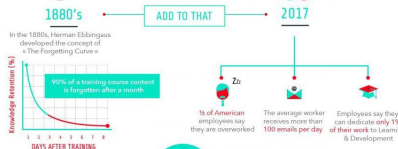


# WHY IMMERSIVE LEARNING

IS THE NEXT BIG THING IN CORPORATE TRAINING



## AND YET ...

**CLASSROOMS**

87% of learning is still done through classroom training. The average attention span for adults is 7 to 10 minutes.

**MOOCs**

Online trainings and MOOCs are far from being as addictive as Netflix TV shows. The completion rate for online courses is a discouraging 15%.

## HOW TO SHAKE UP LEARNING FOR MORE EXCITEMENT, INNOVATION AND EFFECTIVENESS?



**LEARNING IN SIMULATED AND CONTROLLED INTERACTIVE ENVIRONMENTS x VIRTUAL REALITY = IMMERSIVE LEARNING**

**FEATURES**

- Fun
- Storytelling
- Right to fail safely
- Sense stimulation
- Experimentation & Learning by doing
- Short modules/ Mobility
- Gamification

**MAIN ADVANTAGES**

- Logistics costs reduction
- 100% attention rate
- 360° Interactive Content = 5 times more engaging than any other media
- Enriched data to improve your training ROI: behavioral, eye tracking, heatmaps, gesture tracking
- Learning by practicing and repeating: 75-90% knowledge retention

**FOR WHICH PRACTICAL CASES ?**

**BE THE HERO**

- Get in the shoes of a
- Empathy development
- Simulations of all kinds
- Decision-making situations
- Roleplay

**BE ANYWHERE**

- Pedagogical visits
- Discovery of a hard to access places
- Behind the scenes videos
- Interactive documentaries

**BE SAFE**

- Safety exercises
- Risky situation demos
- Gestures practicing
- Exposure to stressful situations

**AND MANY MORE**

**REAL-TIME 3D SIMULATED INTERACTIVE ENVIRONMENTS**

**HOW DOES IT LOOK LIKE ?**

**REAL-LIFE INTERACTIVE EXPERIENCES**

**HOW MUCH DOES IT COST?**

Since 360° field view with interactive and learning through Cardboard-like headset

FROM 15K \$ TO 400K \$

Highly sophisticated 3D VR experience with the best headset and 360° installation

**HOW TO « DISTRIBUTE » IT TO THE LEARNERS?**

**PERSONAL VR**

Equip your learners for personal viewing

**SOCIAL VR**

Classroom viewing experience. The trainer has equipment for trainees and facilitates the session and feedbacks. Collaboration between learners is an option

**VR-EQUIPPED ROOM**

Have a dedicated equipped room in your company

**uptale.**

WANT TO TRY OUT IMMERSIVE LEARNING? VISIT US AT

[WWW.UPTALE.IO](http://WWW.UPTALE.IO)