



**ICEF**  
Media

# VIRTUAL REALITY



**ATTRACT STUDENTS WITH INTERACTIVE VIRTUAL REALITY EXPERIENCES**

[icef.com/vr](http://icef.com/vr)

# WHAT IS VIRTUAL REALITY?

Virtual reality (VR) is a three-dimensional, interactive, computer-generated environment. Viewers are immersed in a virtual world where they are able to manipulate objects or perform a series of actions.

## WHY VIRTUAL REALITY?



### Access from anywhere in the world

Let potential students worldwide experience your campus without having to physically travel. Allow them to take part in a class, interact with students and staff, check out their accommodation options, and see your city.



### Psychology of decision-making

VR is an immersive medium, which means viewers feel a strong emotional connection enabling them to build trust quickly. This means you can recruit more students in less time.



### Grow your student enrolments

Institutions that have VR experiences on their website see a 22% increase in applications. Surveys show that schools with virtual campus tours obtain yield-rate increases of 28%. (Source: YouVisit)



### Scalability

You can expand your existing VR experience or update it over time. VR can also integrate your existing marketing content, such as 2D videos and brochures.



### Student welfare

VR is not just a tool for student recruitment. Allowing students and their families to experience a school in VR greatly reduces pre-departure and arrival anxiety, for students and their parents!



### Affordable distribution

Advances in technology mean that VR headsets are now portable and affordable. In 2018, there were 171 million active users of VR, the majority aged 15-21. VR is not the future - it is the present.



### Use for already enrolled students

There are many ways to use VR for students who are already enrolled. Student orientations, info desk, accommodation tours, live classes, and activities are just a few areas that can be improved by VR.



## WHY ICEF MEDIA?

Empty classrooms and corridors do not sell schools. Students and their stories sell schools. ICEF Media has 15 years of experience helping schools tell the right stories. We are leading the field by embedding “interaction points” into our VR experiences. These allow viewers to “talk” with other students in the school, join a social activity, or even participate in interactive lessons. ICEF can also help distribute VR experiences to its agent network.

## HOW DOES IT REACH MY AUDIENCE?

ICEF Media offers simple solutions to access the content anywhere, anytime, on any device.



You can send premium VR goggles such as Oculus Go with built-in high resolution displays (approx. €180) to your key agents, allowing them to showcase your campus to students and their families. You can also use them at student and agent fairs. Students can also access such experiences directly via their own headsets.



Our app allows students to access a full VR experience via their smartphones by putting their phone into a Google Cardboard (€5-20 per unit depending on quality and custom branding). They can also immerse themselves in 360° video, including all interaction points. Your 360° video can be added to YouTube and social media.

### Your website

WebVR makes your VR experience accessible from your website. It is not in fully immersive 3D, but users can still choose their route and trigger content from the embedded “interaction points”. These can also be linked to pages of your website. For example, a viewer “sitting” in a General English class can choose to hear a student testimonial about that course, and then be linked to the relevant page of your website.



An ICEF Media VR experience delivers you an interactive Stereoscopic 360° Video, advanced WebVR with Google Streetview options, classic video and still photos, all included in the price.

## HOW MUCH DOES IT COST?

The price depends on how many interaction points you want embedded, what type of content you wish to trigger at those interaction points, and what content you already have.

A basic tour, from € 8 000, is best suited to showcasing accommodation, where fewer interaction points are required because students really want to see the building and facilities.

A comprehensive experience could feature more than 30 interaction points and showcase the school, the surrounding area, and the social programme. An experience such as this would be approximately € 25 000. Universities and multi-campus experiences can cost more as they usually require additional time to shoot and edit.

We require input from you and your team to deliver the best possible experience. This is likely to be 2-4 hours in the planning stage, assistance during the shoot, and another 2-3 hours during post-production.

Prices give you full ownership of your content and hosting for one year. Additional years of hosting and maintenance are optional and charged at 15% of the initial cost and include a half-day from a VR editor to update the content at interaction points.



## NEXT STEPS

Schedule a one hour call with our team to establish the scope of the project and brainstorm your stories. We will send you a questionnaire to help us get a better idea of how many scenes and interaction points might be required. Based on this information we will give you an estimated cost of your project.

The next stage is to walk through the school with a 360 camera. From this we will develop a shooting script and give you an exact quote.



### CONTACT US TODAY

Get in touch with our ICEF Media team today. Ask us about viewing a demo, either in VR or online.

Email us at [icefmedia@icef.com](mailto:icefmedia@icef.com) or visit our website to learn more at [icef.com/vr](http://icef.com/vr).