

SHAPING REALITIES

CRAFTING TOMORROW
WITH VRROOM STUDIO

ENTERTAINMENT

GAMING



ART

CORPORATE

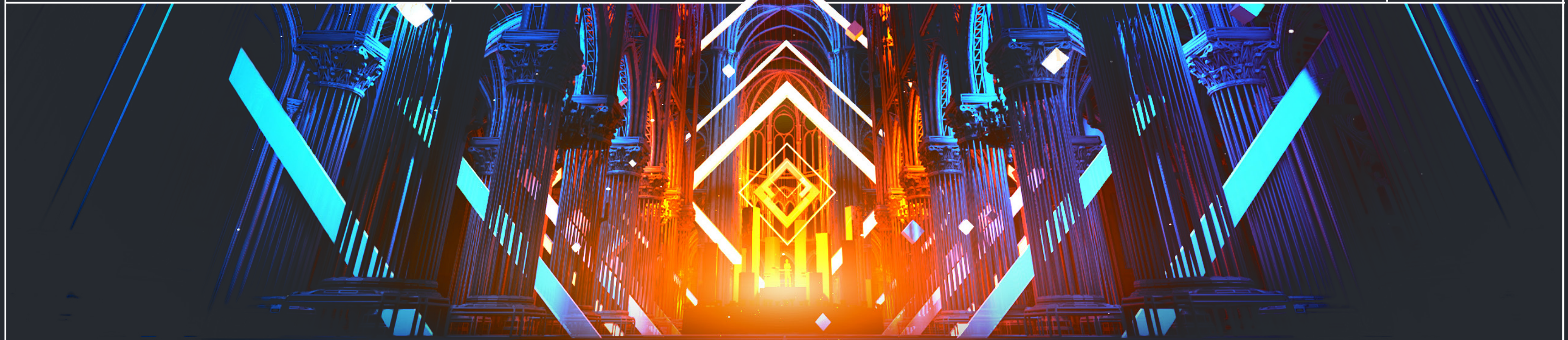
CRAFTING YOUR CUSTOM SOLUTION TOGETHER
A COLLABORATIVE JOURNEY IN INNOVATION



TOTAL IMMERSION

500%INCREASE

500% INCREASE IN VR GAMING SESSIONS OVER THE PAST THREE YEARS, AKIN TO JUMPING FROM EARTH TO THE MOON IN TERMS OF ENGAGEMENT GROWTH.



75 MILLIONS
SPECTATORS
ACROSS
PLATFORMS

The virtual concert **broke through** traditional boundaries by **engaging millions of unique viewers** worldwide, surpassing the physical capacity limits of the historic venue it digitally recreated. This event tripled online engagement compared to conventional live events, setting a **new standard for virtual concerts**.

Welcome To The Other Side - Live In Notre-Dame VR - Jean Michel Jarre

PRODUCTION & DEVELOPEMENT

DIMENSIONAL LEAP

x3 TIME
SPENT
IN VR

OVER THE PAST TWO YEARS, THE TIME SPENT IN VR GAMING SESSIONS HAS **TRIPLED**,
A **LEAP IN ENGAGEMENT** THAT MIRRORS THE BOLD JOURNEY FROM EARTH
TO THE MOON.



+30 COUNTRIES

Conceived during COVID-19 restrictions to transcend travel bans, the festival transformed into a virtual marvel, inviting a global audience from **over 50 countries**. This digital pivot not only preserved but significantly **broadened** the **cultural reach** of the festival. Its overwhelming success ensured its continuation, making it a **flagship event** for global cultural exchange in a **new era of accessibility**.

VENICE VR EXPANDED - La Biennale di Venezia

ARTISTIC PRODUCTION & DEVELOPEMENT

VIRTUAL GOODS ECONOMY

\$10 BILLION

LAST YEAR, SALES OF VIRTUAL GOODS IN **GAMING** AND **XR EXPERIENCES** GENERATED REVENUES EXCEEDING THE GDP OF SOME SMALL COUNTRIES, REACHING **\$10 BILLION**, EQUIVALENT TO THE ECONOMY OF MONGOLIA.

 Microsoft



+500 ASSETS

By providing **expert outsourcing services** for 3D content creation, we've elevated our partners' projects, establishing new benchmarks for virtual goods in the XR sectors. Proving the value of leveraging **specialized expertise** to enhance the **quality** and **innovation** of digital assets.

Microsoft Mesh - The Future of Virtual Collaboration

CONTENT DEVELOPEMENT

DIVERSITY OF **EXPERIENCE**

60% XR DEVS



MORE THAN 60% OF **XR DEVELOPERS** ARE CURRENTLY WORKING ON EXPERIENCES THAT BLEND **GAMING, LEARNING, AND CULTURAL EXPLORATION**, A GENRE FUSION ONCE UNTHINKABLE.

JEAN-MICHEL
JARÉ

OXYMORE

30 PROFESSIONALS

A landmark in virtual reality paying homage to **Pierre Henry**, was realized through the collaboration of over **30 professionals across disciplines** including **musicians, visual artists, sound technicians, and XR directors**. Together, we created the immersive virtual city of **Oxyville**, offering audiences a unique exploration experience

OXYMORE - VR Music experience

PRODUCTION & DEVELOPEMENT

HYBRID SYNERGY

200%
INCREASE

HYBRID EVENTS HAVE SPARKED A GLOBAL PARTICIPATION EXPLOSION, INCREASING BY 200%, AKIN TO THE VIRAL SPREAD OF AN INTERNET MEME, DOUBLING ENGAGEMENT AND INTERACTIONS.



10
ARTISTS

'The Future Is Now' achieved a milestone in hybrid event engagement. This **fusion event**, combining techno music with cutting-edge technology, not only filled **Paris La Défense Arena** but also connected **thousands of virtual participants**, embodying the event's ethos of unity through technology and music.

VISIV The future is NOW - Hybrid VR Concert

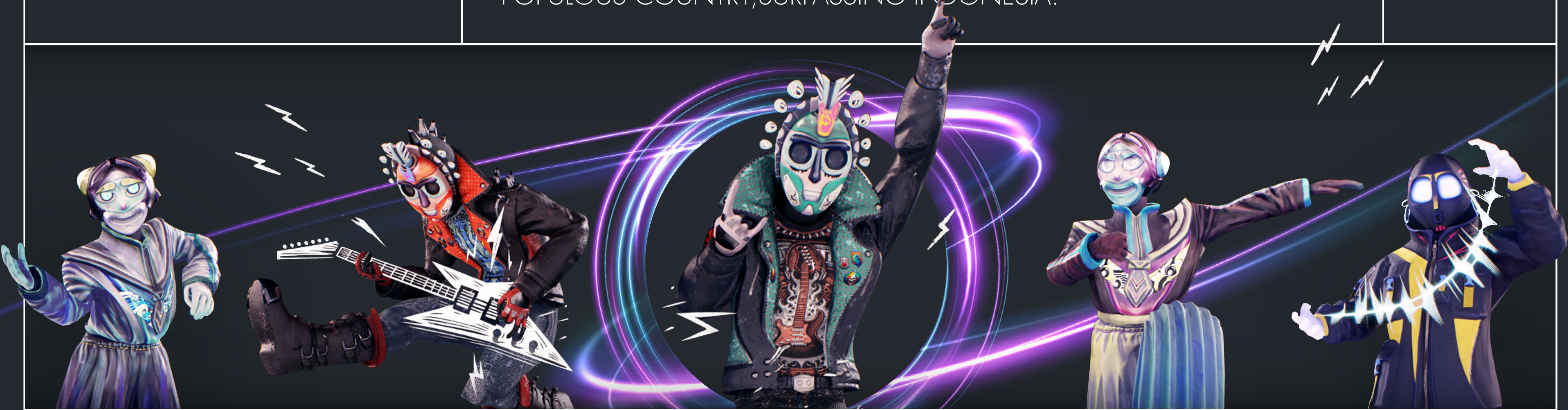
ARTISTIC PRODUCTION & DEVELOPEMENT

VIRTUAL POPULATION

4th MOST
POPULOUS
COUNTRY

IF **AVATARS** CREATED IN **VIRTUAL WORLDS** OVER THE LAST 12 MONTHS FORMED A NATION, IT WOULD BE THE WORLD'S FOURTH MOST POPULOUS COUNTRY, SURPASSING INDONESIA.

VRROOM
LA SCENE EST A TOI



+500 CUSTOM
AVATARS

Our projects have populated virtual worlds with **hundreds** of **customized avatars**, reflecting a rich tapestry of global cultures and styles. Contributing to the **diversity** and **vibrancy** of online communities, fostering a unique cultural and stylistic exchange.

Music Tribes - VRROOM World Platform

FROM CONCEPT TO PRODUCTION

LEARNING ACCELERATION

200% INCREASE

IN EDUCATION, XR HAS ACCELERATED **LEARNING RATES** BY 200% COMPARED TO TRADITIONAL METHODS, AKIN TO GOING FROM RIDING A BICYCLE TO FLYING A SUPERSONIC JET IN KNOWLEDGE ACQUISITION.


Grandpalais



6 HISTORICAL
EPOCHS

Our project redefined the visitor experience by embedding **immersive interactivity** within the exhibition spaces. Through this approach, we transformed the way visitors engage with historical and artistic themes, making every moment in the museum an **interactive journey**. This immersion deepened **understanding** and **appreciation**, proving the unparalleled power of interactivity to **educate** and **inspire**.

SCULPTURE EXPERIENCE - VR Discovery Tour

SOCIAL WORLD & DEVELOPEMENT

VIRTUAL LOYALTY

80% BRAND LOYALTY

USERS SHOW AN 80% BRAND LOYALTY TOWARDS CREATORS OF XR EXPERIENCES, A STRONGER BOND THAN MOST PEOPLE HAVE WITH THEIR FAVORITE CAR BRANDS OR ELECTRONIC DEVICES.



7 PARALLEL UNIVERSES

Blancodeverse's virtual concert, captivated audiences with its blend of electrifying music and immersive multiverses, securing a high engagement rate and demonstrating the power of virtual experiences to forge strong connections. This event transformed live entertainment, offering attendees a chance to explore from vibrant urban landscapes to surreal dreamscapes within the innovative realms of VR.

BLANCOVERSE - Armani White VR Concert

PRODUCTION & DEVELOPEMENT

FACTS
AND FIGURES ABOUT US

Leveraging **cutting-edge tools** like the Apple Vision Pro and our **deep understanding** of the digital fabric, we at **VRROOM Studio** are not just creating virtual experiences; we are **building the foundation** for the next generation of digital interaction. Our work is characterized by a relentless pursuit of **excellence**, an unwavering **commitment** to our clients' visions, and a **deep passion** for pioneering the uncharted territories of **XR and AI**.

+60
PROJECTS

5-10 yrs
CORE TEAM **EXPERIENCE IN XR**

+10
AWARDS & NOMINATIONS



+40
CLIENTS



ESCADA



france•tv



SXSW



deezer

WHY XR?

In an era where **dynamic** and **transformative experiences** define success, **XR+AI** unlock **unparalleled opportunities** across various sectors—be it **culture**, **business**, **brands**, or **marketing**. These technologies are **reshaping** how we **interact**, **learn**, and **engage**, transcending traditional boundaries and setting new benchmarks for innovation.



We are at the **vanguard** of this transformative era. Our pioneering spirit in utilizing **XR** and **AI**, combined with a keen **design-oriented approach** and **technical mastery**, positions us uniquely in the landscape of digital innovation. From immersive cultural explorations to groundbreaking **entertainment** solutions, **VRROOM Studio** crafts **virtual realms** where **imagination meets reality**, where every project is a step towards defining the future.

WHY US?





ARE YOU READY
TO SHAPE YOUR
FUTURE WITH US?

 CONTACT US