

# Interactive customer encounters and digital product experiences in virtual showroom in real environments

## Short description:

Virtual showrooms are spatial symbioses of the real world and virtual content that can be experienced interactively. Here, companies meet their customers, dealers or partners with the help of innovative 3D, 360° and virtual reality technology. Physical parameters are suspended.

By means of FLUX 360°, any product visualization can be implemented and, moreover, customer encounters occur no matter where the visitor or visitors are located. Employees communicate directly with visitors via sound and image, also with several and individual, together or autonomously, even simultaneously (so-called multi-user sessions). Groups can walk through the virtual showroom in guided tours and individual users can move through it individually. Complementary applications are online exhibitions, meetings, presentations and employee training.

The digital content and 3D objects are placed in the room and invite visitors to interact with them. Limitations, such as the availability of products or the condition that all visitors to a trade fair or store must be at the same place at certain dates and times, are no longer applicable. Travel, transport & rental costs for stationary presences are eliminated.

The product features are communicated in a much more sustainable way, which is particularly relevant for products and their applications that require explanation. In addition, products can be shown and offered completely independently of whether they exist in the real world. The virtual showroom thus becomes the new online store 3.0.



## Availability:

Usable via popular web browsers via laptop, PCs and mobile devices.

## Advantages and added value through FLUX 360° for your virtual showroom:

- Product visualization and customer communication in 360° environment
- Spatial symbiosis of real world and virtual content in your corporate design
- CMS for the management of digital content
- Easy to use
- Available around the clock
- Users can participate from anywhere
- Image enhancement through use of innovative technology
- Communication via image and sound
- Simultaneous walk-through of single or multiple persons, interactive and autonomous
- Real 360° panorama shots and virtual (3D modeled) shots in one scenario
- Sustainable increase of attention through interactions
- Multiple showrooms for products and their application possible
- Free walk-through and/or guided tours with moderator or salesperson
- Additional functions according to individual requirements

Book online your **personal live demo** with **Christian Terhechte, CEO Raumtänzer**, and find out what added value the virtual showroom with FLUX 360° has for your company.

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