

Forward Faster by Design

BREAKFAST SERIES





Exploring the World Through Immersive Technology



**CAMP
NORTH
END**

Charlotte NC



Wheelhouse

Exploring the World Through Immersive Technology

Paula Kranz

Immersive Content Producer / Executive Director

Wheelhouse Media / Wheelhouse Foundation

Dave Mason

Creative Director, Design + Animation

Wheelhouse Media

The background image is a dark, monochromatic photograph of a modern interior space. It features a prominent brick wall, large windows on the left, and contemporary furniture including sofas and a long table. The lighting is low, creating a moody atmosphere. The text is overlaid on the left side of the image.

At the intersection of Content Strategy, Ideation, and Creation.

We are a creative studio focused on original and branded content and products across all media platforms.

Augmented Reality



Augmented Reality is the process by which a mobile device can

- **see** the physical world
- **understand** the physical world
- then **show** digital content that accurately appears to exist in the physical world.

Virtual Reality



Blends a virtual experience with real world physical interactions.

Simulates a real world experience.



360 Content



Prerecorded content that plays back as a video, but in an environment that allows you to look around the space.

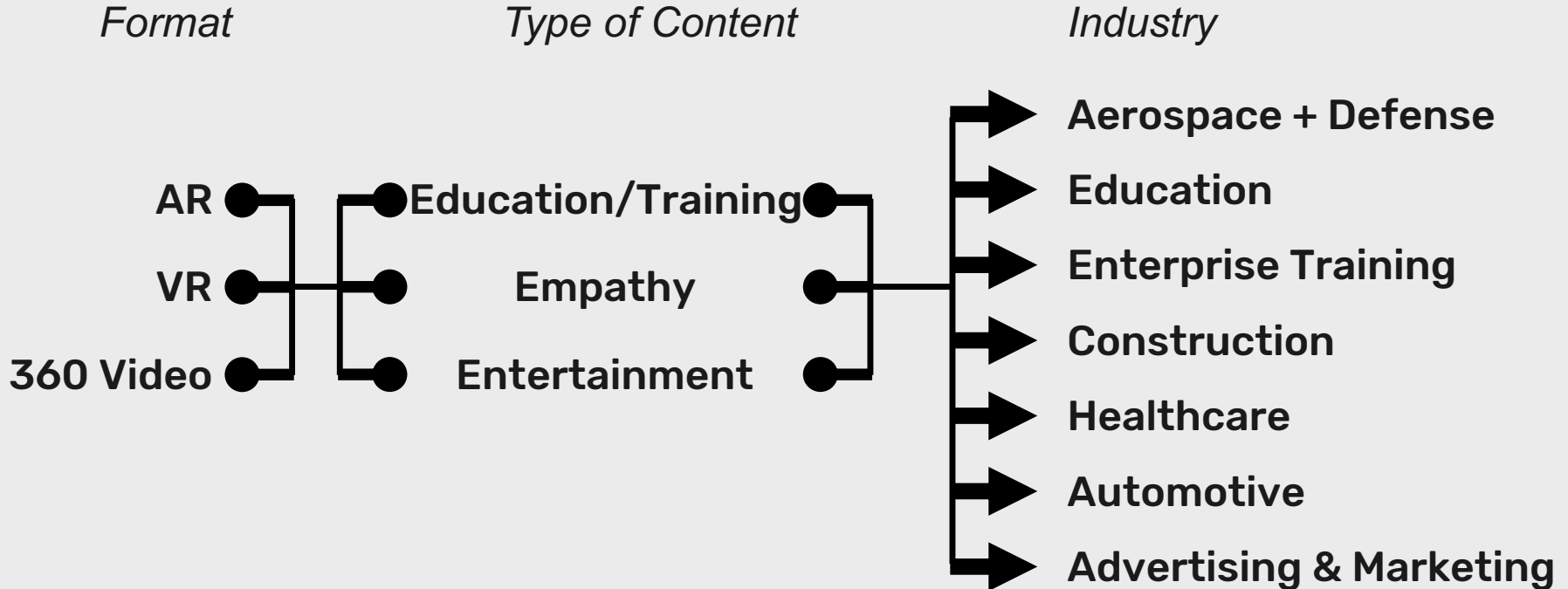
Why immersive matters.



Ikea Furniture App

- ROI
- Creative Brand Identity
- Productivity
- Competitive Edge
- Behavior Change
- Simulation Value and Memory
- Safe Exposure (Therapy)

Commercial Immersive



Immersive at Work

Empathy

for Purple Heart Homes

360 Video > Empathy > Education



PURPLE HEART HOMES
IMPROVING VETERANS' LIVES ONE HOME AT A TIME

"VICARIOUS"
A virtual reality
empathy experience.

Brought to you by



WHEELHOUSE
FOUNDATION



ASC Culture For All

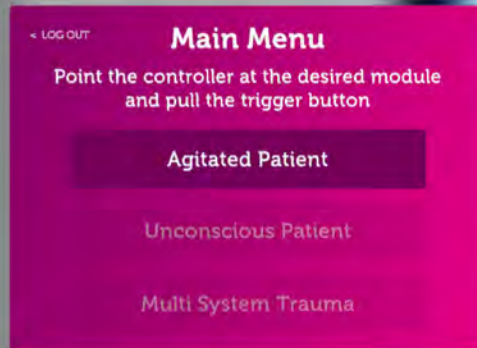
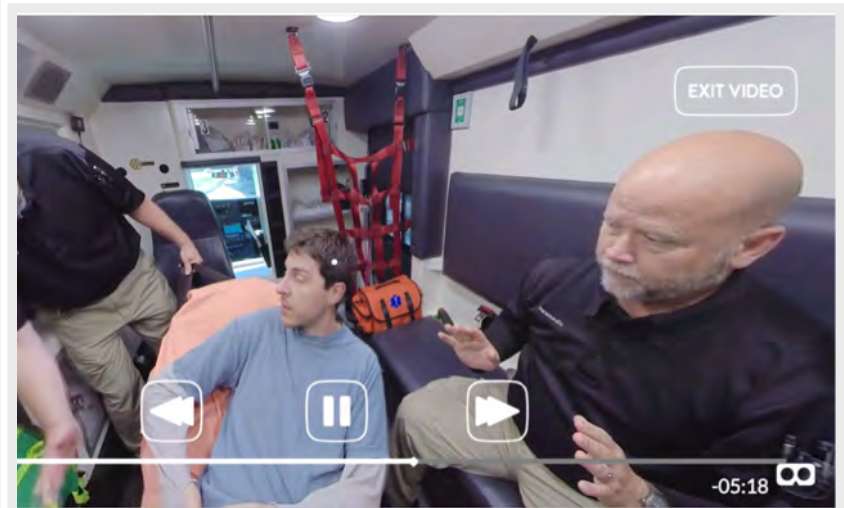
View the video at: <https://we.tl/t-J3YpdjBwk7>



Education

Prisma Health

Virtual Reality > Education > Fail Safe



Saint Motel

VR/AR Album Experience

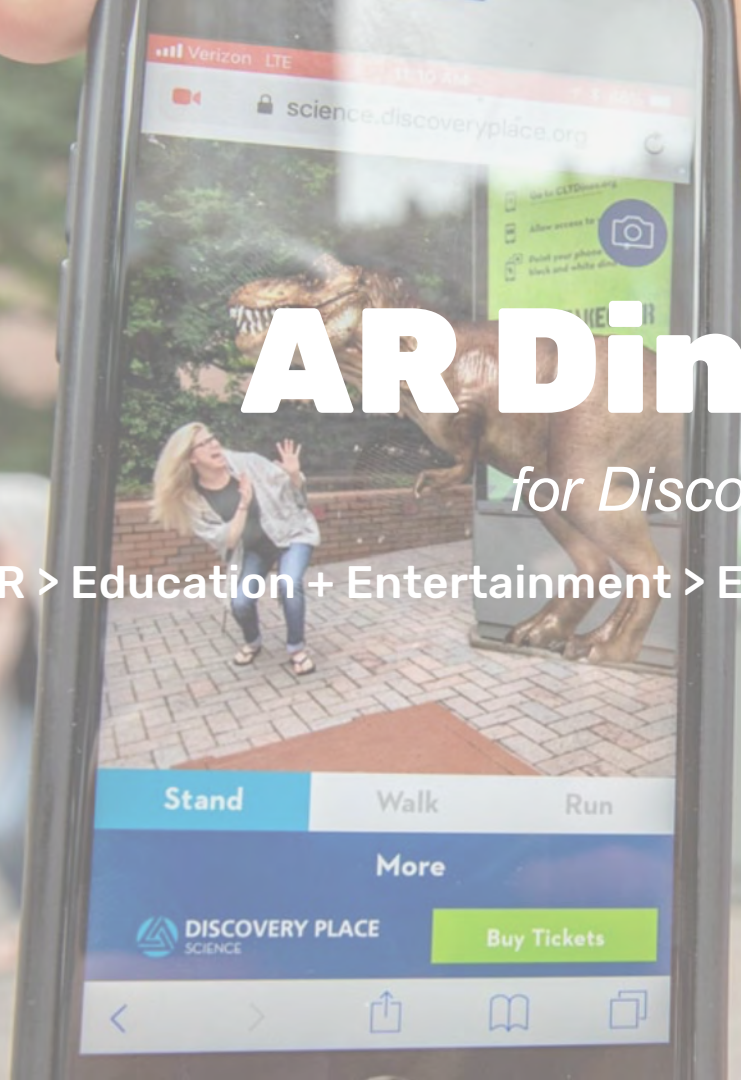
VR/AR > Entertainment > Advertising and Marketing



AR Dinosaurs

for Discovery Place

AR > Education + Entertainment > Education + Advertising and Marketing



Thank you!

Wheelhouse Media:

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**What happens to our perception
when we can experience
another human's world?**

**How quickly might we learn in a
lifelike environment?**

**How might we inspire curiosity
with augmented experiences?**



“Selling” Your Ideas

Friday, August 9th

McColl Center for Art + Innovation

The Art of Reinvention and the 60-Year Curriculum

Friday, September 13th

Camp North End

www.fasterglass.com

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Faster Glass
imagine better — innovate faster

