



VIRTUAL REALITY

What is Virtual Reality?

A sophisticated visor with a Virtual Reality head tracker immerses the participant in fantastic virtual worlds that are custom-made for each company.

This technology allows companies to present products, services or their corporate image in a way never seen before. This can be done as a passive presentation or as an interactive game or application.

What is it used for?

Virtual Reality allows participants to live a marvelous adventure, like getting to know a product inside-out or traveling through the human body to get a bird's eye view of how a new medicine works. It is a high-impact solution and identifies the brand with state-of-the-art technology.

Why SIA?

Since 1993, we have worked on developing interactive marketing solutions. Our Virtual Reality experiences have been proven to attract multitudes and increase brand awareness, as has been shown in market research studies conducted by our clients.

We apply the latest military technologies to our work, and we guarantee that our products have only the highest quality standards.

Our team consists of 60 individuals who combine creativity with technological savvy. Thus we are able to offer integral solutions that range from design to the technical and logistical production of each event.

We know technology, and we are familiar with what companies require in terms of marketing and promotion. This is why our Fortune 500 clients choose to work with us again and again.

What is SIA IMMerview?

SIA Immerview is a new line of Virtual Reality hardware recently developed by SIA Interactive. The SIA Immerview HMD-100 helmet is the first product in the new line. It is a sophisticated Virtual Reality helmet that competes in the intermediate segment in terms of quality but costs just a bit more than the most economical visors. Advantages include a totally immersive design, an adjustable head strap and a carbon fiber cover that is available in an array of colors. In addition, the Immerview optics are compatible with Nvidia 3D Stereo drivers. In this way, by simply adding a position tracker, a participant can visualize any game or application developed in 3D stereo surroundings.



SIA Immerview HMD-100 Helmet



// Virtual penalty kicks, Nike, Spain



// Get the stains out, Clorox, Puerto Rico

Interaction devices

- VR podiums and platforms
- Virtual helmets
- Rotation and motion trackers
- Steering wheels and pedals
- Joysticks, guns, gloves

Places for use

- Thoroughfare
- Sales points
- Trade shows and special events

Associated advantages



- Proven product/brand awareness
- High perceived value
- Very attractive to the public
- High brand positioning
- Identifies a brand with state-of-the-art technology

SIA

- Experience
- Integral production
- Presence in more than 10 countries in Europe and the Americas
- Creativity and technology