-effective way.

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Find our [detailed case study online](#).

# Keys to success

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## A solid partnership with Team Igloo

Mid Sweden University was new to the concept of shared immersive spaces, so it wanted to dig deep into our expertise, and worked very closely with Igloo. We were able to give recommendations and ideas at every stage. Mid Sweden University also made use of a support contract following the installation. For example, we have provided support prior to big events and presentations, and the University routinely benefits from software patches and upgrades.

**A close partnership has been invaluable and continues to be after the installation.**

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## More bells and whistles

The University wanted to take a multisensory approach. Beyond 360° projection and surround sound, it included temperature, smells, and vibrations. And to further enhance the Igloo, it made use of short-throw laser projectors (getting all the benefits of laser projectors in a more confined space with no loss of image quality and reduced shadowing) and a bespoke sound system (which can simulate loud, dynamic sounds such as a fire breaking out at a nightclub, or even an active war zone).

**This is a premium facility, which adds to interest and engagement. And it ensures the RCR Simulation Lab is providing superb multisensory immersive experiences.**

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## A solution to an existing problem

The researchers were attempting to find a new innovative solution for studying crises. They felt limited by an over-reliance on traditional methods that could be used after the event. They also felt this could have multi-disciplinary uses and provide a service to clients and partners.

**The Igloo has exceeded expectations in simulating situations that would be too expensive or dangerous to create in real life. It has also proven its worth to local organisations, such as the Fire and Rescue service.**

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## A long-term content strategy

The University first made use of a 360° camera for capturing photos and videos to share in the lab. It then realised that, instead of limiting itself to what a camera could capture, it could create anything from the imagination using VR simulations. Mid Sweden University knows one of the key strengths of the Igloo is that scenarios can be played back and repeated endlessly for new groups of participants.

**The University is constantly developing an extensive bank of content that can be reused for many years to come.**

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## Senior-level evangelists

The researchers have been instrumental in getting this project off the ground. They represented the University in many talks between potential collaborators, expert technicians, and local organisations. Professors of the Department of Humanities and Social Sciences have secured high-level support from the University in ensuring the funding and construction of the RCR Simulation Lab.

**Senior-level voices secured support and uptake of the Igloo, before and after its installation.**





# Lanes Group

Making training more effective with Igloo shared immersive spaces

Lanes Group plc is the UK's largest independent drainage and utilities specialist. 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 can interact with a growing curriculum of training content.

Lanes Group's health and wellbeing initiatives that included its Igloo led to:

- **57% reduction** in employee attrition
- **9% reduction** in employee feelings of unhappiness
- **£1million reduction** in recruitment and training costs

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You can find our [full case study online](#).

# Keys to success

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## A solution to an existing problem

Delivering the right type of training to new recruits had always presented a real dilemma for Lanes Group. 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, Lanes 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 company has reported on more effective training and improved retention of new recruits.**

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## A commitment to training

When it took delivery of its Igloo, Lanes 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, Lanes has an on-site team of Igloo experts, who act as rainmakers and trouble-shooters.**

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## Senior-level evangelist

From the outset, Lanes Group'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.**

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## Formal integration into workflows

The Igloo is used as the centre-piece 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.**

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## 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.**





bp

## Industry-leading oil and gas simulation training with Igloo

bp is one of Igloo's longest-standing clients. 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 bp 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).



# Keys to success

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## 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.**

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## 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.**

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## 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.**

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## 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. It requires a greater degree of commitment, but it can also create much more value.**



## University of Adelaide

Using immersive tech for state-of-the-art medical education and remote learning

Based in Australia, the University of Adelaide's Faculty of Health and Medical Sciences is a renowned world leader in health education and research. It features the most technologically advanced simulation facility in Australasia, so it can offer learning opportunities and hands-on experience for its medical students.

In early 2020, it installed a custom-build Igloo cylinder as its Immersion Room. The Igloo-powered Immersion Room offers a range of benefits. It can fit large groups of students – and crucially, be used for remote teaching too.

By being able to capture and play 360° film from anywhere, students can be transported to faraway healthcare facilities. Or, they can follow a medical procedure from the patient giving consent to the follow-up in the 360° environment. Furthermore, immersive

experiences offer possibilities for empathy-building, such as a dementia experience following the journey of patients dealing with the condition.

Even during the Covid-19 pandemic, the University was able to pivot its new Immersion Room to deliver remote lectures to its students. The staff could show medical procedures on a mannequin. Around them, the 360° screen was split into multiple windows for presentations, live polls, and a montage of the students' faces life-sized. As a result, everyone could get a real sense of presence and interaction.

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Check out our [\*detailed case study online.\*](#)

# Keys to success

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## Formal integration into classes and workflows

The University of Adelaide had been looking for two years into mixed reality and immersive teaching elements to complement its existing simulation facility. It was determined to make the most of its Igloo and has integrated it into classes, simulations, and seminars as a crucial part of education.

**Immersive technology is not just an add-on. It has become intrinsic to the University's simulation facility.**

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## Flexibility and lateral thinking in multiple use cases

The Igloo was launched just before the height of the COVID-19 crisis. With social distancing, it was impossible to get full classes inside. But, by adapting the Igloo for remote learning with everyday tools, teaching staff were able to hold seminars that students could get more out of than an online lecture.

**By embracing the potential of immersive tech, the University was able to turn a difficult situation into a new opportunity.**

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## A senior-level evangelist

Associate Professor Adam Montagu, Director of Adelaide Health Simulation, has been a keen proponent of cutting-edge technologies to enhance the University's simulation facility. He has been invaluable at every stage for encouraging the project to move forwards and has been an outspoken advocate.

**A senior-level voice secured support and uptake of the Igloo, before and after its installation.**

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## A long-term content strategy

The University purchased a 360° camera to film its own footage of hospital wards that would be difficult to get classes into. This gave the full context of certain medical procedures in the hospital environment. Most importantly, this footage can be reused indefinitely.

**This content bank of medical procedures will benefit students of the healthcare profession over the years to come.**

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## A solid partnership with Team Igloo

As it had such specific requirements, the University worked closely with Igloo. We have continued to support staff since the installation, with a point of contact available for them every step of the way. The University of Adelaide has fed back to us, and we've implemented its ideas.

**A close partnership has been invaluable and continues to be after the installation.**





# Michigan State University

Providing the focal point for a Digital Scholarship Lab

Michigan State University was the first university in the US to install an Igloo, which became the centrepiece of its Digital Scholarship Lab in its Main Library. The Igloo 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.

MSU wanted more than the benefits of headset VR, an immersive experience for one individual. What it wanted was VR to integrate into classes, seminars, and workshops.

Shared VR allows this. Groups of people can make use of this technology together. They can interact with the immersive experience and have group discussions.

Since its installation, the Igloo has been used by an incredibly wide variety of students for all sorts of use cases, from 360° fashion shows, to immersive interior design visualisations.

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**Download *our in-depth case study* with Michigan State University.**

# Keys to success

## A cadre of internal power users

From the outset, two senior members of the team at MSU Libraries have been strong advocates of the Igloo. They have demonstrated a ferocious capacity to learn how to use the Igloo and support MSU faculty to use and get involved with the Igloo.

**Internal users passionate about the Igloo have encouraged MSU staff and students to use the technology, and secured visibility and attention for it.**

## A prominent location

By making its Igloo the centrepiece of the brand-new 10,000 square foot Digital Scholarship Lab, MSU has used it as an eye-catching state-of-the-art technology to build student and faculty interest. This has helped lure people from across campus to the DSL, and allowed the creation of immersive, 360° content.

**By making the Igloo a centrepiece at MSU Libraries, students are intrigued and inspired to learn about creating content for it.**

## Working with talented content creators

MSU has not been shy about encouraging its talented students to get involved with the use of the Igloo. Many have been able to use their creativity and the same software they use in classes to create immersive, 360° content.

**Creative, talented students are able to use high-end technology to create the immersive content they would not have been able to otherwise.**

## 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 it has since invested in several 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 commitment to multiple use cases

From the very beginning, MSU was always aware that there would be more uses that it could not yet foresee.

**Students and faculty regardless of discipline are supported to use the Igloo in whatever new ways they can think of.**

## A strong commitment to partnership and collaboration

MSU has built a trusting, two-way relationship with Igloo through regular calls and updates. We are able to share learnings, make recommendations, and keep everyone aware of the Igloo development programme.

**A strategic partnership is very different from a more transactional client-supplier relationship, and requires more commitment, but is much more valuable.**





# Lendlease

Using Igloo technology  
across the project lifecycle

Lendlease, the leading international property and infrastructure group, is working in partnership with Southwark Council to deliver a GBP£2 billion regeneration programme on 28 acres of land in the centre of London's Elephant & Castle.

The company has installed VRoom - using one of our 6-metre immersive cylinders - at its new Elephant Park site to use across all departments, including project, sales, safety, and design.

Thanks to its VRoom, Lendlease has noted that decisions that previously took six-to-eight weeks can now be made within minutes. And, it's used the Igloo to engage with the local community, for example by educating children on the dangers of a construction site.

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Find out more about our [work with Lendlease](#).



# Keys to success

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## Great content, straight out-of-the-box

As with most AEC companies, Lendlease 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.**

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## 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.**

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## 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.**

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## 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.**



## Wessex Water and AECOM

Using Igloo technology to improve teamwork and save cost

Wessex Water was working with AECOM on a £50m project to reconstruct the Durleigh Water Treatment Centre in the UK. The scheme would be Wessex Water's first delivered to BIM (Building Information Modelling) Level 2, with the aim to use digital technology to work faster, safer, and more efficiently. Realising the potential of an immersive collaborative environment, AECOM suggested the use of an Igloo immersive cylinder.

The 3D BIM model created by AECOM contains data from ground-penetrating radar, drone surveys, and laser scans. Teams of up to 12 people can stand within the Igloo and walk around the virtual model.

And AECOM has reported that design reviews carried out from within the Igloo have helped with design coordination, stakeholder buy-in and plant operability reviews.

In fact, the two companies eliminated more than 100 structure clashes during the design process with these tools, with potential savings of £300,000 by using the BIM models.

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You can download a [detailed case study](#) on our work with these two companies.

# Keys to success

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## A solution to an existing problem

Delivering a flagship scheme to BIM Level 2 for the first time presented new challenges. It was crucial to resolve them ahead of future projects. The Igloo cylinder proved an intrinsic part of how Wessex Water used BIM models and was essential in providing a way for teams to make the transition from 2D to 3D to VR.

**By solving this problem, Shared VR has delivered tangible value that will impact how Wessex Water delivers future schemes.**

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## Working with high-quality software and content

Wessex Water worked with AECOM which used high-accuracy scanning technologies in conjunction with software Revizto to create a detailed VR model.

**It was able to free BIM models from the confines of 2D screens and the isolation of VR headsets, by producing excellent, understandable content that anyone could grasp.**

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## A commitment to training

It was understood how important being able to use the Igloo cylinder to its full capacity was. As part of our service, Igloo delivered a comprehensive training programme. This allowed team members to fully utilise the Igloo, and re-train future employees in its use.

**With a cadre of power users, Wessex Water has an on-site team of Igloo experts, who act as rainmakers and trouble-shooters for the wider team.**

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## A long-term content strategy

From the outset, a member of the AECOM team and a member of the Wessex Water executive team have been strong advocates of the Igloo. They have been keen to talk publicly and passionately about the benefits BIM and Shared VR can bring.

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

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## Formal integration into workflows

AECOM ensured its commitment to digital engineering by only producing a single set of drawings. Subsequently, all further design reviews were from the VR model.

**Igloo Shared VR was not an add-on. It was an intrinsic part of the way the project team functioned.**





# Cubic Defence UK

Immersive tactical training with Igloo technology

Simulation training is crucial to military and defence organisations worldwide in planning responses to a widening number of threats.

The leading provider of military training solutions, Cubic Defence UK, was investigating new and innovative immersive technologies in providing simulation training for soldiers. Following the success of Igloo immersive spaces as part of the Steel Sabre exercises, Cubic invested in an Igloo dome to augment its Synthetic Wrap offering - a portable virtual training dome that can simulate a variety of battlefield environments.

The Synthetic Wrap is a 6-metre dome, equipped with 360° immersive projection and surround sound. Trainees can now step onto the

battlefield. Tasks can be ordered as if they are carrying out their warfighting tasks, with the situation changing in direct response to the decisions and actions they take.

Cubic Defence UK has used the Synthetic Wrap to train fire rescue teams, create simulated air defence scenarios, and recreate the battlefield dynamic without the constraints of VR headsets.

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Find out more about [our work with Cubic Defence.](#)

# Keys to success

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## A solution to an existing problem

Cubic knew being able to offer effective, immersive simulations to military organisations would be an innovative new way of training soldiers. The Igloo proved to be crucial in providing a variety of tactical training.

**By solving this dilemma, the Igloo delivered tangible value, and Cubic has reported on more effective training.**

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## Working with high-quality content and software

Cubic already knew how to get excellent content that would make the best use of its Igloo. Using VBS software, it could produce a virtual world that input real terrain and data from soldiers to fully immerse the users.

**Creating immersive content was nothing new to Cubic. It was already familiar with working with virtual game engines, and will be adopting Unity in the future.**

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## Formal integration into workflows

Cubic offers a range of solutions for military services across the globe that includes simulated tactical training. Once the Igloo was ready for the Synthetic Wrap, Cubic was intent on offering it to military services worldwide in order to offer a solution to ever-growing threats.

**Immersive technology is not a gimmick. It is intrinsic to how Cubic offers training.**

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## Choosing the right tool for the right job

Cubic researched a full range of alternative solutions. It looked at what tools suited its need. For its demo, which had to service a large number of trainees in a short amount of time, it hired a 9-metre dome. Afterwards, it purchased a 6-metre dome to offer different training options.

**Cubic was always able to choose from the entire gamut of Igloo's immersive products to fit what it needed.**

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## A strong, senior-level advocate

From the outset, Cubic's Operations Manager has been a strong advocate of immersive technology. He has been keen to demonstrate its effectiveness in retaining the trappings of the field while keeping trainees immersed enough they behave as if they're in a real scenario.

**Senior-level support secured visibility for the Igloo internally and backed it up with a strong case.**

# 03

## And what should you avoid?

How to make sure your Igloo lives up to expectations



# And what should you 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 to some of the considerations listed above.

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

1

**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.

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

**Not taking the time to evaluate the impact**

– by setting out parameters from the start about what success will look like, you can more easily see where your installation isn't having the expected impact, or where your intended audience isn't getting to grips with the technology. Plus, by spending time on this evaluation, you'll more easily show the ROI to the whole company. (And we explore this topic in our white paper on measuring ROI.)

5

**Not being clear on the use cases**

– while an Igloo has myriad use cases and benefits for anyone in any industry, it can mean that potential users find themselves overwhelmed. By being clear on where and how the Igloo fits into workflows, it takes the guesswork out for users and helps them get the most out of the installation from the start.

6

**Not having enough content or tools at the time of the launch**

– it's best to launch your Igloo with a full complement of content, web-based assets, and tools (to show how useful the facility will become). And we can help you select and specify the right ones. Often, we'll also suggest that you commission or purchase some truly engaging 360° films or animations as scene setters.



## 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.

And post-installation, we can work with you to measure the return of investment from your Igloo - and it's something we dive into in our [white paper](#) on that very topic.

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### Read the detailed case studies:

[Med Learning Group](#)

[Mid Sweden University](#)

[Lanes Group](#)

[University of Adelaide](#)

[Michigan State University](#)

[Lendlease](#)

[AECOM and Wessex Water](#)

[Cubic Defence UK](#)





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.**

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