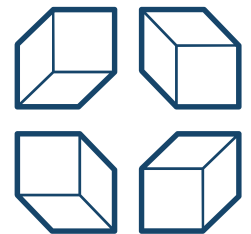


ICEF VIRTUAL REALITY



ICEF
VR





WHY ICEF VR

Empty classrooms and corridors don't sell schools. Students and their stories sell schools. Bring them to life with VR from ICEF.

Our uniquely immersive virtual reality (VR) experiences tailor themselves to the interests of your viewers based upon the choices they make as they interact with your content, building an immediate and powerful connection that endures. We offer a variety of simple solutions so your prospects can access your content anytime and on any device, helping engage them with your story, wherever they are.



Access from anywhere in the world. With VR, prospective students

can **experience your campus without having to physically travel**, opening up your campus to a whole new audience. Show off your classes and accommodation options, or help prospective students experience your city with immersive VR.



Including VR in your communications mix is proven to **increase**

applications from students. Institutions that have VR experiences on their website see an average **22% increase in applications** while schools with virtual campus tours obtain yield-rate increases of up to 28%.*



Guarantee engagement into the future with VR. Once built, you can easily expand your

existing VR experience or update it over time with new or existing assets, making it **a powerful and cost-effective communications tool**.



Build trust with your prospects

through this uniquely engaging medium. With VR, viewers feel a **stronger emotional connection** than just reading your latest brochure, enabling them to build trust in your brand more quickly. With this trust comes increased conversion prospects.



Allowing students and their families to experience your campus in VR is shown to

greatly reduce arrival anxiety for students and their loved ones, meaning they can focus on what is really important.



Advances in technology mean that

VR is affordable, and already in the homes of many of your prospective students. In 2019, there were 171 million active users of VR, the majority aged 15 – 21. VR is not the future; it is the present.

* YouVisit



REACHING YOUR AUDIENCE WITH ICEF VR

With ICEF VR, your prospects can access your content anywhere, anytime, on any device.

Unlike many providers, we give you peace of mind by including the hosting fee for your first year in your project price. After your first year, we give you the flexibility to continue to host with us or move to an alternative provider.

If you do decide to continue with us, our annual hosting cost is just 15% of your original project fee. This includes a full day with one of our talented VR editors to update and refresh your experience, helping you to cost-effectively keep your experience up-to-date.



Send VR goggles to your key agents, allowing them to showcase your campus to students and their families.

Premium VR goggles are now very affordable and are as easy to operate as a cell phone. No computer is necessary.

Attract attention at student and agent fairs by providing a uniquely immersive experience at your stand.

Train your staff and agent counsellors about upcoming initiatives or new facilities with a fully-immersive virtual tour.



Stand out from the crowd and capture the imagination of prospective students via their mobile phones, before they ever leave home.

Provide pre-arrival orientation and help students and their loved ones navigate your campus before they arrive.

Start your student recruitment process by giving a faculty tour and sample classes.



Link from your VR experience to pages of your website, first exciting and then informing your audience.

Improve conversion performance of your enquiry forms by incorporating interactive media on site.





Supplement your VR experience with useful documentation to provide context and **help students navigate the recruitment process.**



PRICE GUIDE

Because we tailor each of our VR projects to suit the specific needs of our partner organisations, **each is priced individually to suit you**. Some of the key variables that affect price are the number and complexity of scenes, the proximity of scenes to one another, and the number of points during which a user can interact with your existing content.

EXAMPLE PROJECT PRICE GUIDELINES

	# of On-Campus Scenes	Drone Overview	# of Off-Campus Scenes	Price (€)
 Small School / Student Residence	8	—	0	19,000
 Large School / Small College	12	✓	3	27,000
 University	16	✓	3	35,000
 Multi-Campus	20	✓	6	42,000



NEXT STEPS

Schedule

a 1hr call with
our team



We establish the scope of the project,
estimate the number of scenes required, and

develop creative ideas



We give you an

estimated cost

for your project, with no obligation to you

TO FIND OUT MORE OR TO BOOK
YOUR INITIAL CONSULTATION, VISIT

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