



Freeman¹

Getting immersive exhibit experiences right

Helpful tips and best practices

Before immersing yourself into all things augmented or virtual reality, we've collected some best practices to keep in mind that will help you make the most of your experience and provide the best chance of success.

The technology

- Consider your hardware options. Based on your goals, decide whether you need to go with a high-end rig, or something funky yet economical, like Google Cardboard.
- Don't neglect UI/UX development and user testing. Any errors or hiccups in the experience can take away from true immersion.
- Interactivity takes an experience from good to great. Letting users make choices helps the experience feel more real and generates a sense of excited uncertainty.
- Work with an expert provider who specializes in showcasing immersive experiences. Let them help you determine how best to feature your product along with on-site tech needs like Wi-Fi, electrical, noise, and more.

Ready to immerse your brand in awesome?
Request a consultation today.

Let's go!



The experience

- First off, follow all show protocols for health and safety and work with your partners to ensure a smooth and safe production.
- Design your in-person booth with not only the experience in mind, but traffic as well. Account for a line, and entrances and exits to the experience, and make sure it doesn't infringe on neighboring spaces. Crowd management is a must!
- And speaking of lines, make them fun and productive! Consider taking advantage of this opportunity to gather contact info — think like Chick-fil-A and how it takes your order on a tablet before you get to the window. And as Disney does, offer something special (and informative) while they're waiting.
- Use the experience as a reason to set up private appointments for any key prospects or VIPs.
- Tactile elements can make a big difference. Is your VR a hang-gliding experience? Adding simple elements, like a fan to mimic wind while a user hang-glides in VR, can add an extra layer of sensory immersion.

Get smart on creating engaging exhibits.
Download our complete guide.

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