



VR FEST



# ABOUT THE EVENT

The point of organizing this VR festival was not only to provide an opportunity for people from the industry and founders to establish partnerships and make tech business deals but also to educate students and children, introduce them to the industry, teach them how to code and make their first projects.

Also, this event will be interesting for visual artists to exhibit their works in VR and to learn how this technology has affected the art industry.

The event will be very informative for the medical staff as well, showing how helpful VR technologies can be in their professional field.



# TARGET AUDIENCE:

- Specialists from different industries
- Start-up founders
- Surgeons and medical staff
- Students
- Tech geeks
- Contemporary artists
- Children and their parents



# ! CHECK-UP

Since VR experience has a few medical restrictions, it would be reasonable to have a check-up station at the expo where the guests could measure blood pressure and check the vestibular system. Also, there should be a reminder for people with epileptic tendencies to prevent risks of seizures.





# VR ART

A person wearing a VR headset is shown in profile, looking upwards. The scene is illuminated with a strong blue light, creating a futuristic and immersive atmosphere. The background is a blurred, grid-like pattern of light and shadow, suggesting a digital or virtual environment. The person's face is partially obscured by the headset, and their expression is neutral. The overall composition is centered, with the person's head and shoulders occupying the right half of the frame.

- Video games
- Immersive art
- Digital fashion
- AR for galleries
- Drawing in VR



# VIDEO GAMES

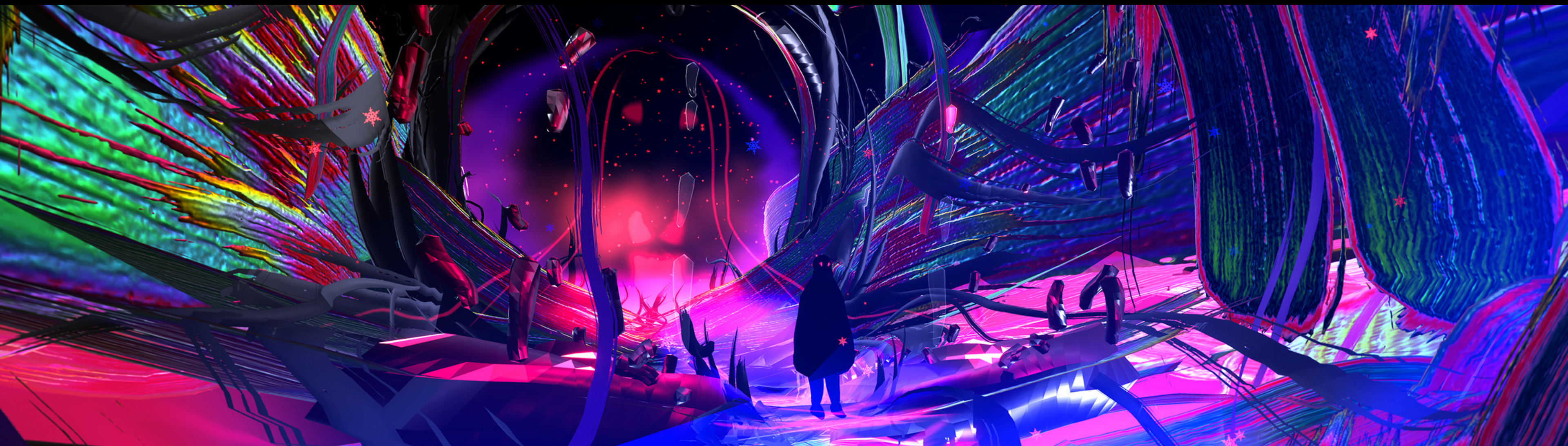
The gaming industry is one of the biggest VR markets that has perfectly adopted the technology, to the delight of gaming fans worldwide. Guests of the event of all ages will experience different genres of video games the industry can only offer.





# IMMERSIVE ART

Immersive contemporary art is all about mixing technologies and imagination, so virtual and augmented reality are great instruments to redefine the way people experience modern art. That's also an excellent opportunity for the artists to exhibit their works in a modern way.





# DIGITAL FASHION

Virtual fashion is the hottest topic in the digital world nowadays. It will be fun for the visitors to try virtual clothes on and take a look at the top trends. Also, AR clothing is a perfect option for internet shopping, so developers will have a chance to offer their product to the big platforms.





# AR

Augmented reality is a game changing feature for galleries and exhibitions of any kinds. Looking through the screen of mobile phone, paintings, sculptures and exhibition spaces come vividly to life providing a brand-new experience for the art lovers.





# DRAWING IN VR

Drawing in VR is a fun and entertaining creative activity for people of all ages. Seeing your drawings becoming 3D in real time will not only leave a lasting impression, but also inspire adults and children to be more creative and express themselves in art.





# VR BUSINESS

A woman wearing a VR headset is shown in profile, looking upwards. She is surrounded by a collage of digital images and data visualizations, including a hand holding a globe, a person in a VR environment, and various abstract data patterns. The background is a dark, textured surface with a grid of light points.

- Start-up presentations
- Tech innovations
- VR in tourist business
- VR in construction business
- Corporate lounge



# START-UPS

Start-up is one of the most popular directions in digital industry that constantly moves it forward. So to ensure sustainable development of the world of VR technologies, there always should be an opportunity for the founders to present their ideas to the digital community.





# TECH INNOVATIONS

Working in a constantly developing tech field, you always must keep abreast of technical innovations and new gadgets getting to market. This part of the event provides the possibility for the specialists to keep up with the latest products and remain on top.





# TOURIST INDUSTRY

The tourism industry should consider using modern technologies in its practice. Virtually conducted tours can not only convince customers to buy a real one, but also would be popular among them who can't afford travel as much as they want to.





# CONSTRUCTION INDUSTRY

VR technology in the construction industry applies to different parts of planning, modeling and calculation of architectural constructions. AR technologies can be used as well, e.g. to present to the curious public on the city streets how buildings are going to look like after renovation.





# CORPORATE LOUNGE

At every big event, there's always a place for communication between company representatives where they can find promising specialists, discuss new ideas and projects and establish partnerships within the digital industry and other businesses fields interested in modern technologies.





# VR EDUCATION

A young girl with brown hair tied back is wearing a black and white VR headset. She is smiling and looking upwards, with her hands raised in a gesture. She is wearing a light gray t-shirt. In the background, there is a desk with a black robot on it, a green plant, and a window with blinds. The scene is brightly lit, suggesting an indoor setting like a classroom or a workshop.

- Lectures
- Workshops
- VR for students
- VR for children



# LECTURES

At this part of the event leading experts of the industry will share their knowledge with the audience, telling them about different directions and scopes of application. Also, I'd add a conference part where listeners can ask all their questions and discuss the future of the technology.



VIRTUAL REALITY

Interactive computer-generated experience taking place within a simulated environment. This immersive environment can be similar to the real world or it can be fantastical.



# WORKSHOPS

Workshops and masterclasses would be very useful not only for newbies but also for the tech specialists. This part will include coding classes, different program soft explanations, 3D modeling, game development, and many more learning options.





# VR FOR STUDENTS

Many young people nowadays are curious about modern technologies and also concerned about their future carrier. So tech universities can participate in the expo offering different types of programs for studying digital technologies at their educational establishments.





# VR FOR CHILDREN

Depending on the age of a child, VR can offer not only amusing games but also entertaining educational and creative activities for children to develop their knowledge base and creativity. There's also an option to promote the usage of technology at schools which is a big educational trend.





# VR HEALTH CARE

A person wearing a VR headset and surgical mask is using hand controllers in a medical setting. The background shows a control panel with various data points and a monitor displaying a graph. The scene is lit with a blue glow.

- Medical training
- Patient care
- Pediatric care

## LINKS:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3138477/>

<https://www.apa.org/monitor/2018/02/virtual-reality>



# MEDICAL TRAINING

Surgeons use VR for training without the risk of inflicting harm while practicing on real patients, so is an effective way to not only improve the quality of training, but it also presents a great opportunity to optimize costs. Nurses can also receive VR medical training today to work more effectively.





# VR IN PATIENT CARE

The technology also has been used for the treatment of various diseases such as multiple sclerosis, Parkinson's disease, chronic pain, PTSD, also for burn victims rehabilitation and other medical conditions. According to the researches, VR makes it a lot easier for people to get through hard times.





# VR IN PEDIATRIC CARE

VR games and cartoons distract young patients from painful procedures and changes the hospital experience from terrifying to fun and exciting. More importantly, this innovative approach also allows the doctors to reduce the amount of sedating medication given to kids.





# BONUS PART

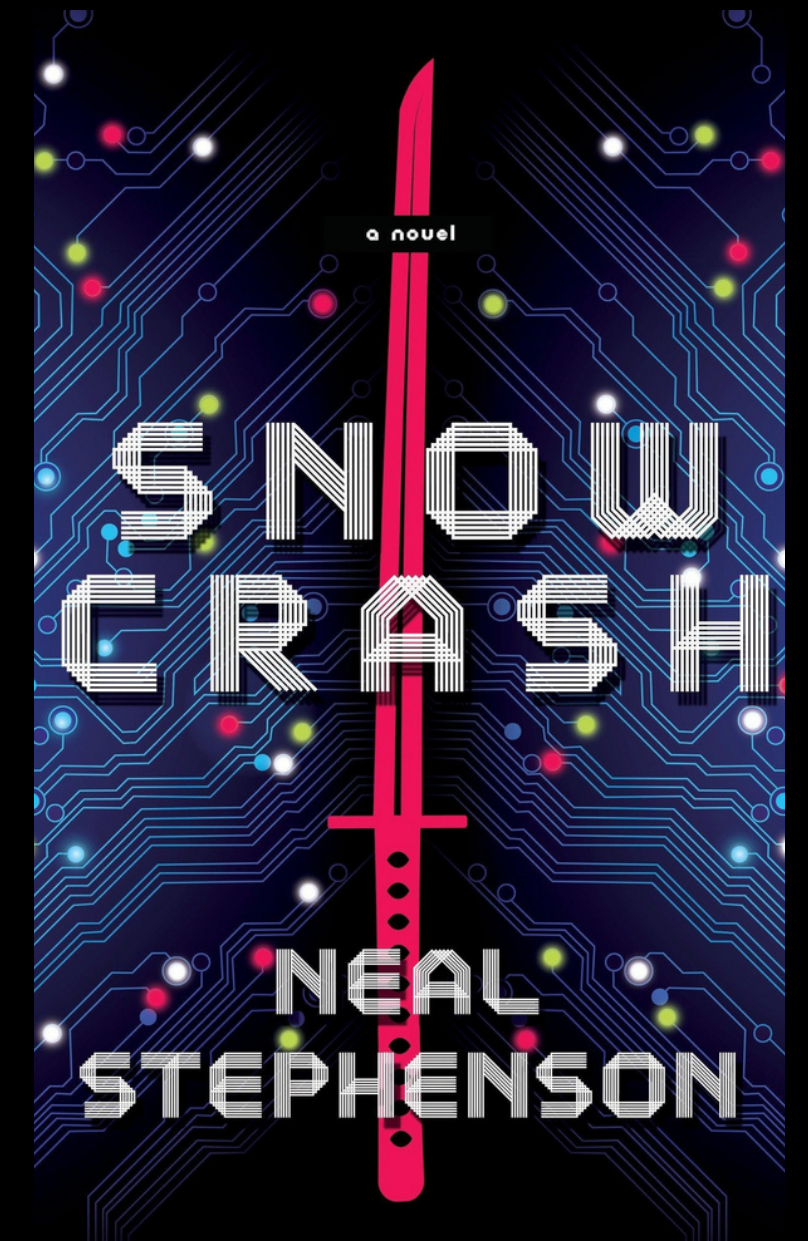
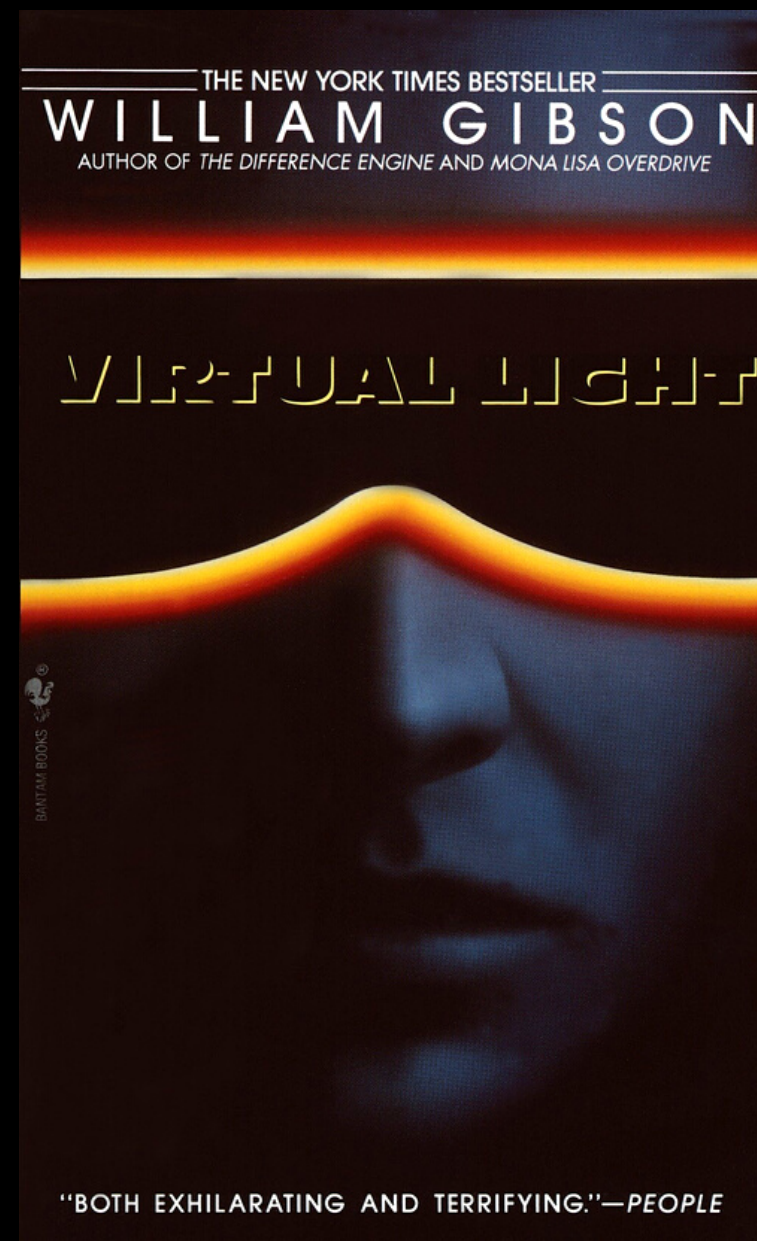
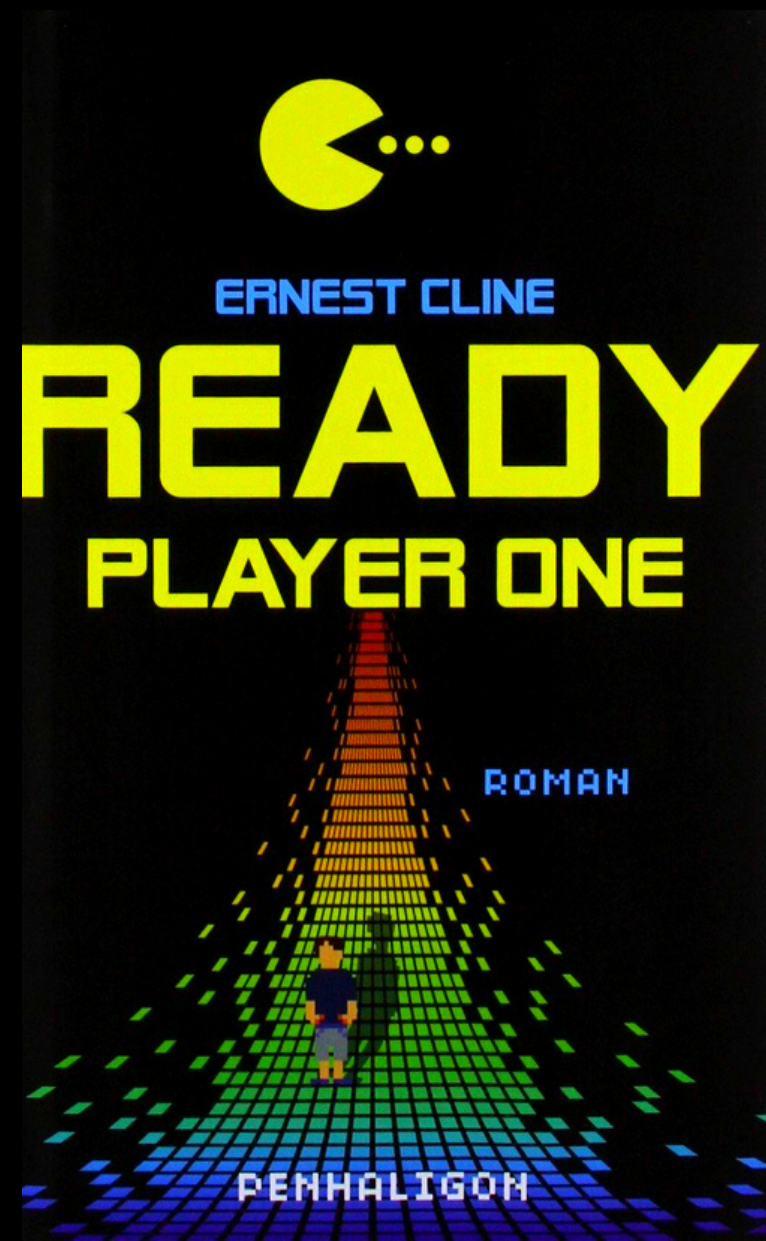
A person is shown from the side, wearing a VR headset. The scene is dimly lit with a strong blue color cast. The person's face is visible through the clear visor of the headset. The background shows some blurred equipment or panels, suggesting a technical or laboratory environment.

- VR in literature
- VR in movies
- Showtimes



# VR IN LITERATURE

Since the topic has been brilliantly reflected in literature, it would be amazing to also place a book stand, so the guests of the festival could buy, read and discuss science fiction literature.





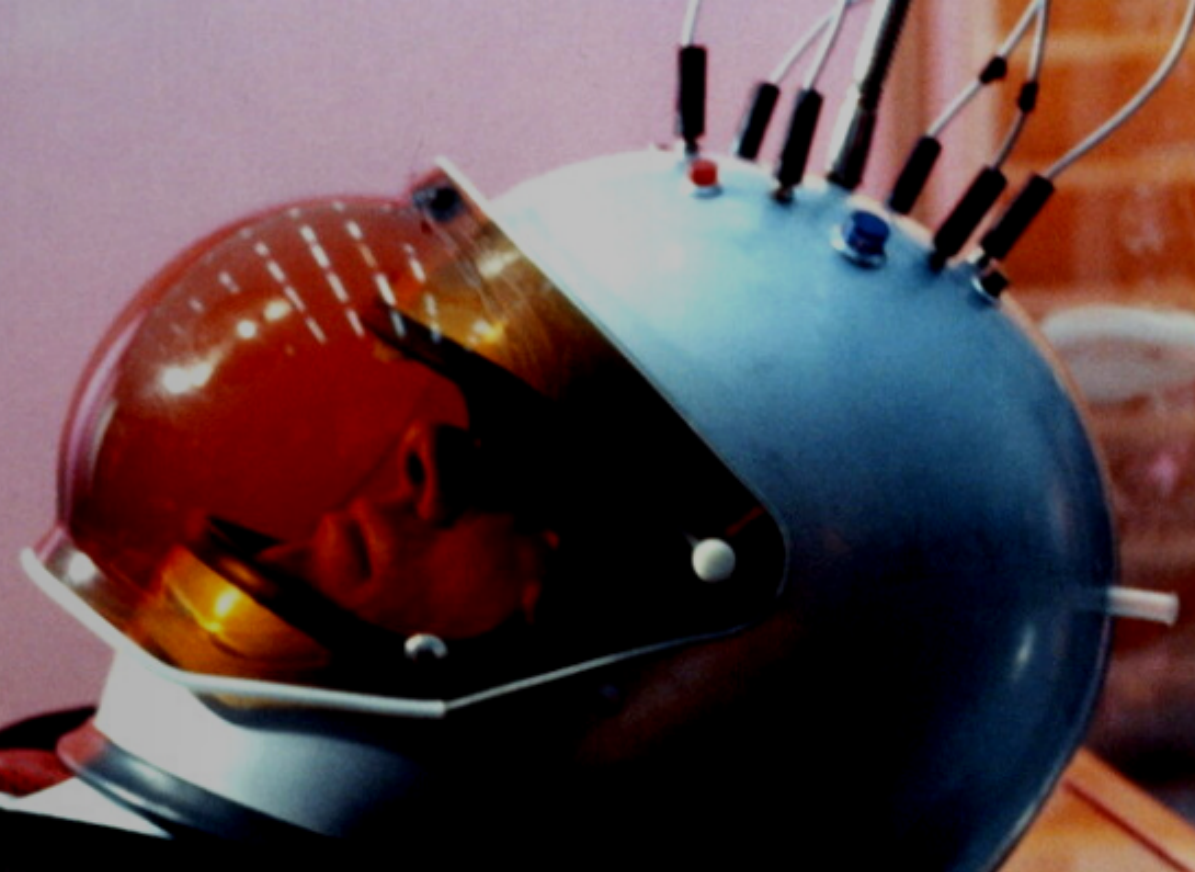
# VR IN MOVIES

Film showtimes also seem a great entertaining addition to the fest. Movies in the schedule below are arranged from those young viewers can watch to horror and philosophical ones for the adult audience.





# VR FEST SHOWTIMES



## MON-FRI

## SAT-SUN

14:30

TRON

READY PLAYER ONE

17:00

LAWNMOVER MAN

BRAINSTORM

19:00

ARCADE

WORLD ON A WIRE



# CONTACTS

For further information please contact me



acid\_perception



+49 176 41125180



perceptionista@gmail.com