

The Creative Agency's

# ***Immersive Tech Bible***

Everything agencies need to know about XR and how to use it to drive campaign results





# ***Immersive Tech.***

## ***Why should you care?***

**Every brand faces variations of the same challenges.  
Stand-out. Cut-through. Audience reach. Competitors.  
An incredibly crowded marketplace. Budgets.**

As an agency, you'll know that it's a cut-throat market out there. And while some may be in a stronger position than others, every brand is jostling for attention to stay on top.

That's where immersive technology comes in. Because it doesn't just grab attention – it holds it. And that can deliver measurable, strong results.

*In this guide, we'll explain how.*



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# What does 'immersive tech actually mean?

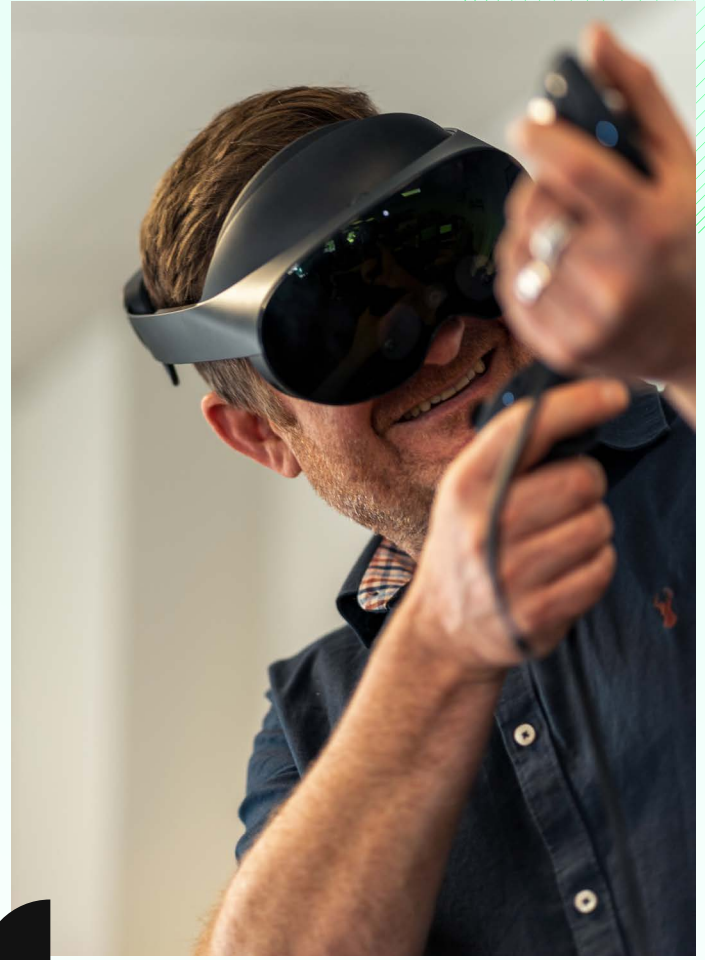
The term 'immersive' gets thrown around a lot – especially when describing something that gets your full attention. You might be immersed in your favourite TV show – but that doesn't mean your flatscreen is immersive tech.

So what do we really mean when we talk about immersive technology, or 'immersive tech' - and why should you care?

Think of it this way: immersive technology is a tech device that enables you to access a simulated environment and feel part of it. In short, like you're inside the content. And when it comes to brand campaigns, that's a powerful tool – providing complete engagement that sticks in the memory longer.

## **Immersive technology includes:**

- Augmented Reality (AR)
- Virtual Reality (VR)
- Mixed Reality (MR)
- AI-powered experiences
- 360° video



# So why does it matter to marketers?

Immersive tech doesn't just grab attention; it holds it. That's because you're placing the user at the centre of the story, allowing them to experience and interact with the content actively. This in turn increases the emotional connection they feel towards a brand – and it's that empathy which drives audience engagement, which is so vital to marketers.

But this is only part of why brands are choosing to invest in immersive content over flat traditional content. The most important reason is strong results. You only have to look at the myriad immersive categories now included in industry awards across the board to know that, as a brand tool, immersive tech has measurable power.

It's the experiential nature of immersive tech that has this effect. Quite simply, you remember better by doing – with studies showing that experiential learning enhances knowledge retention by 70%. For brands, that means they've got a better chance of sticking in a person's mind – and memorable brand experiences create successful campaigns. If you generate a substantial share of mind, this translates into share of voice and subsequently, share of market. Creating enthusiastic ambassadors through your marketing allows the message to spread organically long after the brand activation.



*“Quite simply, you remember better by doing – with studies showing that experiential learning enhances knowledge retention by 70%.”*



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So let's define these common immersive tech acronyms in plain terms...

## Virtual Reality (VR)

Experienced in a headset, VR fully immerses users in a virtual environment that's entirely separate from the real world. It can include hand controllers and additional effects such as haptics to increase the feeling of realism.



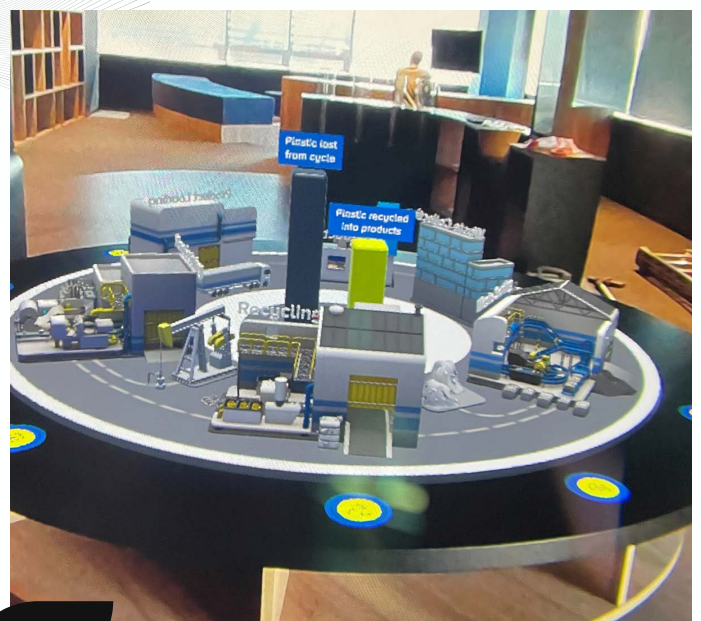
## Augmented Reality (AR)

A type of immersive technology where digital content is projected over the real world, enhancing a user's surroundings without completely replacing them, usually seen through a screen and camera like a smartphone.



## Mixed Reality (MR)

When the real world and virtual world seamlessly blend, with physical and digital objects coexisting and interacting in real time. Best experienced through a headset, think of this as the best parts of VR and AR combined.

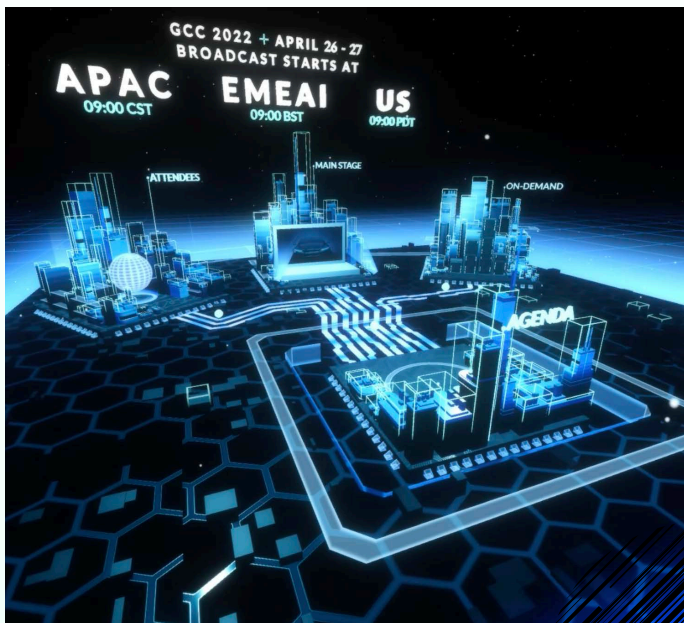






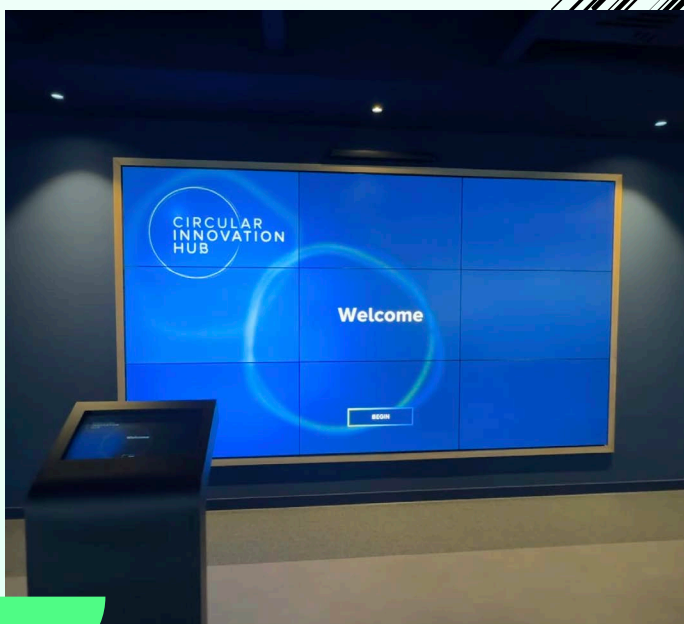
## Extended Reality (XR)

This is the general umbrella term that encompasses all of the above. An XR experience could be VR, AR or MR. (We know - that's a lot of R's.)



## Metaverse (still a thing)

A virtual world where people can interact, work, play and socialise using digital avatars. It was loudly predicted to be the next big thing a few years back and it's got great potential. Despite a few early teething problems, it's an ever-growing market.



## Artificial Intelligence (AI)

Since ChatGPT exploded into the collective consciousness in early 2023, AI is everywhere. There are different types – AI that uses a finite dataset and generative AI, which creates new content, like text, images, video or music, based on the data it has learned from. It has huge potential and widespread applications.

## 360 Video

A type of videography that captures a full 360-degree view of a scene, allowing viewers to look around in all directions. Best experienced via headset, you can enhance 360 video with interactive moments, such as hotspots.



## Magic Mirror (XR)

In immersive tech terms, a magic mirror is an interactive screen that enhances your reflection. So you see yourself alongside digital elements or even as a digital character. Commonly made possible using skeletal tracking camera technology, it's another form of tech that enables you to see an alternative version of reality.



## 3DOF & 6DOF

DOF stands for 'degrees of freedom' and basically refers to how much you can move around in a virtual environment. 360 video is generally 3DOF because you can look all around but you can't move closer to a fixed object. VR and AR are 6DOF because you have that extra depth and scale, meaning you can get up close to objects and move all around them to see from all angles.



# *Immersive Tech - Then, Now and Beyond*

**1838**

Sir Charles Wheatstone described stereopsis which led him to construct the stereoscope, a precursor to VR, using a series of mirrors and separate images to create a seemingly larger single image.

**1956**

Morton Heilig created Sensorama, the first VR machine. It was a large booth that could fit up to four people at a time. It combined multiple technologies to stimulate all of the senses: there was a combined full colour 3D video, audio, vibrations, smell, and atmospheric effects, such as wind.

**1968**

The first VR HMD, The Sword of Damocles was created by Ivan Sutherland. It was connected to a computer and could only show simple shapes, however, they did move based on the user's head movements. The unit was so heavy that it was hung from the ceiling which inspired the name.

**1991**

VR arcade machines were rolled out to the public, allowing gamers to explore and play in a fully rendered 3D environment. This would just be the beginning of the gaming world's fascination with VR.

**2012**

20-year-old entrepreneur Palmer Luckey launched a Kickstarter for his brand new VR headset that he'd prototyped two years earlier. The Oculus Rift featured a 90-degree field of vision, which had never been seen before, and raised \$2.4 million.

**1935**

Stanley Weinbaum wrote the short story *Pygmalion's Spectacles* about a professor who invented a pair of goggles that enabled "a movie that gives one sight and sound, taste, smell, and touch. You are in the story, you speak to the shadows (characters) and they reply, the story is all about you, and you are in it."

**1961**

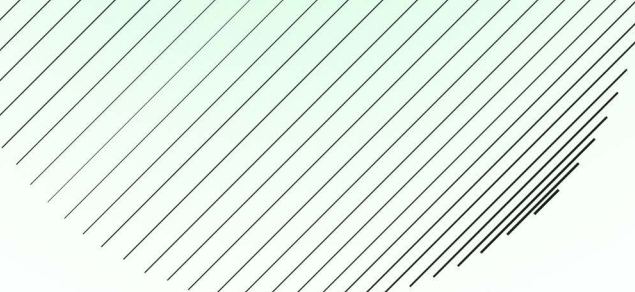
The Philco Corporation created Headsight, the first motion tracking head-mounted display (HMD). It had built-in video screens for each eye and a head-tracking system. However, this wasn't used for VR; it was developed for the military to allow them to remotely look at hazardous situations.

**1986**

VPL Research inc was founded, widely regarded as the first company to sell VR goggles and gloves. They developed a range of VR equipment.

**2011**

Snapchat launched to the public and brought AR face filters into the mainstream, introducing a whole generation to the power of augmenting reality.



## 2015

Having bought an Oculus DK2, ostensibly to play space video games, tech nerd James Burrows spied an opportunity to mix up his traditional digital agency background by moving into “immersive” technologies alongside two friends – and Immersive VR Ltd was born.

## 2019

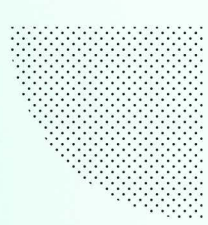
Beat Saber became the first VR app to sell over 1 million copies in under a year, signalling that VR had finally become mainstream. This prompted Forbes to name 2019 as the year virtual reality gets real.

## 2021

Facebook announced they had changed their name to Meta, the Oculus Quest became the Meta Quest, and the whole world scrambled to figure out what the metaverse is and how to get there. The concept of the metaverse continues to be defined, broken and redefined today as the world works out how best it can be used and adopted.

## 2023

By this time, Immersive VR had become known as We Are Immersive, only to be rebranded to Infinite Form to better reflect the studio’s ability to work wonders with all sorts of tech.



## 2014

A big year for VR, Facebook bought the Oculus Company for \$2 Billion. Sony announced they were working on a VR headset for the Playstation. Samsung announced a VR headset that used a phone as the display and the processor. Not to be outdone Google released the Cardboard, a cardboard VR adapter for your phone to bring basic VR to the masses.

## 2016

HTC unlocked VR with the release of the VIVE Steam VR headset – the first commercial headset that had sensor-based tracking which allowed users to move freely in a space. Pokemon Go launched in the summer and almost immediately had 45 million users playing an AR game that made you go outside.

## 2020

The Covid pandemic spurred many on to search for new ways to interact with each other, with many finding that in immersive tech such as VR.

## 2022

OpenAI released an early demo of ChatGPT, a large language model AI chatbot, at the end of 2022. It rapidly went viral – attracting over one million users in just five days. Over the following year, multiple generative AI programmes became readily available, opening up rapid content generation possibilities from text to video, images and more.

## 2024 and beyond

AR and VR are becoming more and more commonplace. A large number of people are using AR every day for things like filters, and VR is increasingly being used across the board, from games to training to education and activations. GenAI is being increasingly adopted as an efficiency and creative aid, although there are ongoing ethical questions over the data on which it’s trained. One thing’s for sure, it’s only going to get bigger and better at what it does, which has exciting implications for the future development of immersive tech.



# TYPES OF IMMERSIVE TECH AND THEIR USE CASES



# Augmented Reality

AR enhances the space around us – overlaying digital content onto the real world that’s easily accessed through a smartphone or tablet. It’s increasingly common – from games like Pokemon Go, to interactive ‘Magic Mirrors’, to Snapchat and Instagram filters.

Most AR uses some kind of real-world anchor point called a marker, which could be an image, a surface or a person, for example your face. The more unique the marker, the better the experience layers onto our reality.

AR shines due to its low-tech requirements combined with its ability to launch an attention-grabbing experience literally in thin air, or linked to a specific real world object – making something physically finite, digitally infinite. This makes it uniquely practical, while also giving users an intuitive and explorative way to access a large amount of content.

Plus, for most AR experiences, all users need is a smartphone or tablet with a camera, which makes it a whole lot easier to reach a wide audience. After all, who doesn’t have their nose in a phone these days?



# What's AR best for?

AR is hugely flexible – an experience can trigger all sorts of different content, from 3D animations and models to 360 video to 2D media like text, images, video and graphics. Plus, it's interactive and scalable, let alone being fun and playful to use. All of which are tailor-made for providing a strong brand experience.

## As far as marketing goes, we think AR is brilliant for:

**Event activations** – from turning an event stand into an AR marker that triggers an immersive brand experience to magic mirrors to planning an AR treasure hunt around the whole event space, AR can add an extra layer of engagement (and excitement) to an event.

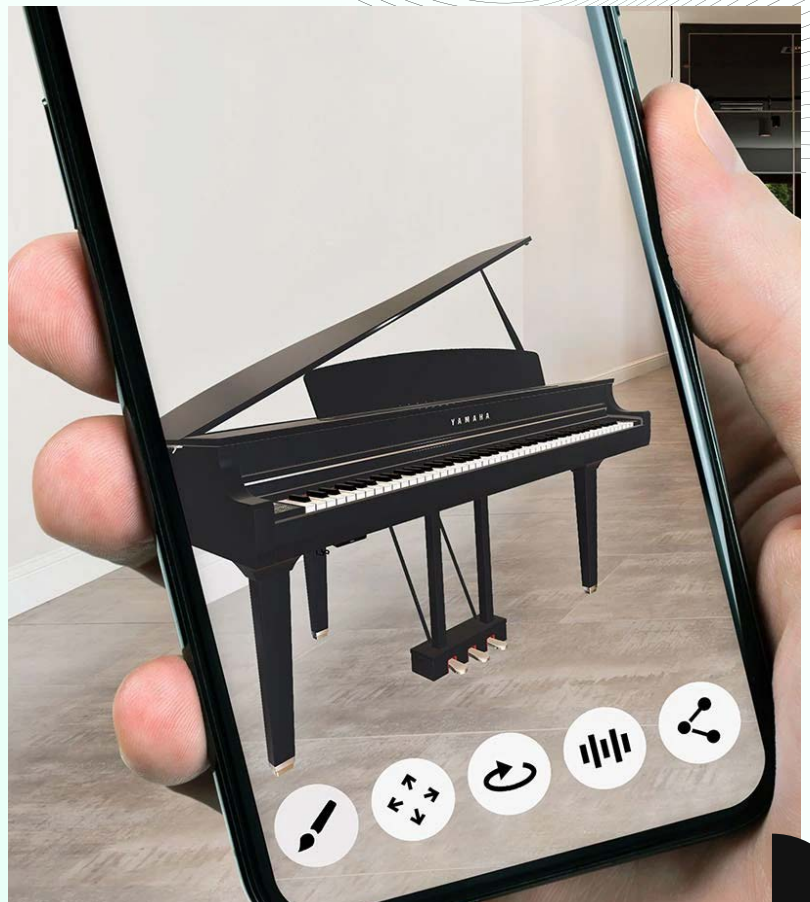
**Product showcases** – virtual try-ons, product configurators, x-ray views, data visualisations – however you want to showcase a product, AR is both cost-effective and highly effective at getting people to understand and buy a product.

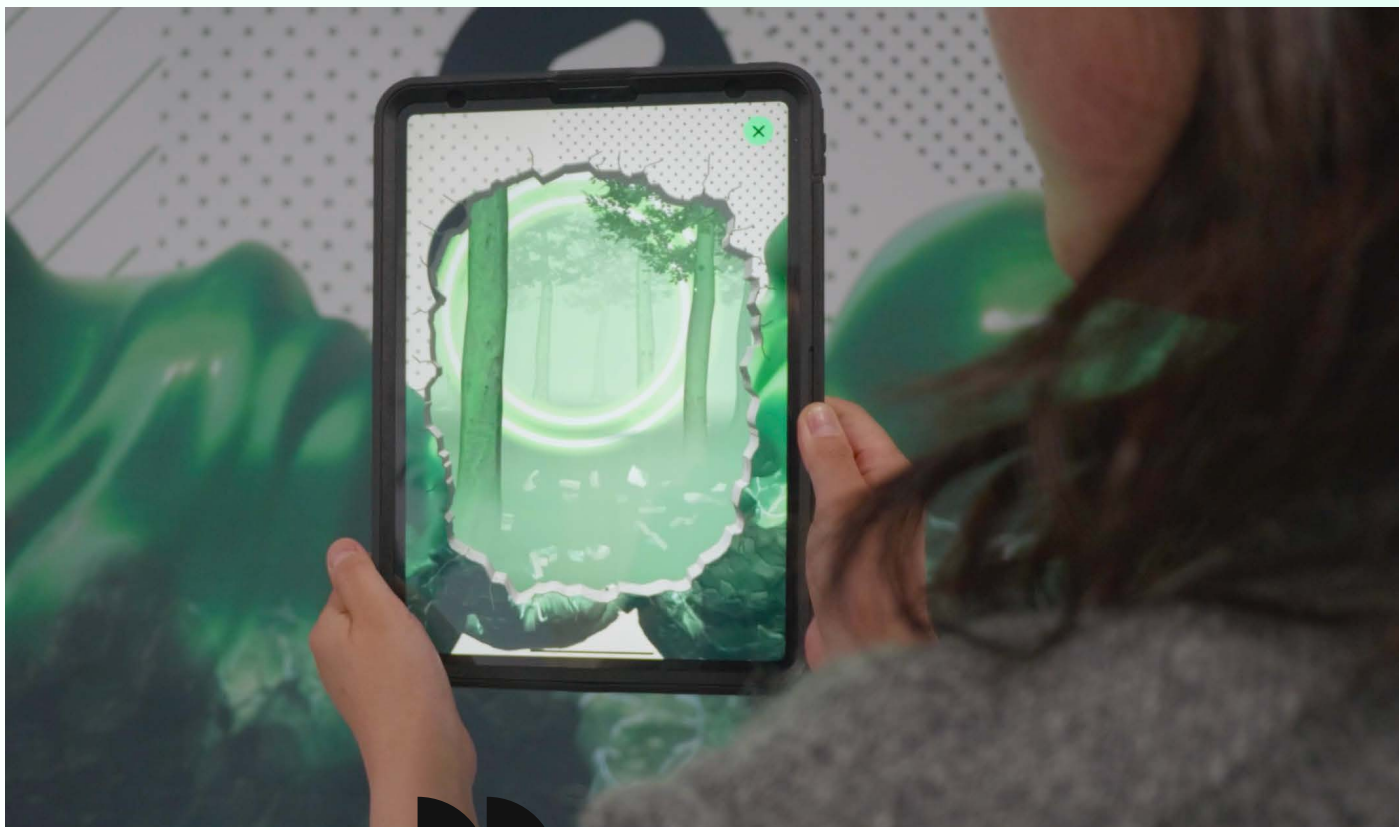
**Social campaigns & user-generated content** – AR social filters create fun shareable moments that can tap into a wider campaign; while Magic Mirrors enable multiple people to connect with the same experience, enabling user-generated content that drives engagement.

**Immersive storytelling** – AR trails get people involved and engaged with a particular message – placing them in the driving seat of the narrative.

**Games** – gamification is a tried and tested brand strategy, and AR games are quick, easy and popular.

**Enhancing any kind of media** – print ads, brochures, direct mails, catalogues, billboards, packaging – all you need is a marker or QR code to launch an AR experience, enabling your audience to step into your brand campaign.





## What else should I know?

### Hardware

Mobile AR is simple – you just need a smartphone or a tablet. Apple devices tend to have the edge when it comes to AR capability, but all modern devices are capable of delivering a high quality experience. If you're after a Magic Mirror, you'll need a large touchscreen and some form of camera.

### Production

AR can be produced as an app or as webAR. All webAR needs is for your device to have a web browser and internet connection, making it the simplest user journey with the widest reach, but it's worth noting that AR apps offer better functionality. Social media AR is another option via Snap, TikTok and Instagram – and these offer more than just face filters. The route that's best for you will depend on your audience and purpose.

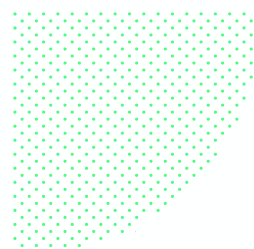
### Cost

We approach every AR project as completely bespoke so putting a cost on that is hard. Your best bet is to talk through your idea with us, so we can give you a ballpark cost.

One thing to be aware of is licence fees. Depending on the functionality you want, you may need to licence software such as 8th Wall, which can be expensive. On the other hand, there are also cost-effective and free platforms available which are comparable, although they offer reduced functionality – it all comes down to what you need.

As a (very) rough guide to production costs:

- Lightweight face filters: < £10,000
- Basic AR experience: from £15,000+
- A short and sweet AR game: from £40,000+
- Interactive AR app with range of functionality: from £50,000+
- Fully interactive, skeletal-tracked Magic Mirror: from £80,000+





# Virtual Reality

VR experiences can be created using real-world content just like films, computer-generated like video games, or even a mix of both. You can add 4D elements to increase that feeling of realism, for example heat, wind, haptics and motion effects (so physical movement matches your movement in the virtual world.)

VR is utterly immersive – you can't get distracted. That sense of physical presence enables the user to connect more completely with what they're seeing – inspiring a feeling of active participation that encourages greater engagement with the content. For brand purposes, time in VR means uninterrupted brand exposure combined with a memorable experience, driving conversions.

These days, VR can be experienced individually, as a group with synchronised playback or as a free-roam activity, where you can move around a set space and see others as avatars in your headset – combining immersion with collaboration and socialising.





## What's VR best for?



VR is incredibly versatile – you can more or less create any kind of content. That's why it's been proven to work so well across a wide range of sectors, including experiential marketing, training and education, entertainment and games, automotive and retail – the list goes on.

**As far as branded experiences go, we think VR is best at:**

**Event activations** – turning a run-of-the-mill exhibition stand into a whole new world.

**Exciting, unforgettable simulations** – give customers a taste of something they otherwise can't access, whether that's a high-thrill sport or a trip around an imagined world.

**Immersive storytelling** – with your customer's full attention, you can convey key messages and emotive stories in a way that sticks in the mind.

**Product launches and virtual tours** – a cost-effective way to help people experience a product or visit a place, to generate interest and convert leads.

**Pop-ups and roadshows** – one or two headsets and you can put multiple people through a brand activation with minimal logistical fuss.

**Games** – gamification is a tried and tested brand strategy. VR is one of the most exciting forms of gameplay available.

# What else should I know?

## Hardware

There's a huge range of hardware out there from big names like Meta, HTC, Apple etc – we often work with Meta and most often with Pico, who offer cost-effective enterprise solutions without compromising performance.

## Production

In terms of building a VR experience, you've got a few options – you can use 360 video, entirely computer-generated environments or a mix of both (for example adding CG elements over 360 video to get that 6DOF feeling). How long it takes to create will depend on the virtual environment, the modelling required, the level of interactivity – it's all up for grabs. The route that's best for you will depend on your purpose, timeframe and budget.

## Cost

We approach every VR project as completely bespoke so putting a cost on that is hard. Your best bet is to talk through your idea with us, so we can give you a ballpark cost.

As a rule, there's no upper limit for this type of project – virtual reality can be whatever you want it to be if you have the funds. Costs will largely depend on whether an experience is a 3DOF 360 filmed experience, or a fully CGI 6DOF environment, and the level of interactivity you're after.

As a (very) rough guide:

- A 360 3DOF video project could cost anything from £20,000 to £100,000+ depending on scale
- A 6DOF CGI storytelling experience could cost circa £60,000+ (the higher the budget, the more we can do – a recent budget we worked with was £185,000 as an example)
- A fully interactive large-scale 6DOF VR project that incorporates a rich array of 3D content, 4D elements and more could cost from £200,000 upwards, depending on overall scale – but, as mentioned, the sky's the limit with VR.



# Mixed Reality

Mixed reality (MR) takes the best of both VR and AR and blends them into one seamless experience. Enabled by headsets such as the Meta Quest 3, Apple Vision Pro or the HoloLens, MR overlays digital content into the real world and you can interact with both simultaneously.

Unlike VR, you can see through MR headsets. This means you can move around within the real world, while seeing and interacting with virtual objects too – giving you the benefits of complete engagement that VR provides, combined with the practicality and social element that makes AR such a strong type of immersive tech.

Importantly, you have both hands free, increasing your level of interaction and making it feel a natural, intuitive experience. And it offers a host of opportunities for brands to create truly memorable activations.



# What's MR best for? ▀

Enhancing the world around you in a way that feels totally real has a powerful impact. Not only is it fun, but it's seriously impressive too. And it's flexible. You might choose to have virtual experiences that appear from anywhere, or you might want to link them to a physical object – such as a table, product or event stand. And, just like VR and AR, the content you create can be more or less anything.

## As far as branded experiences go, we think MR is great for:

**Event activations** – turning a run-of-the-mill exhibition stand into something unforgettable.

**Product showcases** – display soon-to-be-launched virtual products in an empty space, enhance a physical product into a new digital version, make something static come to life – it's all possible.

**Immersive storytelling** – imagine combining a real world installation with virtual elements to enhance and elevate the brand story, creating an interactive and memorable message.

**Unexpected moments** – one of the joys of MR is your ability to surprise your audience to create cut-through – using real world objects as a springboard for virtual surprises.

**Pop-ups and roadshows** – one or two headsets and you can put multiple people through a brand activation with minimal logistical fuss.

**Games** – gamification is a tried and tested brand strategy. MR brings imaginative virtual games into the space around you.



# What else should I know?

## Hardware

Like VR, there's a range of headsets for MR, ranging from dedicated hardware like the HoloLens and Apple Vision Pro, to VR headsets with MR capabilities like the Meta Quest 3 and Pico 4, which we use most often. The Apple Vision Pro is the perfect example of the big brands betting on MR as the future.

## Production

Just as MR is a fusion of VR and AR, so too is the production process. It will use the same techniques as AR to create content, whether that's computer generated models, objects or environments – and a similar workflow to VR to get it working effectively in headset. How we approach an MR project to be the best it can be for you will depend on your purpose, timeframe and budget.

## Cost

We approach every MR project as completely bespoke so putting a cost on that is hard. Your best bet is to talk us through your idea so we can give you a ballpark cost.

As a (very) rough guide, an interactive headset-based MR experience that tracks real world objects could cost anything from £75,000 for a basic experience to £250,000+ for a complex multi-player and multi-experience approach, depending on your needs.



# Artificial Intelligence

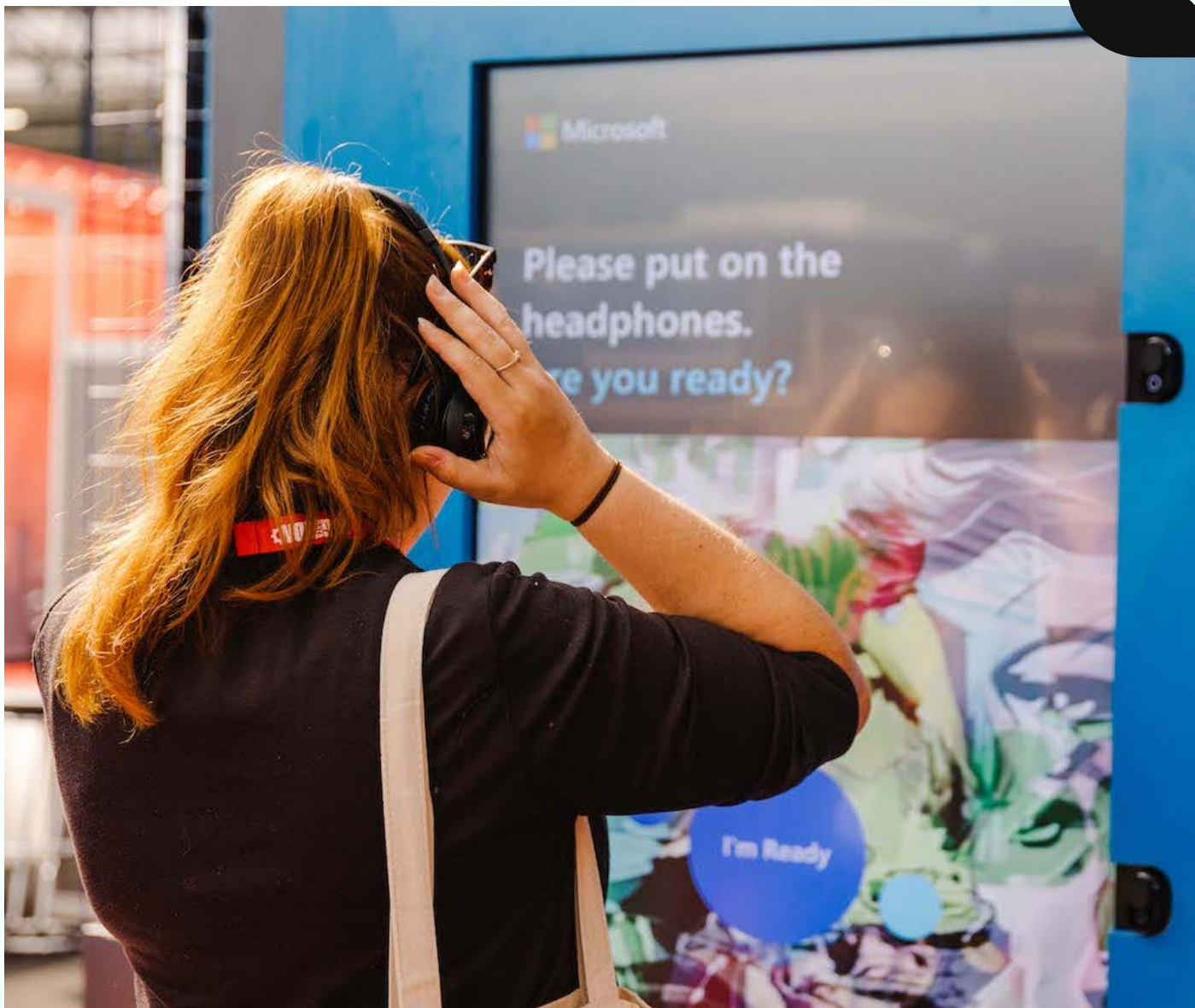
Artificial Intelligence (AI) has been transformative for the creative industry so far – and it's not going anywhere. As it's the prerogative of AI to keep developing, we can expect to see further change in the very near future.

AI is essentially trained on inputs that you give it and responds to prompts from a user. Firstly, you have AI that's trained on a finite set of data curated by you and basically acts like a search engine for a large, set database. Without a connection to the internet, this means it cannot learn from anything else – creating, in effect, a 'closed circuit' AI experience, that's capable of generating new, similar information from that which it has.

Then you have generative AI (genAI), which is trained to recognise patterns in data and use them to generate new, previously unseen, content such as text, images, video and music – all in a very short space of time, based on prompts inputted by the user. ChatGPT is one such example on the text front, Midjourney for images, Sora for video – the list goes on.

We're including AI under the umbrella of immersive technology for multiple reasons. It's dynamic in its own right – enabling experiences that make you feel like you're an active participant in something bigger. But it also feeds into VR, AR and MR – potentially changing how we create and interact with immersive content, and pushing the boundaries of how the digital and physical worlds come together.





## What's AI best at?

Let's be honest, AI is (scarily) good at many things. In terms of brands, it's particularly effective at creating highly personalised experiences – enabling a customer to connect to a brand on a unique level. Combined with immersive technology, this has the potential to create highly individual, dynamic environments and experiences that are tailored to the user's preferences.

**As far as branded experiences go, we think AI is (or soon will be) great for:**

**Event activations** – from magic mirrors to specialist chatbots, AI enables brands to enhance activations with unique interactive experiences.

**Immersive storytelling** – with genAI, users can essentially direct their own brand stories, creating a bespoke connection to the brand message.

**Unique interactions** – whether chatbot conversation or artwork creation, every user's interaction with AI-powered content is different.

**Dynamic games and environments** – gamification is a tried and tested brand strategy. As AI blends with immersive tech, environments and game play will grow increasingly personalised and dynamic to the player.





# What else should I know?

## Hardware

The hardware you need for AI-powered experiences depends on what kind of experience you're offering. Naturally, AI-enabled creative works best in interactive settings where the user can input prompts or responses, for example on a large touch screen, or via some kind of control that changes the output, whether that's typing into a tablet or speaking into a microphone.

## Production

One of the challenges with AI-powered experiences is making sure they're produced effectively – with genuine use rather than as a flashy gimmick. Consideration needs to go into both the concept as well as the training and testing of the system, including making sure copyright and personal data are protected. These are all factors we take into account throughout production.

## Cost

We approach every AI project as completely bespoke so putting a cost on that is hard. AI is changing all the time and, depending on your goals, training the AI on the right data can be complex. There's also no upper limit with this kind of technology – the complexity of your project will define the budget. Your best bet is to talk us through your idea so we can give you a ballpark cost.

As a (very) rough guide, a short AI image generator project could cost from £40,000+ while we can see a large-scale and complex generative AI-based project could cost anything from £300,000+ depending on the scale and aims.



# So what about the metaverse?

Go back a couple of years and the metaverse was being talked about everywhere – the start of a hype cycle that has since died down, but the concept itself isn't going anywhere. In fact, as of October 2023, there were 600 million active monthly users. So what is it?

Essentially, the metaverse is the next phase of progression for how we interact with the internet, as content becomes more immersive and layers on top of our everyday world. Think of it as a 3D digital parallel world where you can socialise, learn, play, shop and interact with other people via avatars or 'digital twins' – offering a seamless virtual and social experience that can be accessed via a web browser as well as VR and AR devices.

Initially, the hype about the metaverse was huge, spurred on by the pandemic restrictions as everyone sought new ways to socialise. But, like anything in its infancy, it has faced teething problems – from privacy concerns to security and governance questions to content challenges – leading the hype bubble to burst. Apple, on announcing the Vision Pro, was careful to label it as 'spatial computing' as opposed to the 'metaverse'.

But the concept remains the same and very much alive: an online platform where you can access different digital experiences, spaces and people within an overarching virtual world. In short, the next iteration of the internet – and brands from Microsoft to Gucci to Roblox to Disney are investing in metaverse experiences that invite users into an immersive and experiential world.





## What's the metaverse good for?

For brands, the metaverse is another platform through which to connect to customers – and one of its strengths is accessibility. Like the internet, there's no geographical limitation – and digital twinning, where you have a virtual representation of a real-world place, object or person – can enable someone anywhere in the world to access the virtual version of your brand experience.

### So from a brand perspective, the metaverse is great for:

**Virtual live events** – the metaverse is designed to be social. Virtual events are inclusive and sustainable, with the ability to connect to a worldwide audience on an individual level.

**Product showcases** – virtual try-ons, viewings or configurators all lend themselves beautifully to the metaverse, enabling customers to explore a virtual product to encourage them to invest in the real thing.

**Branded stories and experiences** – brands are building their own metaverse platforms in which to host consumers virtually, fully immersing users in a branded experience, from games to retail to social spaces.

# What else should I know?

## Hardware

Metaverse, or spatial computing, experiences can be accessed via any device with an internet connection. As they're 3D spaces, the best experience is via an immersive device such as a VR or MR headset but they can also be engaged with via any computer with a web connection.

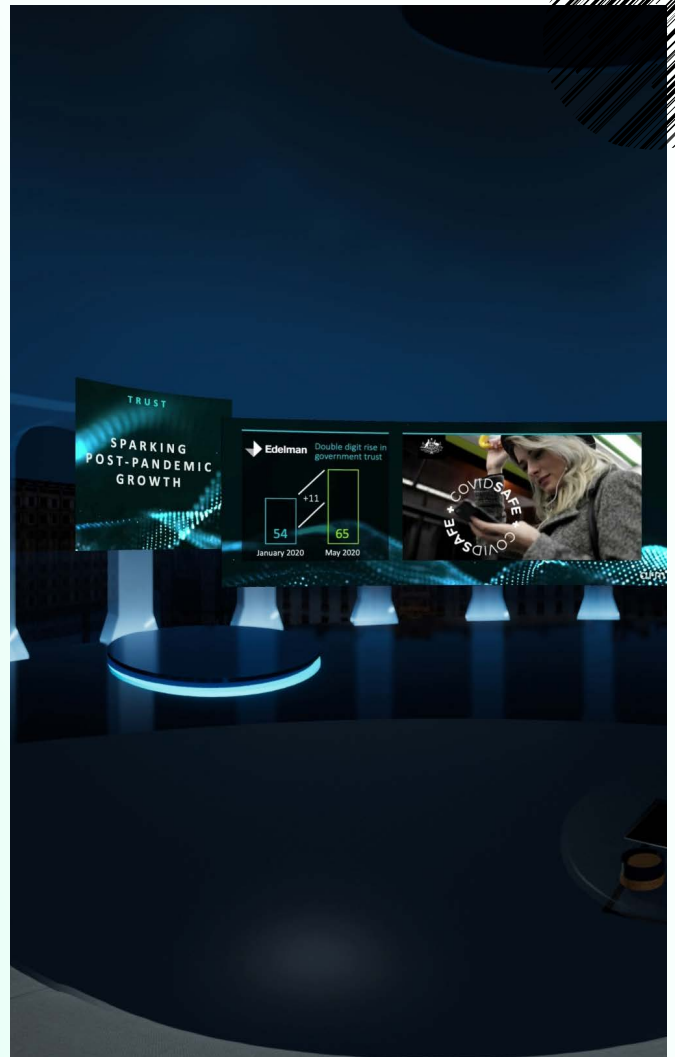
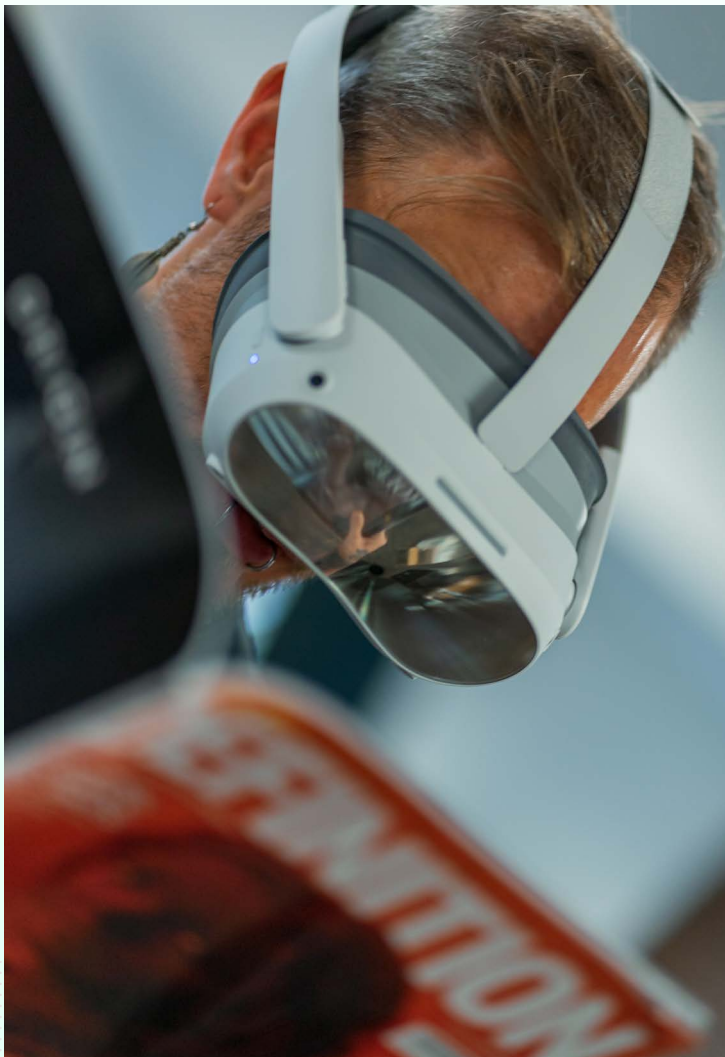
## Production

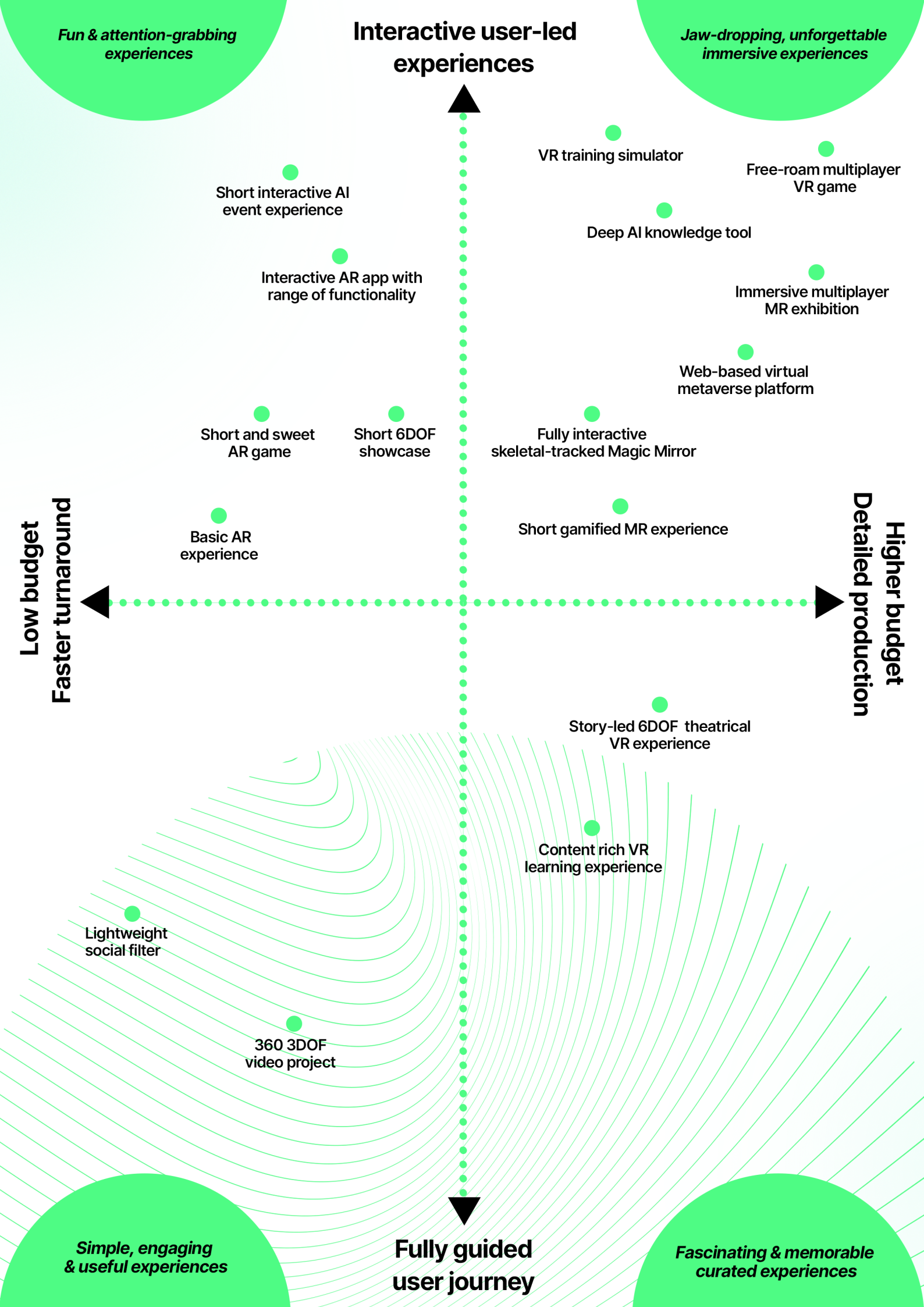
Because you can access metaverse platforms in different ways, you need to consider your purpose, target audience and accessibility carefully. Will your experience be designed for headset use above web browser use? Do you want to offer an optimal experience for both? As part of our production process, we always interrogate your goals and audience to make sure we design a tech solution that serves your purpose.

## Cost

We approach every metaverse / interactive web platform project as completely bespoke so putting a cost on that is hard. Your best bet is to talk us through your idea so we can give a ballpark cost.

As a (very) rough guide, a fully interactive platform, including data capture, live chat and using WebGL for the latest functionality, could cost anything from £90,000 - £250,000 depending on your needs.







***INTRODUCING***  
**INFINITEFORM**

# We're the immersive production partner for agencies like yours

We're Infinite Form, a one-of-a-kind production studio specialising in immersive content and creative technology. We create unforgettable VR, AR, MR and AI-powered experiences for brands and agencies worldwide – helping deliver impactful results through immersive (award-winning) ideas.

When we say we're specialists, we mean it. We've been crafting wild and wonderful brand experiences for our clients since 2015 – delivering results that earn recognition and building up a formidable bank of technical expertise. Our strength lies in our dauntless imagination, dedicated team and bold use of technology to solve our clients' problems. Your problems.

We understand that immersive production is a niche industry – demanding expert skill and resources that many agencies don't have in-house. So we act as your production partner – working in tandem with you to ensure you hit the creative mark for your clients every single time.

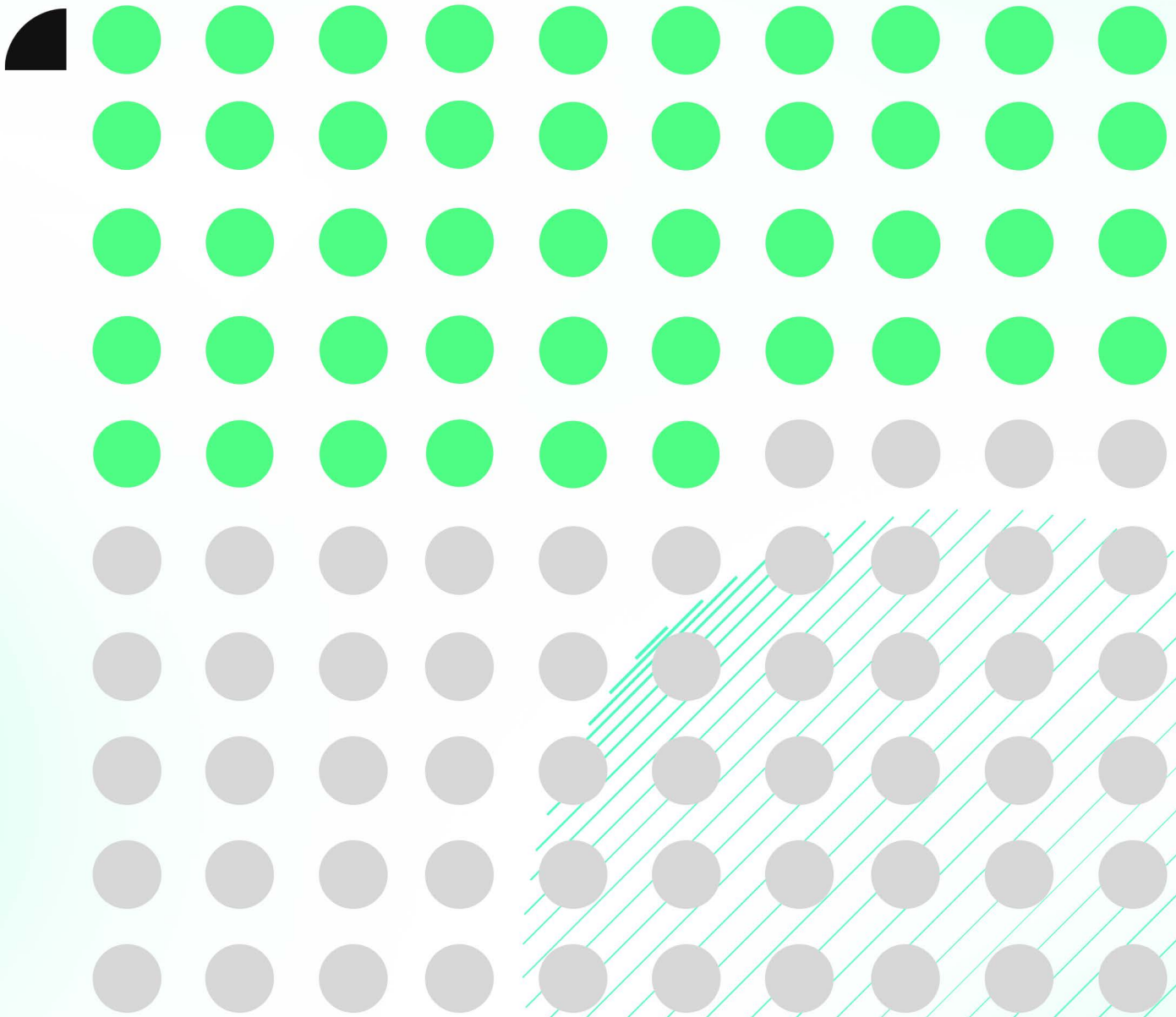
Whether as your upfront tech partner or behind-the-scenes white label provider, we'll work in collaboration with you to make sure your brand comms, events and activations reach their full immersive potential – creating ever-more relevant and engaging experiences that get your audiences talking and your campaigns delivering.

*What more could you want?*



# 46%

*of our clients are  
Agency partners*





# How we work together ...

## 1 *Introductory phase*

Tell us the idea. We'll create a detailed proposal that we can tailor together to create the experience your client is after.

## 2 *Scoping phase*

Given the green light, we'll host one or more workshops with you (and your client too, if appropriate) to nail down the full creative and technological scope, brief and budget.

## 3 *Scope defined, contract signed*

We'll create a GANTT chart detailing key milestones and full production schedule. Terms are signed, payment schedule agreed and the work begins.

## 4 *Pre-production*

Creative production gets underway, from concept art to storyboarding to any R&D. You review and sign off the creative as per the agreed schedule and key milestones.

## 5 *Post-production*

Any filming is completed, 3D assets and art developed and animated, and interactive software developed. Any bespoke hardware is built to spec. Key milestones are signed-off and invoiced.

## 6 *Sign-off and delivery*

With final sign-off from you, we deliver the project – including any installation and on-site deployment. Final invoice is issued.

## 7 *Ongoing support*

As agreed during scoping, we can support you while the project is live, or as per a bespoke warranty to give you peace of mind.

## 8 *Results & round-up*

Post delivery, we love to discuss the results for the benefit of both parties. We can also discuss potential future phases or collaboration following a job well done.

*“Infinite Form’s **expertise** and **dedication** have truly **elevated** our projects to new heights. In 2022, they partnered with us to create a **groundbreaking** VR experience for Visa at VPF 2022 in Orlando. This project **transformed** Visa’s customers into the future of commerce, allowing guests to explore a virtual NFT gallery and even purchase trainers in a virtual reality sneaker store. It was a **visionary** project that received rave reviews from both Visa and their clients.*

*“More recently, Infinite Form impressed us yet again with their **innovative** augmented reality experience for Visa at VPF 2024 in Istanbul. This time, guests were able to explore a suite of Visa products in an engaging and immersive AR environment. The execution was **flawless** and the feedback from attendees was **overwhelmingly positive**....their creativity, professionalism, and technical prowess make them a **valuable** partner, and we look forward to many more successful collaborations in the future.”*

The Shiraz Creative Team



Our experiences  
were used in over

**49 Countries**

That's 26% of the world!



We visited

**17 Cities**

across

**4 Countries**

and travelled a total of

**20,360 Miles**

That gets you from  
Norwich to New York!

*(Going the wrong way)*



# **OUR WORK**

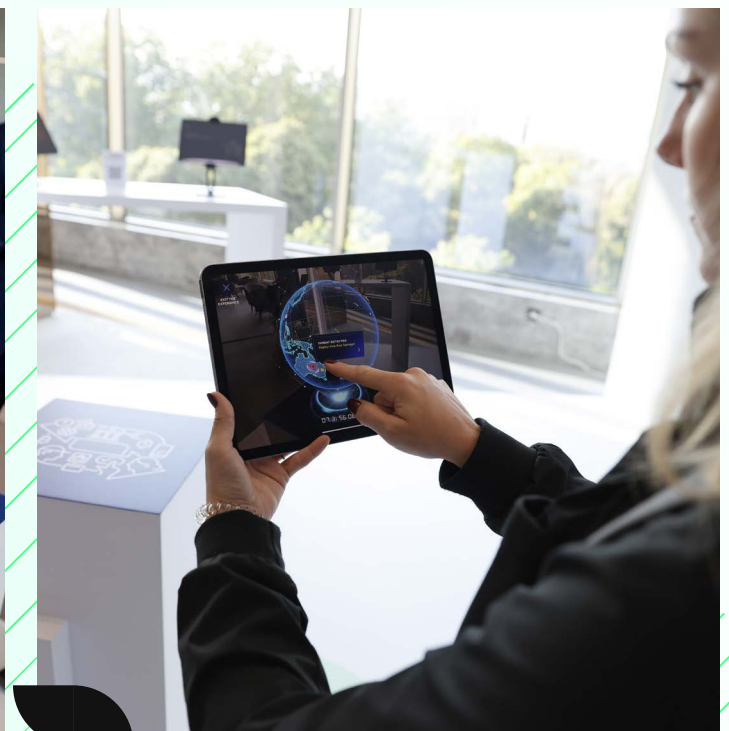
**AR / VR**

# **VISA & SHIRAZ CREATIVE**

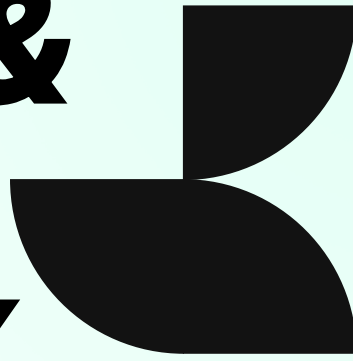
Fraud costs billions globally each year. Visa is tackling this with advanced AI-powered security tools, which they wanted to showcase to the 800 attendees at the Visa Payments Forum (VPF) 2024 in Istanbul. Following our successful collaboration for VPF 2022, when we built a VR experience demonstrating the future of payments, Visa's agency Shiraz Creative got back in touch to see how we could add an immersive, attention-grabbing element to their 2024 stand.

The challenge was to showcase Visa's complex and evolving security suite through an interactive experience that attendees could explore independently in just a few minutes. With only five weeks to the event, we got to work – developing a gamified tabletop AR experience that allowed users to interact with animated 3D content and learn how Visa's tools prevent fraud in real-time. Using different markers at the stand, users could access a range of detailed and interactive content, from animated information slides, multiple choice challenges, and the option to 'activate' each product to reveal proven success stories.

Designed for iPads, the AR app attracted high footfall – offering a comprehensive overview of Visa's security solutions while capturing valuable lead data – and both Visa and Shiraz Creative loved it. Talks are underway to adapt the AR experience for future use, including multilingual versions and sales tools.



# VR MAZDA & LIVELY AGENCY



The Mazda MX-5 RF is iconic, so its virtual test drive needed to be equally legendary. Commissioned by Lively Agency for Mazda, we created two immersive test drives through Italy, Iceland, and the French Riviera. Our goal was to create an unforgettable experience that drives customers to their dealership – so, to make the experience stand out, we leveraged VR's endless potential to create an out-of-this world virtual drive that's as thrilling as taking the real wheel.

For the first test drive, users embarked on a thrilling 360° race around the Italian Alps, transitioning into a colourful CGI dreamscape inspired by Mazda's 'drive together' philosophy, before returning to the road. We filmed the real drive in 360° and inserted a CGI car to create a highly realistic, immersive feel.

The nationwide retail tour was such a success, Lively asked us to create a second virtual test drive. This time, we started in Iceland and moved to the French Riviera, filming the roadster in 360° and merging it with a 3D interior and green-screen actor. The drive included portals between locations, showcasing the car's all-weather capabilities and highlighting its key features with multilingual callouts.

This time we made the drive even more immersive by adding 4D effects. Users sat in a real Mazda MX-5 RF with headsets, enhanced by rumble speakers for engine vibration, in-car BOSE sound, a 5:1 surround system for spatial audio, and fans and heat bulbs to mimic roof-down driving. An iPad-controlled app synced playback and 4D effects, and collected analytical data for Mazda. The setup was assembled in Vienna and then toured Europe as part of Lively's wider strategy, helping attract over 350K engaged visitors and generate 3.5K leads.



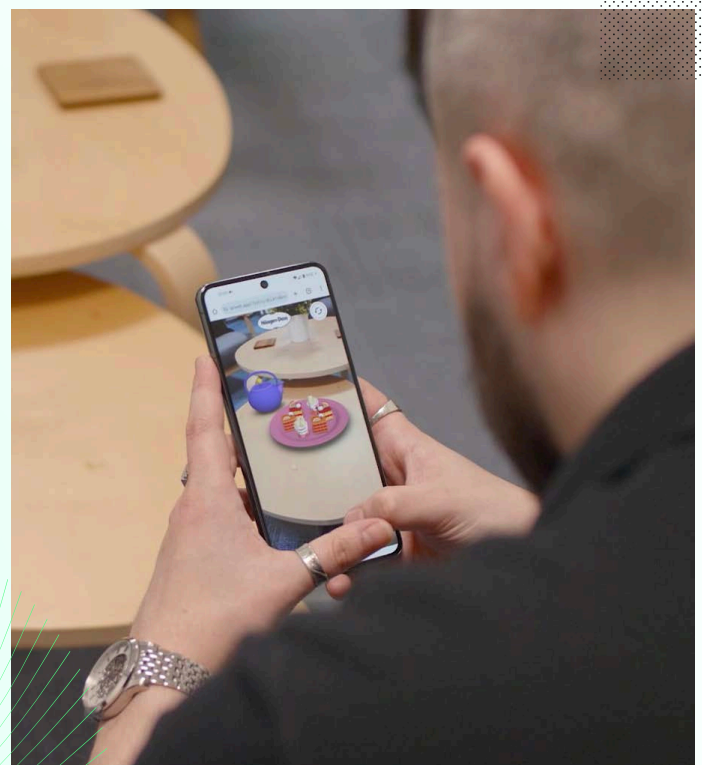
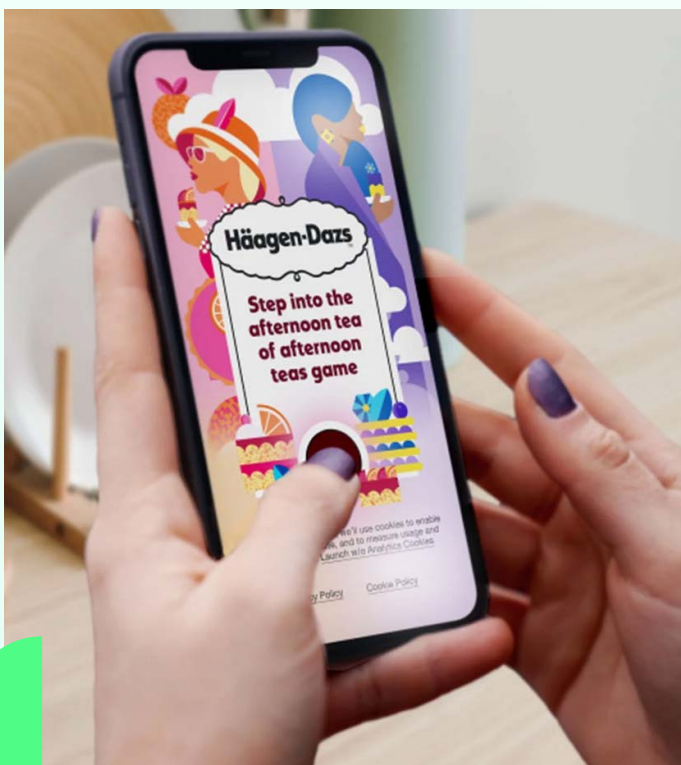
WEB AR

# HÄAGEN - DAZS & SHUTTERSTOCK

In 2023, Häagen-Dazs introduced a limited edition ice cream collection inspired by afternoon tea, featuring Orange and Pomegranate Tart and Blooming Blueberry Tart. To celebrate, they collaborated with Shutterstock to create a vibrant campaign, including a fun interactive experience to intrigue customers and boost brand engagement. So we teamed up with Shutterstock to create a short, addictive WebAR game that adds an extra scoopful of fun to the new ice-cream flavours.

Inspired by the colours and theme of the campaign, we created a game where players stack plates of cakes to score points. Accessed via a QR code on the packaging, the game starts with an animated tea scene that users explore by moving their device. Players then have to build a tower of cakes by tapping the screen to land plates, which get faster as the game progresses. The design reflected the new ice cream flavours, with alternating plate styles, and players could either share their scores on social media for a chance to win a month's supply of ice cream, replay, or visit the Häagen-Dazs website – all of which helped boost brand engagement.

Initially set to run for three months, Häagen-Dazs liked the game so much, they extended its runtime by another six months. It attracted nearly 9,000 unique users with a total dwell time of 200 hours, enhancing the campaign and strengthening the bond between Häagen-Dazs and its customers across various countries, including Korea, Taiwan, Singapore, Thailand, Hong Kong, Spain, France, and the UK.



**MR**

# **TRISON UK & LUXURY CAR BRAND**

When a world-famous luxury sports car brand was opening a new museum in Kuwait, their agency Trison UK tasked us with using mixed reality (MR) to bring the exhibits to life.

The museum would be home to multiple iconic cars that everyday visitors and VIPs alike would be able to explore and learn about. The Mixed Reality Showroom would be reserved for invitation-only guests and echo the premium, exclusive feel of the car brand itself – drawing in stylistic augmented visuals and enhanced audio to create a memorable MR experience.

Our challenges were many: there were no original CAD files for the cars, so we needed to create accurate 3D models for better tracking. The museum was also under construction so we were unable to test in situ. Lighting was an unknown variable, which impacts tracking, and we had to keep adjusting the design of the exhibit based on changing floor measurements and testing constraints. But, as ever, we rose to the challenge.

We focussed on eight of the classic sports cars, featuring six distinct experiences that visitors could explore through Meta Quest 3 headsets and iPads. Tracked using Vive technology, the setup included base stations that calibrated users' positions, guiding them through the museum via digital markers. The MR experience starts with users being transported to a snowy alpine setting for onboarding, where they calibrate their devices and learn to navigate the exhibit using red crystal gem markers for interactive content. Each luxury sports car is showcased with unique, holographic displays that highlight its history, design evolution, and performance through interactive 3D models, dynamic visuals, and synchronised voiceovers, creating an immersive and engaging experience. The final experience, a voiceover-only feature, was unlocked after all others were completed – and the client loved it.





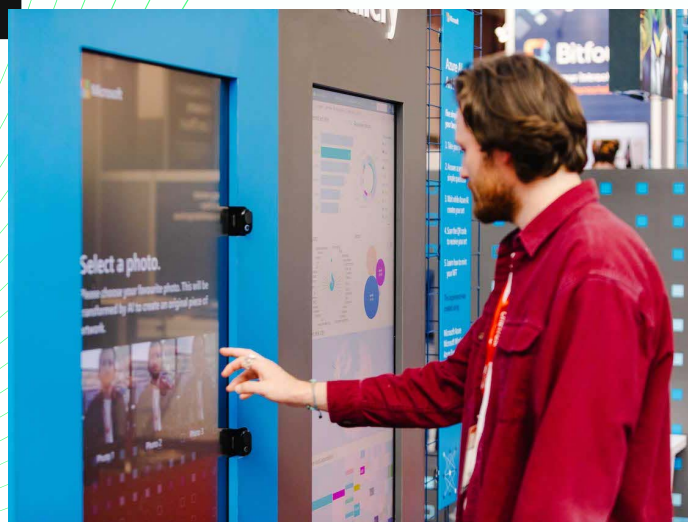
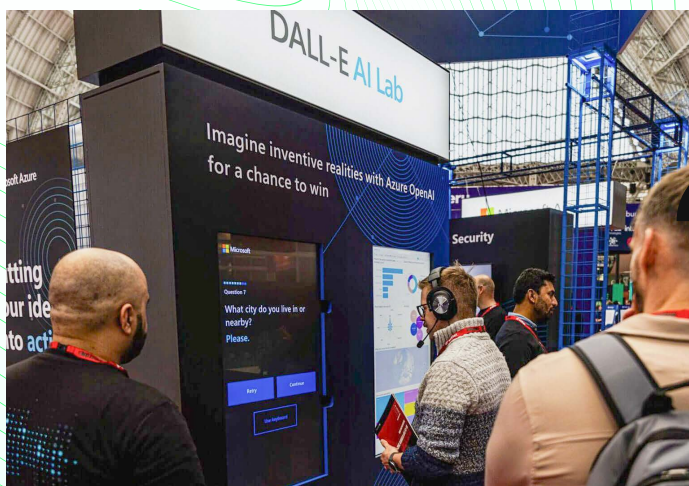
# AI MICROSOFT & ONEPOINTFIVE AGENCY

To showcase Microsoft's Azure cloud computing service, we worked with onepointfive agency to build a generative AI-powered interactive Art Studio that created unique, personalised artworks built around question and answer prompts from the user.

For the first phase, the AI asked users a series of questions, before they submitted a selfie via an interactive touchscreen, which would be used as the basis to create a brand new original image. For the second phase, we refined it further – using Dall-e on Azure to simply ask the user questions and build the art from key words within their responses, with a QR code leading them to a website to download the final image.

Our challenge was to ensure the AI was trained to only use certain types of art within the image generation, so Microsoft had complete trust in what it would create. We developed the software and set tight parameters to ensure a seamless and enjoyable experience, while enabling GDPR-compliant live image distribution of genuinely good, impressive modern art with zero personal data stored.

What's more, to showcase the capabilities of Microsoft's Power BI data visualisation programme, the Art Studio sent data to a neighbouring screen where Power BI visualised data in real time. Initially shown at Big Data, before being taken on an event roadshow that culminated at Microsoft Ignite, the AI Art Studio showcased the capabilities of Azure and drew repeat visits to the stand (with one attendee returning seven times in one day).



# MR & AI

# BERRY

# GLOBAL

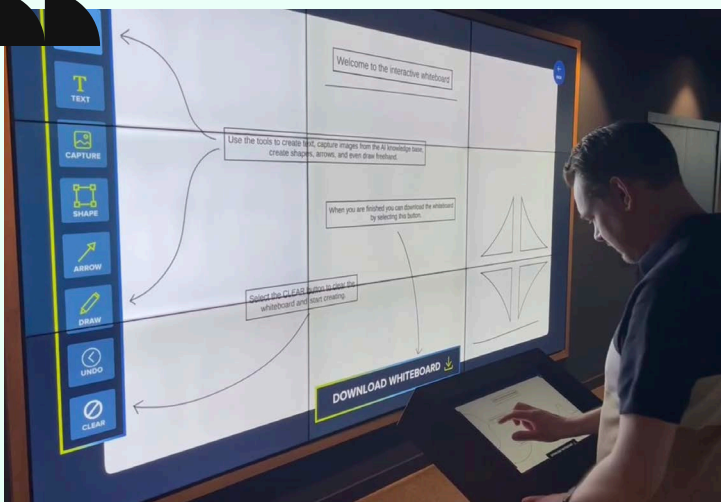
When Berry Global tasked us with creating an immersive 320m<sup>2</sup> Innovation Hub aimed at educating visitors about their work in the realm of the Circular Economy and their CleanStream® facility, we devised multiple creative tech experiences, including an AI knowledge base, interactive product explorer and an interactive table that played host to multiple immersive experiences that kept visitors engaged and inspired.

The hub was designed through collaborative workshops with the client team, focusing on creating memorable, purpose-driven experiences. By combining storytelling with cutting-edge technology, we crafted an immersive space with an intuitive user journey that's enhanced by a series of experiential activities, including:

- An AI-powered knowledge base – a whole-wall matrix screen that enables users to interact with an AI (nicknamed "Poly")
- A multi-purpose interactive table that plays host to a mixed reality experience about Berry's innovative CleanStream® technology, a projection mapped tabletop game that uses lidar sensors and hand tracking to enable gameplay, and an interactive animation of plastic pellets that users can manipulate through touch.
- NFC-activated product explorer, enabling visitors to scan a product and instantly load its key information.

Controlled via a tablet app, the hub can be personalised to each visitor and a choice of ambient soundtracks increases the feeling of immersion. With every detail carefully crafted to ensure an inspirational and engaging experience, the Berry team has the flexibility to tailor the overall experience to each audience, from global clients such as McDonald's, to Berry's board members as well as community and school groups.

Throughout the long-term project, we worked closely with the Berry team – building strong relationships and navigating complex collaborations with multiple stakeholders across borders and time zones. The resulting Innovation Hub has been a great success, impressing clients and the Berry board alike, and we continue to work together – providing remote tech support and exploring ways to build on, and enhance, the innovation hub in the years to come.



# **Interested in partnering up?**

**Simply get in touch**

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