

WHY IMMERSIVE LEARNING



IS THE NEXT BIG THING
IN CORPORATE TRAINING



1880's

In the 1880s, Herman Ebbinghaus developed the concept of « The Forgetting Curve »



ADD TO THAT

2017



1/2 of American employees say they are overworked



The average worker receives more than 100 emails per day



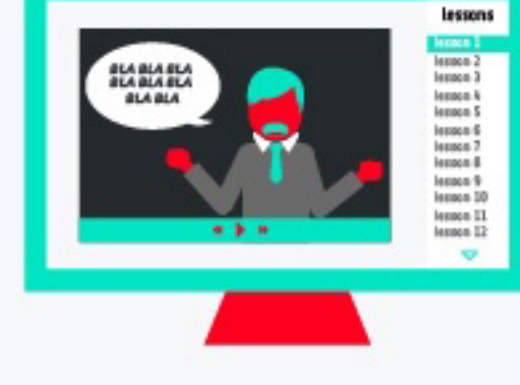
Employees say they can dedicate **only 1%** of their work to Learning & Development

AND YET ...



CLASSROOMS

87% of learning is still done through classroom training. The average attention span for adults is 7 to 10 minutes.



MOOCs

Online trainings and MOOCs are far from being as addictive as Netflix TV shows! The completion rate for online courses is a **discouraging 15%**

HOW TO SHAKE UP LEARNING FOR MORE EXCITEMENT, INNOVATION AND EFFECTIVENESS?



One technology is already shaking up Entertainment, Marketing, Health, Aeronautics and more industries:

VIRTUAL REALITY

1950's



VR has existed for decades

Digital revolution and access to personal computers & smartphones

TODAY



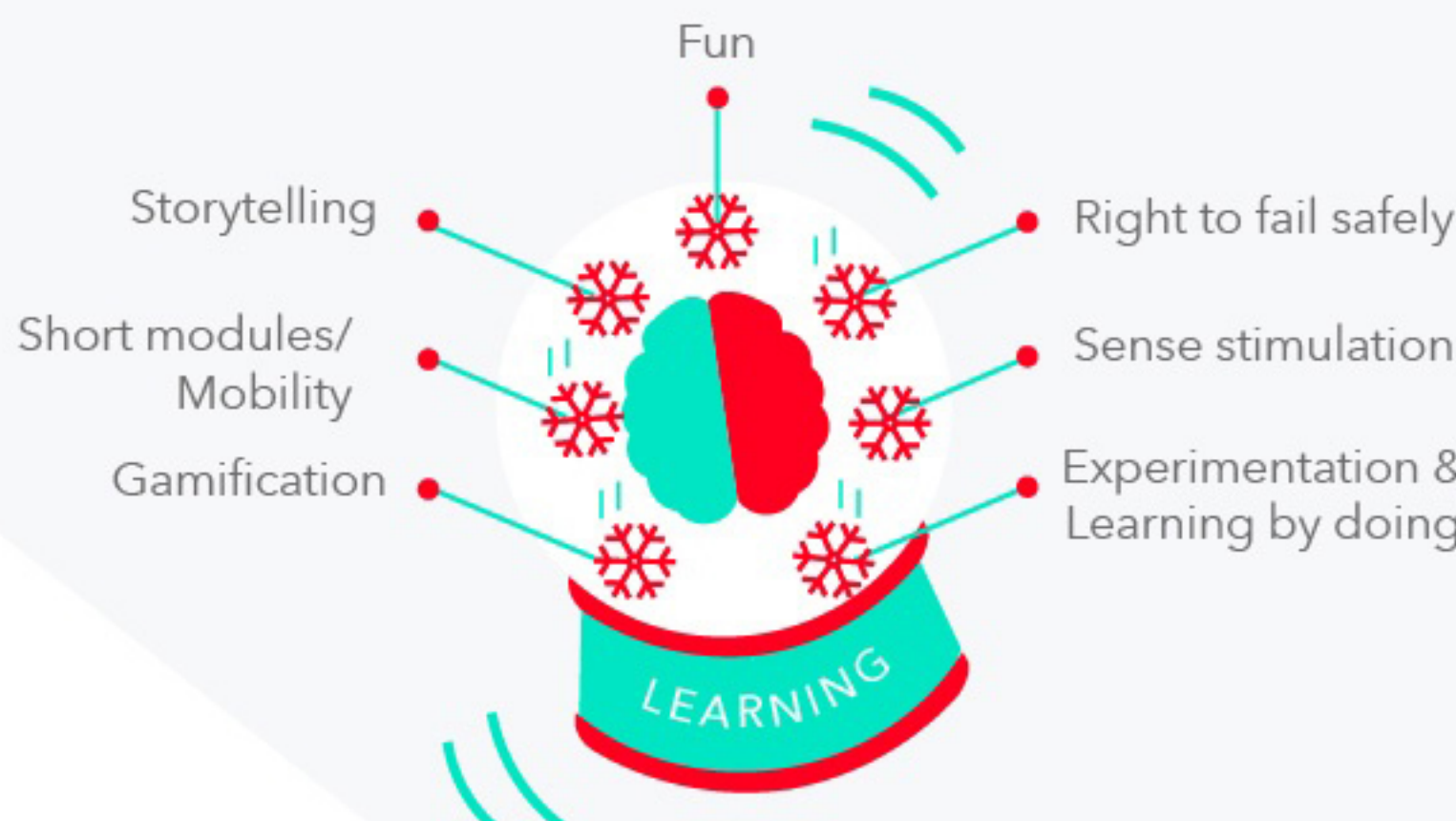
VR is more affordable (from 3000\$ to 10\$)

LEARNING IN SIMULATED AND CONTROLLED INTERACTIVE ENVIRONMENTS x VIRTUAL REALITY

=

IMMERSIVE LEARNING

FEATURES



MAIN ADVANTAGES



Logistics costs reduction



100% attention rate



360° Interactive Content = 5 times more engaging than any other media



Enriched data to improve your training ROI: behavioral, eye-tracking, heatmaps, gesture tracking



Learning by practicing and repeating: 75-90% knowledge retention

FOR WHICH PRACTICAL CASES ?



BE THE HERO

« Get in the shoes of »
-Empathy development
-Simulations of all kinds
-Decision-making situations
-Roleplays



BE ANYWHERE

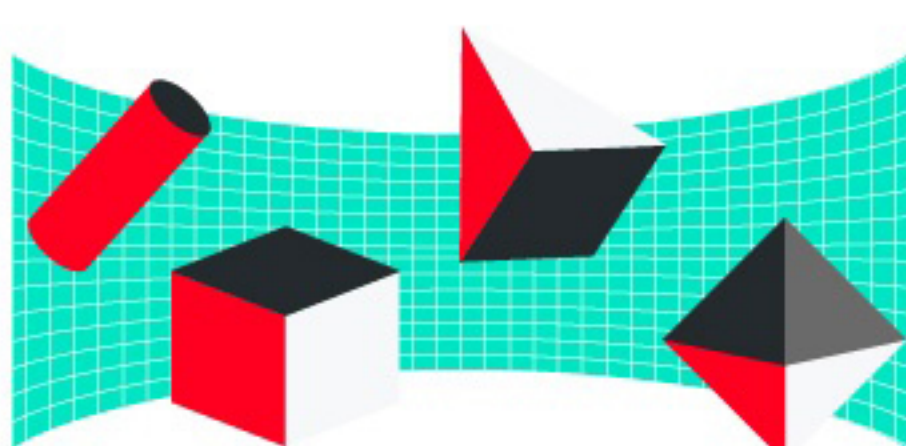
- Pedagogical visits
- Discovery of « hard to access » places
- Behind the scenes videos
- Interactive documentaries



BE SAFE

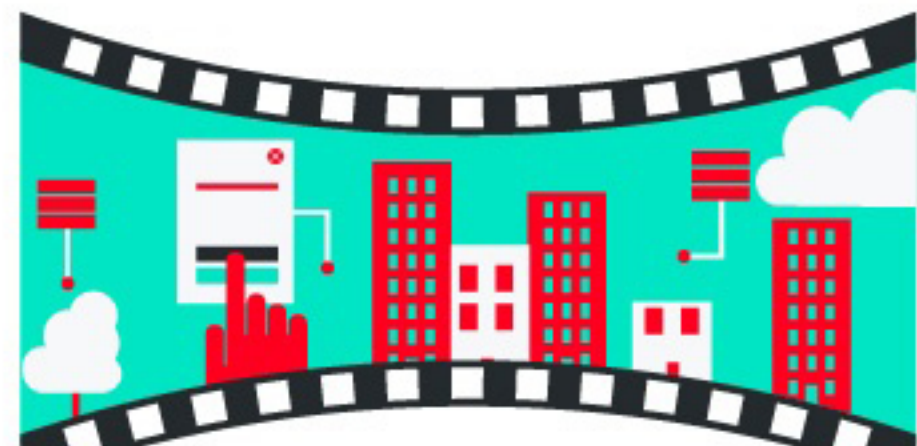
-Safety exercises
-Risky situation demos
- Gestures practicing
-Exposure to stressful situations

AND MANY MORE



REAL-TIME 3D SIMULATED INTERACTIVE ENVIRONMENTS

HOW DOES IT LOOK LIKE ?



REAL-LIFE INTERACTIVE EXPERIENCES



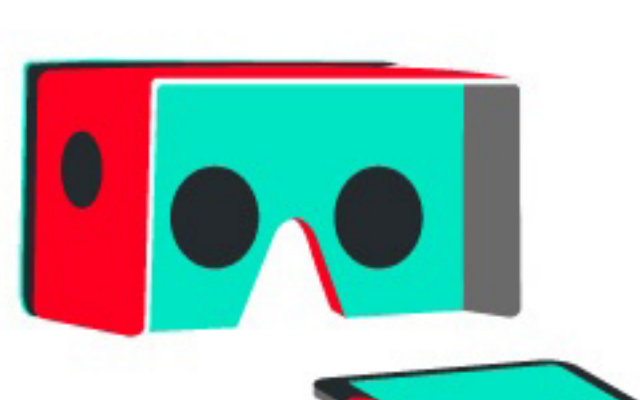
HOW MUCH DOES IT COST?

3min 360° field visit with interactions and viewing through Cardboard-like headset

FROM 15K \$ TO 400K \$

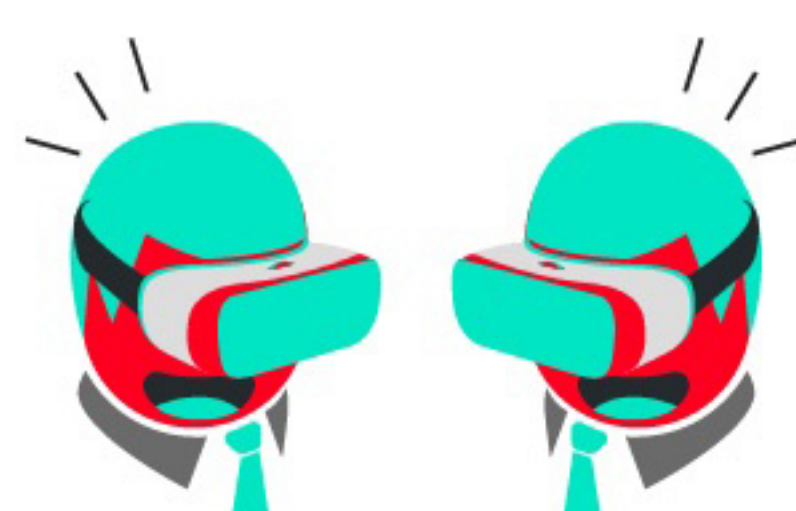
Highly sophisticated 3D VR experience with the best headset and 360° installation

HOW TO « DISTRIBUTE » IT TO THE LEARNERS?



PERSONAL VR

Equip your learners for personal viewing



SOCIAL VR

Classroom viewing experience. The trainer has equipment for trainees and facilitates the session and feedbacks. Collaboration between learners is an option



VR-EQUIPPED ROOM

Have a dedicated equipped room in your company

uptale.

WANT TO TRY OUT IMMERSIVE LEARNING?

VISIT US AT

WWW.UPTALE.IO