

Creating Metaverse projects in-house:

New version of VRdirect Studio brings support for 3D models, more design options and faster user onboarding

Berlin, IFA, 05.09.2022 - Munich-based virtual reality software provider VRdirect releases the latest version of its platform "VRdirect Studio". The solution enables companies to create, manage and distribute VR content for e.g. training, communication, sales, marketing and support purposes. As one of the most important innovations, the developers name the support of 3D models, which users can intuitively integrate into their VR projects via drag-and-drop. Extensive whitelabel functions enable companies to adapt their application developed with VRdirect even better to their own corporate design. Newly introduced templates, an onboarding tour and customizable graphics libraries further enable users to "kick-start" into the virtual world. In addition, the user interface has been significantly redesigned to put even more focus on the visual editing of projects. VRdirect Studio can be easily downloaded from Apple's App Store and the Microsoft Store. All download and installation information is available at www.vrdirect.com.

More immersive applications through 3D models

Professional corporate users in particular benefit from the ability to integrate 3D models into their own VR projects: existing models of products or premises (e.g. CAD files) can easily be "reused" for presentation in VR. The "digital twin" of a machine, for example, can thus also be integrated into existing 360-degree videos or photos with relatively little effort. This also makes it possible to implement the first company-specific Metaverse scenarios.

Faster productivity with extended functionalities

To give enterprises a real "kick-start" into Metaverse, VRdirect Studio now offers a guided onboarding tour, pre-installed templates, and sample projects. In combination with a freely customizable graphics library and a new text editor, this creates ideal conditions to get started with your own VR content immediately after installation. In addition to the customizable graphics library, it is of course still possible to create whitelabel VR apps with VRdirect in order to comply with the CD/CI guidelines of your own company. These can then be made available via all relevant app stores of the manufacturers - for example for Meta Quest 2, Pico Neo 3 or HTC Vive Focus 3/ Flow - which enormously accelerates the global roll-out of VR projects in companies.

Better collaboration on VR projects

Workflows for creating and sharing VR projects have also been further improved. Immersive VR projects can be created collaboratively within minutes. This is primarily due to the now much clearer user interface, which places a greater focus on visual editing and with which VRdirect is responding to a frequently expressed request from the customer community. By providing a secure log-in environment, the cloud-based platform offers a high level of information and data protection. Joint editing of VR projects and company-wide management of access to projects is thus possible regardless of the end device, which opens up additional possibilities, particularly in the enterprise environment. For example, once applications have been created, they can be rolled out across different departments and scaled throughout the enterprise. The official presentation of VRdirect Studio will take place during the IFA on September 05, 2022 in Berlin. The platform can be easily obtained via the Windows and Apple app stores. All download and installation information is available at www.vrdirect.com.

About VRdirect

With its platform "VRdirect Studio", the Munich-based software company VRdirect enables companies to design and publish their own virtual reality content completely without programming effort. Typical use cases of these VR apps range from corporate training and development processes to recruiting and onboarding of personnel to deployment scenarios in sales, customer support or in the context of trade fairs. Once created, the content can be accessed on all common end devices. This brings users particularly close to the action and gives them the feeling that they are really engaging with the simulated environment. Numerous companies, including Siemens, Porsche and Nestlé, use VRdirect in their day-to-day operations to offer immersive virtual experiences to customers, employees and partners. VRdirect is a technology partner of Deutsche Telekom. For more information, visit www.vrdirect.com