VIRTUAL UMBRELLA

portfolio

THE FUTURE IS VIRTUAL

We're here to help you make the most of it

“The potential for VR is enormous. My advice is: be brave. Try ideas that seem wild. If you’re choosing VR at this stage you will be helping to shape the path of virtual reality in the future”

Bertie Millis - COO

WE BELIEVE IN THE POWER OF VIRTUAL REALITY

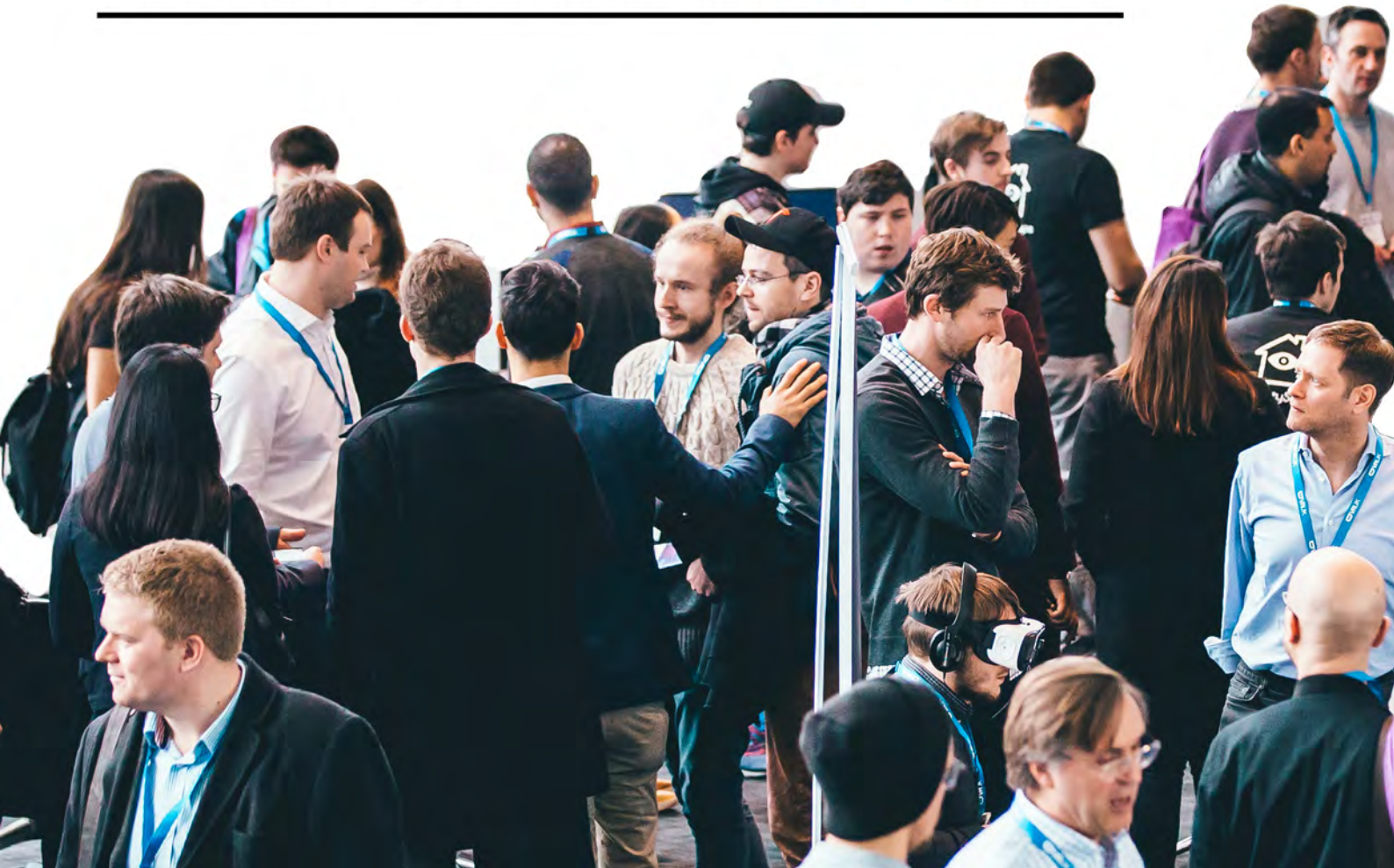
At Virtual Umbrella, our mission is simple. We help businesses tap into the commercial and creative potential of immersive technology.

Through our expertise and our hands-on approach, we help **creators**, **agencies**, and **brands** across marketing, consultancy, and events.

Our company was founded in 2015 by the multiple award-winning entrepreneurial duo, Bertie Millis and Samantha Kingston. Over the past two years, the VU team have introduced virtual reality to over 20,000 people and worked with names like Gucci, Raindance Film Festival, Make Real, Sky VR, and more.

Innovative, ambitious, and fiercely passionate, Virtual Umbrella is an internationally-recognised business with world-class clients.

WE'VE INTRODUCED VR TO OVER 40,000 PEOPLE



"The team at Virtual Umbrella are amongst the best of VR profesionals I know. [...] Their ability and reliability is without question. I have advocated their services and consultancy many times over and all who have worked with them say the same. They are great"

Daniel Tucker - VR Exec Producer

"[Virtual Umbrella] were tremendous support for us, making the event a great success. We have found Virtual Umbrella to be world class and also very connected in the AR/VR scene in the UK and far beyond"

Dan Worden - EVP, Merge VR

"Thanks to [...] Virtual Umbrella for being the best demo staff ever"

Generic Robotics

TESTIMONIALS

Don't take our word for it.
Take a look at what our clients think.

OUR TEAM

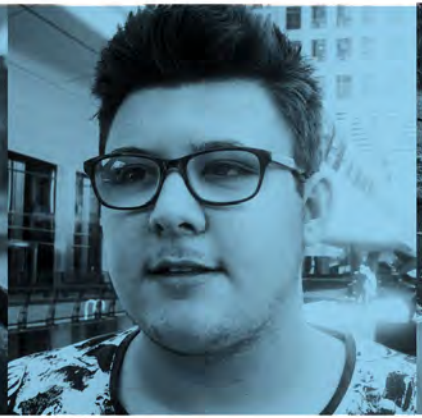
BERTIE MILLIS
COO

SAMANTHA KINGSTON
CEO

SAMANTHA HARLAND
Production Manager

VIOLET ADAMS
Creative & Events

LILY ADAMS
Creative & Events



TOM SHARMAN
Marketing Manager

GEORGINA CHALLIS
VR Technician

"VR is an exciting new medium.
But it has to be done right"

Samantha Kingston - CEO

OUR SERVICES

We specialise in the field of immersive technology and XR (VR, AR, MR). **Here's what we can do for you**.

MARKETING

Audits, plans, social, branding

CONSULTANCY

Strategy, testing, content distribution

EVENTS

Festival organisation, tours, management, staff & equipment hire

"Samantha Kingston fell into the video games industry by accident - but her rise has been meteoric"

Zoe Kleinman - BBC News

PRESS

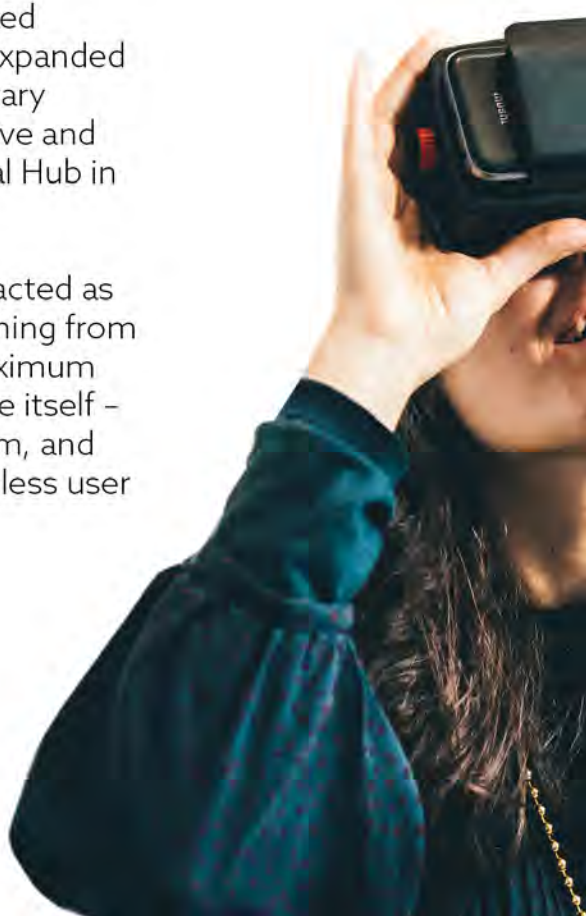
CASE STUDIES

OPEN CITY DOC FEST 2018

In May 2018, the **Open City Documentary Festival** team asked Virtual Umbrella to support them in the production of the 'Expanded Realities' showcase. Dedicated to 'new visions of documentary storytelling', this special festival line-up focused on 'innovative and exciting cross-media projects' and was hosted at the Festival Hub in London.

Our involvement was split across two main areas. First, we acted as consultants in the lead-up to the event – advising on everything from software compatibility to set design/planning to ensure maximum impact and effectiveness. Next, we helped run the showcase itself – training volunteers, setting up equipment, directing the team, and providing technical assistance to create a smooth and seamless user experience.

This is our second year working with Open City and we are incredibly pleased to continue our relationship with a festival that is elevating unknown and emerging artists/filmmakers. **Bring on next year!**



"We were very impressed by the team at Virtual Umbrella who provided support, and an overall sense of calm with what was an ambitious programme of events and demos for something which we are still exploring as primarily a documentary film festival. We would very happily work with Virtual Umbrella again, who have shown themselves to be enthusiastic, optimistic and passionate experts within this ever-growing field"

Leona Chaliha - Head of Creative Development, Open City Documentary Festival (Feedback for our work for **OCDF 2017**)

GUCCI

In 2017, we worked in partnership with Captivate Consulting to run the virtual reality activations for Gucci's pre-Fall campaign. Supplying an **experienced crew of five staff** to facilitate demos of their experience, 'Soul Scene', it was our role to help showcase this exciting immersive technology piece to c.500 VIP guests in a North London venue.

Offering a mesmerising perspective from the centre of the dance floor, the film itself showcases an interactive 360° point-of-view of dancers in the Mildmay Club in London.

We're pleased to have been be able to support Gucci with their VR strand, and particularly to have helped them use their especially-designed headsets.

For the second year in a row, Virtual Umbrella was invited to help **organise & manage** the immersive strand of the Sheffield International Documentary Festival: 'Alternate Realities'. Focusing on 'immersive and interactive story worlds that challenge documentary form', the programme brings together some of the world's best examples of virtual reality, trans-media, and 360 non-fiction.

Our work was on the 'Better Known Truths' part of the exhibit, hosted at the Sheffield Trafalgar Warehouse. It was here that visitors could jump into experiences like 'Life After Hate: Meeting a Monster', telling the story of former White Supremacist Angela King; 'Grenfell: Our Home', highlighting the powerful story of the residents' lives before the fire of 14th June 2017; and many more.

SHEFFIELD DOC FEST

VR MARKETING REPORT

In February 2019, we launched our VR marketing report: **Understanding Sales & Marketing in the Immersive Technology Sector**.

Although the XR landscape has come a long way in recent years, insight is still needed from expert sources to shed light on the growing and developing role of XR in sales/ marketing. It is for this reason that we decided to create an in-depth report on VR marketing, sharing our expertise with the wider emergent technology industry.

KEY TOPICS

- Who is the audience for XR?
  - The audience of the future
- Marketing XR products
  - Demos
  - Workshops/seminars
  - Maintaining a community
- Using XR as a marketing/sales tool
  - Why should brands use XR in their marketing?
  - Brand perception
  - Media coverage
  - Improved audience engagement
  - New forms of interactivity

242
downloads

REALIDADES ALTERNATIVAS

We're very proud to have supported the Alternate Realities Latin American tour, Realidades Alternativas (produced by Sheffield Doc/Fest in collaboration with the British Council with the aim of 'connecting audiences from across the globe to showcase factual storytelling through new technologies'). As part of this fantastic tour, our very own Bertie Millis presented **a talk** on 'Making the Most of Immersive Technology' at Noviembre Electronico in Brazil. We also headed to Argentina, where Team VU held **workshops on the basics of VR storytelling**.

MAKE REAL

We are the marketing partners of **Brighton-based VR veterans, Make Real**. Our work involves collaborating closely with their in-house team to expand their marketing efforts and develop a strategy that supports the company's rapid growth.

"We were really impressed with Virtual Umbrella's approach and proposal. With their unique perspective of the industry and deep connections, we feel they are the ideal marketing partner to help us reach our marketing goals"

Robin Scott - Managing Director, Make Real

UNREST VR

Unrest VR is virtual companion piece to the award-winning documentary, Unrest, exploring the devastating impact of M.E.

Using funding provided by the BFI, our job was to work with Together Films to tour Unrest VR across **16 cinemas, art-spaces, and festivals** in England & Ireland.

TRIBECA

Sheffield Doc|Fest

BFI

TOGETHER FILMS

The task was complex – requiring three separate VR hubs at three different locations with three separate sets of kit to be run simultaneously. But we were up to the challenge.

After the client provided us with three VR-ready laptops and Oculus Rift headsets, we liaised with logistics suppliers and venue day-managers to source all the materials for the VR installation. We also organised kit collection/drop-off and arranged travel to and from a diverse range of venues. Finally, we provided expert demo staff for every event, calling on our in-house team and extended freelance network.

Following the success of this first screening phase, we were delighted to learn that the contract has now been expanded to include eight additional venues.

"We are so excited to be working with the Virtual Umbrella team to manage the logistics of our national VR tour for Unrest. Our campaign is multi-layered, with a cinema release, online virtual screenings, and the VR activation, and so we are thrilled to have a dedicated team focusing on the logistics of the VR experience"

Sarah Mosses - CEO, Together Films

OPERATION APEX

Virtual Umbrella was approached by our long time friends at Curiscope to provide marketing support for the launch of their VR experience 'Operation Apex'.

Working alongside their fantastic in-house staff, we helped to **create and build the marketing assets** needed for the launch, reached out to press within the VR and tech industry, and gave day-to-day **marketing assistance**.

We were delighted to be working with such a great group of people, and acting as extended members of the Curiscope team.

PHILHARMONIA ORCHESTRA

The Philharmonia Orchestra is constantly finding fresh, new ways for audiences to experience the magic of classical music, making bold steps in the world of VR. Across 2018, VU teamed up with the legendary orchestra to help them tour their immersive experiences across Europe:

BERGEN INTERNATIONAL FESTIVAL

First up, we took a trip to Bergen International Festival to set up & demo 'The Virtual Orchestra' (created with Inition & The Southbank Centre). The piece takes users behind-the-scenes at the symphony orchestra, transporting them to London's Royal Festival Hall to witness a performance of Sibelius's Fifth Symphony in 360 and recorded with glorious spatial audio.

The demos were a huge success with lots of positive feedback. We even had a visit from Queen Sonja of Norway, who tried out the experience for herself!

HELSINKI & SOUTHBANK CENTRE

Following that, we demoed at the Helsinki Art Museum, and showcased 'The VR Sound Stage' at the Southbank Centre in London (27-30th September). Featuring Beethoven and Mahler, 'The VR Sound Stage' is a custom-built sound studio, where up to six guests at a time can immerse themselves in the middle of a virtually re-constructed orchestra.

HAM

SOUTHBANK CENTRE

BERGEN INTERNATIONAL FESTIVAL

ICRC

Virtual Umbrella was introduced to the ICRC via Sheffield Documentary Festival Curator, Dan Tucker. ICRC were running a digital day for their staff and invited parties. Working alongside the great ICRC team and 4 content creators, Dan Tucker and VU staff **headed to Geneva to run two rooms full of VR and AR content**.

Alongside the VR demos, we also had a VR panel moderated by Dan Tucker. The focus of the panel was to allow each speaker to share their case studies (which the audience would have tried out during the day), and to bring together a discussion about the humanitarian value of immersive technology, tips on creating VR experiences, and what the legacy of a VR piece can be once it's been created.

The event was a great success and sparked some fantastic conversations about using VR for creating empathy and exploring difficult topics from across the world.

RAINDANCE FILM FESTIVAL

This year, Virtual Umbrella was approached by the VR Curator of Raindance Film Festival, Mária Rakušanová, to help present their 2018 virtual reality showcase: '**The Raindance Gallery of Immersive Stories and Interactive Worlds**'.

The showcase ran over three days at the OXO Tower in London. There were 33 different experiences available across a range of headsets, including '7 Miracles', 'Transference', 'Arden's Wake: Tide's Fall', and 'Crow: The Legend'.

Working closely with the curator and Virtually Mine, Bertie and Georgina were on hand for all three days to help with the **building and running** of the event. We helped artists set up their installations, and ensured all un-hosted installations were put together correctly. After the set-up period, we also supervised groups of volunteers looking after the experiences, and provided tech support throughout.

CONTACT US

We'd love to hear from you

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