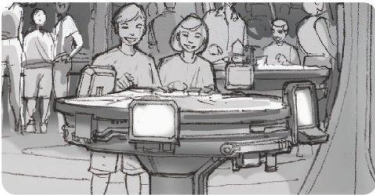




# Product Summary

## Amuseo<sup>SM</sup> ShowVRoom<sup>TM</sup>

**ShowVRoom<sup>TM</sup>** is an approach to experiential marketing kiosks developed by Amuseo<sup>SM</sup>, that invites the customer to take the product or service on a high-impact, immersive virtual test drive before they decide to buy. We transport the guest into a dream of a possible future, and sell based on the magic of experiential immersion.



*Interactive stations, group and individual*



*Full immersion in VR and mixed reality spaces*



*Supported by immersive environmental design*

**Interactive and Immersive:** Engages the guest's head, heart, and hands in building and experiencing their dream product, destination, or service.

**Technology as Magic:** Using virtual reality and mixed reality to show the guest a possible future, and to make that future come to life.

**Environmental Design:** Supports varying levels of interactive engagement.

**Customized to the individual:** Everyone has a unique experience crafted to their interests.

# Amuseo<sup>SM</sup>

*Designing a World of Wonder for Learning*