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A buyer's guide to shared immersive spaces

What to consider when specifying your new immersive space

This guide is for anyone who is looking to create or buy a shared immersive space

Buying an immersive space is a big commitment, and it takes time to decide exactly how you want your immersive space to both look and function.

We've delivered more immersive spaces to more clients in more locations than any other provider, and can draw on 15+ years experience in the industry to help you decide how you want your shared immersive space to be.

So, we'll discuss the key questions you probably have (and the ones you might not have thought of) and, at the end, there's a handy checklist to help you compare the options out there.

Contents

What kind of installation will suit your space?

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One of the first things to consider is where you want your shared immersive space to be installed. For example:

Do you have large, open areas which can easily accommodate a standalone, off-the-shelf structure such as a cube, or an open-fronted cylinder?

Do you have limited space? Maybe, for example, you're restricted by fixed walls and columns? Or by standard ceiling heights? Or do you want to retrofit something into an existing meeting room?

Do you want a fixed installation, which will be fully and permanently integrated into your building? Maybe you're even considering building a whole new extension to house the immersive space?

Are you looking for more of a pop-up structure, that can be easily relocated to another spot or another location entirely? Or taken out to conferences and exhibitions?

Is it going to be a flagship facility that makes a strong visual statement? Will it, for example, be taking pride of place in a sales suite, or a visitor centre? Or will it be more of a behind-the-scenes, operational system?

Will it be tightly integrated into your corporate IT systems, and maybe also your room control systems?

How you answer these questions will have a big influence on the type of solution you buy and the provider you choose to work with. So, it's worth thinking through all the details and developing your specifications accordingly.

Igloo's answer

In this regard (like so many others), we don't have any vested interests.

For over 15 years we've been installing solutions for clients with a huge range of needs, and we've amassed the experience needed to understand what will work best for any space.

Here's a quick overview of some of the solutions we offer...

Igloo Cylinders

- From 5-to-9-metres
- Open-fronted cylinders available in 180°, 220° and 270°
- Option of floor projection

Igloo Immersive Rooms

- Retrofit an existing room
- Install a new room
- Option of floor projection

Igloo Link

- An entry-level immersive display system
- Made up of a series of modules
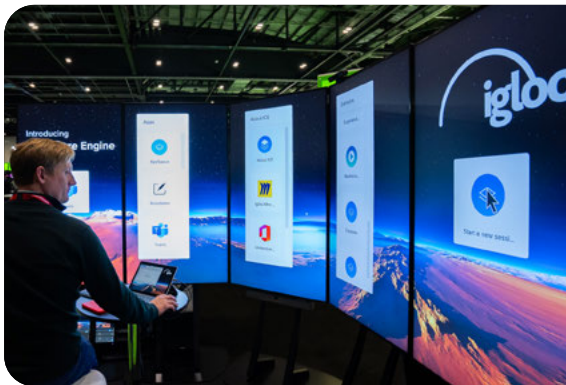- Scalable and can be built quickly

Igloo CAVEs

- 3D, floor and rear-projection
- Option of head-tracking and 3D glasses

Igloo Cubes

- From 2.5-to-3-metres

Screens and LEDs

- Non-immersive displays

Build you own

- The sky's the limit
- Fully customisable, bespoke solution

We'll also work with you to choose the best display and audio technology for your new immersive space.

For example, more and more of our clients are wondering whether to go with an array of LED panels or a rig of projectors.

Our software, Igloo Core Engine, is built from the ground up to be content-agnostic - so it doesn't matter to us whether your immersive installation ends up using projection or LED, we can advise you on what will suit your installation best.

And when it comes to considering the display tech, there are three big areas to take into account:

- How the display itself will look- how bright you need it to be, how much control do you want over contrast and natural light, how lifelike does the image need to be?

- The cost - what works best for your budget?

- And the space you're installing in - what are the HVAC considerations, how easy will the tech be to maintain and upgrade?

How about the audio?

Part of the fun of working in an Igloo is the opportunity to combine cinematic 360° imagery with studio-quality 360° soundscapes.

We typically specify a high-end 5.1 surround sound system. It's meaty enough to engulf you in sound and clean enough to deliver studio-quality audio.

For clients who are looking to get a little more from their sound system, we can specify a range of immersive sound solutions, right up to the most ground-shaking spatial solutions.

What are the Igloo options?

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We believe every organisation ought to benefit from Igloo shared immersive spaces. So, we make them easy to buy, install, and operate. Drawing on our experience in the immersive sector, we have developed five effective options for clients to choose from. We will work with you to specify which is the optimum choice for you.

01

Buy a readymade Igloo solution

Buying a readymade solution is the quickest, simplest, cleanest, and most cost-effective way to install an immersive space. You can choose from a range of fully productised cubes, closed cylinders, open-fronted cylinders, and CAVES.

They're available in lots of different sizes and configurations. And, if you're working on a tight budget or want a mobile solution, there's also the Igloo Link.

02

Use our software to power your own spaces

Clients and integrators often use our technology to run their own shared immersive spaces.

This means they can design and develop their own solution whilst taking advantage of the unparalleled functionality and usability of Igloo Core Engine.
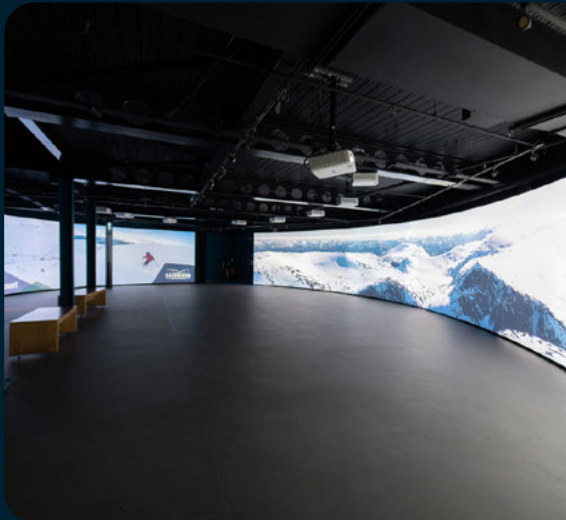
03

Retrofit an existing room

We can transform an existing room into a fully featured Igloo immersive space.

Depending on where you are and what you want, we can provide a full design-and-install service, or work with your preferred AV integrator.

04

Commission a custom-built solution

Every now and then, something extra special is required.

We work with architects, interior designers, integrators, facilities managers, technologists and innovators to create attention-grabbing solutions.

05

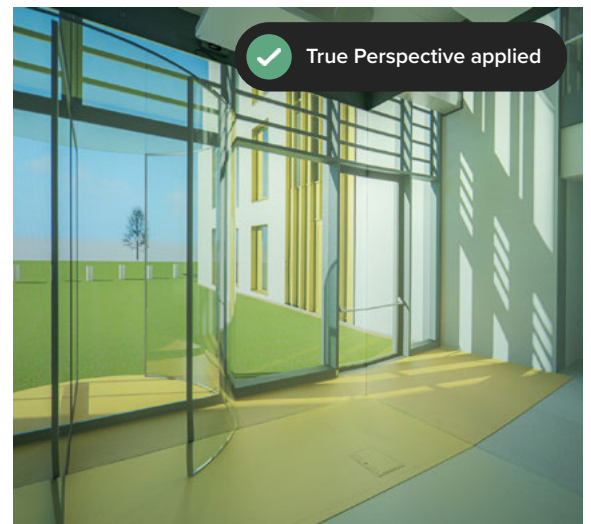### Rent a readymade Igloo space

Igloo operates a limited fleet of for-hire Igloo systems. They're available for events and exhibitions or short-term installs.

Because we've been doing immersive technology so well, and for so long, we've already overcome the type of quirks, complications and considerations that are inevitably involved in creating an immersive space.

Getting the full picture

One of the real Igloo game changers is our True Perspective technology. True Perspective removes the distortion that you may get at the edges of your immersive screen, all with the simple press of a button.

This takes the hassle out of formatting your content for immersive viewing, and whilst you might expect an automatically formatted picture, this isn't always the case with other immersive solutions.

No effect applied

True Perspective applied

We can also consult on:

- Content for your space
- Screen options
- Roof options
- Lighting options
- Sound options
- Power requirements

- HVAC
- Custom software development for integrating with custom peripherals
- Ambisonic and spatial sound design
- And all the considerations there are when integrating your new immersive space

What do you want to use your immersive space for?

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How you and your teams will use the space determines what content you'll run and the level of technical complexity required for it.

Here are a few ways you might use your immersive space

A sales suite

You want to create standout immersive sales pitches and executive briefings with content that literally surrounds your audience in your brand and its story. You could use 360° videos or AI-generated content to get your message across - and make it stick. It'll need to be easy for your teams to access and control their content.

Training and simulation

You want to put your people into situations that are too difficult, too expensive or too hazardous to recreate in the real world – without cutting them off from each other.

Your immersive space will need to integrate with game engines (for example, Unity or Unreal) to create interactive scenarios. For the most lifelike recreations, you might want to bring in multisensory aspects too.

Visualisation

You want to bring concepts and designs to life, to engage stakeholders and make it easier to reach better decisions faster. You need to access tools such as Building Information Modelling (BIM) in a shared space with your team, or to visualise data more easily on a vast wraparound canvas.

A collaboration space

You want your team to access all the tools they use on a daily basis - spreadsheets, dashboards, web-based applications, project management tools, etc., all in a space where everyone can see, understand, and discuss what's being worked on. And as remote work becomes more ubiquitous, it's vital that your colleagues onsite and offsite can work together effectively.

Education

You want to create a stunning learning environment for students of any age. Transport them to environments they will one day work in, take them on virtual field trips, or train them to use potentially hazardous/cutting-edge equipment that you may not have access to. All whilst retaining full autonomy over the session and being able to provide essential real-time feedback.

Presenting and interrogating complex data

If your organisation generates data or deals with analytics (and, these days, which ones don't?) a shared immersive space could be an ideal way to explore, visualise and interrogate. In terms of content, you may use specially commissioned 360° animations, or web-based tools (like Google Earth, Streetview, or YouTube 360°), or sector-specific tools (like, in education, Matterport, Revit, or Metaverse Learning).

Creating repeatable experiments

This is one of the BIG academic use cases for shared immersive spaces. If this is what you have in mind, you will probably want to port your existing image generators, simulation software or training assets direct to the system's media player. And you may want to integrate with other technologies, like eye tracking, accelerometers, sensors, etc.

All of the above

Your needs could be incredibly varied and complex - so you'll need an immersive space that can meet all of them (and, of course, the more widely it is used, the better your ROI).

And who is going to use your space

Whatever you use the space for, your teams need to be able to work with it, no matter what their level of technical expertise. So, it's important to consider how easy it will be to get your content working, and how easy it is to interact with it.

Igloo's answer

The good news is, with Igloo, you can do all of the above, to whatever level you require, and it's all designed to be user-friendly. No need for AV aficionados or computer scientists to run your system for you.

Every Igloo immersive space is powered by Igloo Core Engine. It's a content-agnostic, layer-based platform that enables you to work with several different types of content, in different formats, from different sources, all at the same time – to make crafting and controlling mixed multimedia immersive experiences easy.

Igloo Core Engine can power any shared immersive space, irrespective of size, shape, configuration or display technology. It enables you to load, interact and manipulate lots of different content types, opening up a world of use cases for your immersive space.

Here's just a snapshot of what you can bring into your Igloo shared immersive space:

- Import content from the Unity and Unreal game engines with our built-in integration to get a true sense of the scale of an environment.

- Easily import and navigate 3D models with Model Viewer. You can view smaller models in a web-based version, or bring in higher-fidelity, more complex models in our engine-based version.

- View any web-based content with the built-in WebViewer tool, such as Office365, Google Suite, Trello, YouTube and YouTube 360°, Google Earth, and Google Street View to name just a few.

- Bring internal and external teams together in one location through video conferencing and even VR and metaverse collaboration platforms.

- Bring vast amounts of data into one space and immerse whole teams in true-to-life content fostering productive group discussion.

iglooCoreEngine

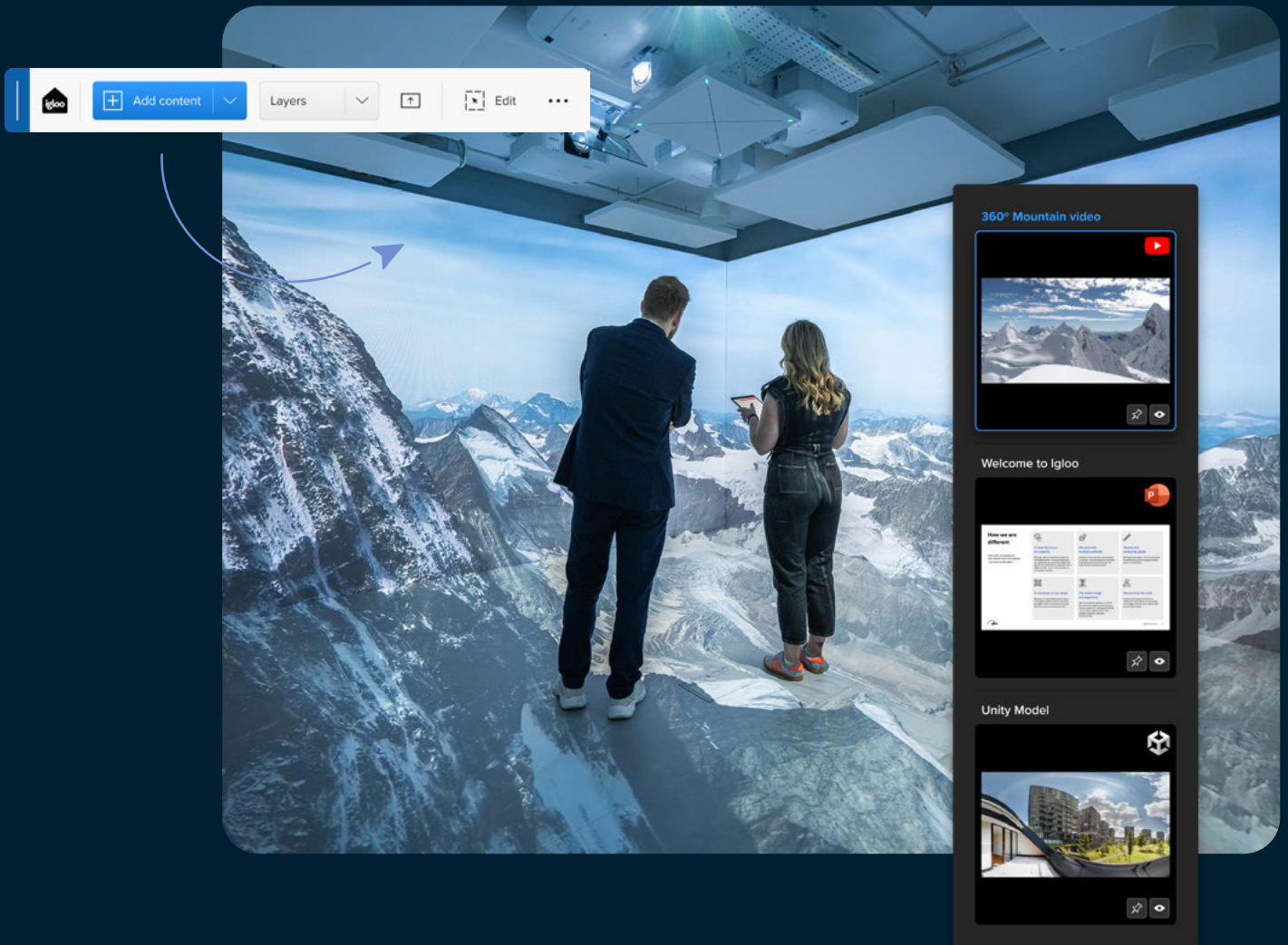## The software platform for shared immersive spaces

What is Igloo Core Engine?

Igloo Core Engine is the operating system for shared immersive spaces

Igloo Core Engine can power any shared immersive space, irrespective of size, shape, configuration, or display technology — and it's also great for any other large format displays.

It is designed in-house with flexibility and user-friendliness in mind. We're big believers in user-led innovation — when our clients request something, we'll get to work creating it.

The Igloo philosophy is any content, in any format, from any source

Core Engine lets you bring in and interact with your own 360, VR and immersive media to any space.
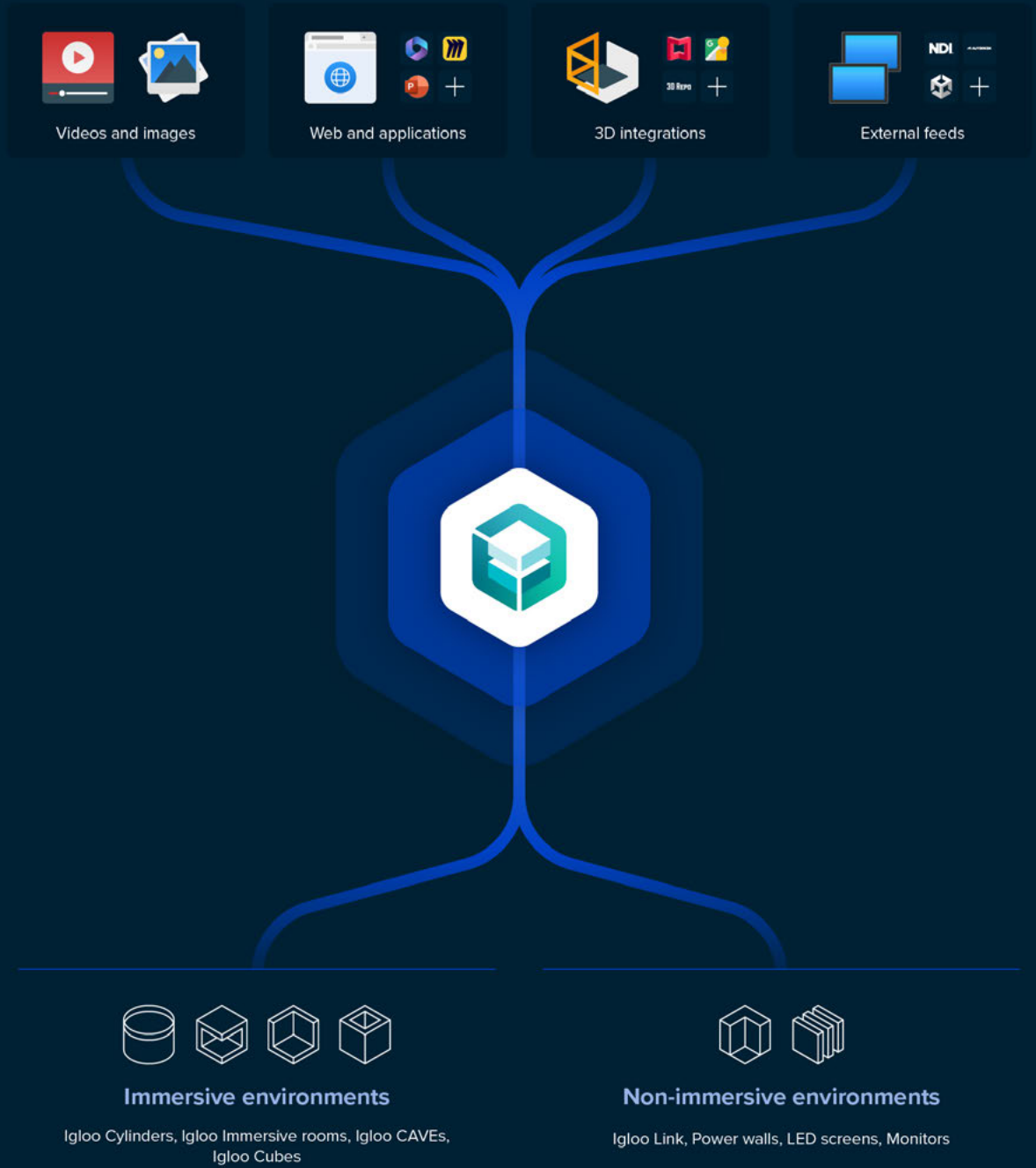
It also allows you to access and display your non-360 applications and content, such as spreadsheets or PowerPoints. You can also make use of many fully integrated applications built into the platform, and if the tool you use is not yet compatible, we will work with the developer to integrate it.

The tools you already use

Any source, any content, any format

Videos and images

Web and applications

3D integrations

External feeds

Immersive environments

Igloo Cylinders, Igloo Immersive rooms, Igloo CAVEs, Igloo Cubes

Non-immersive environments

Igloo Link, Power walls, LED screens, Monitors

Igloo Core Engine is operated through two user interfaces

Desktop UI
For administrators and power users

Accessible from the Igloo Core Engine application, the desktop UI enables you to set-up your immersive space and utilise all the features and functionality to control and manage your content.

Canvas UI
For everyday users of the Igloo space

The UI controls that appear on the walls of your immersive space. The Canvas UI is designed to be simple and easy to use. It includes all the essential functionality to enable you to add, move, play and navigate through content.

What training and support do you need for your immersive space?

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What training and support do you need for your immersive space?

Once you've specified and installed your brand-new immersive space, you'll want to know that you will be looked after if ever you need support or advice.

- So, you need to consider how you will access support from your provider - is there an email, a phone number, or help desk?

- Is that support available to you when you need it, and is it provided in a timely manner?

- Does the helpdesk operate in your language and during your time zones?

- Can support be provided remotely? Or will you need to wait for someone to come out on site?

- Does the support cover both software and hardware issues? And will you get software updates automatically?

- Will you receive comprehensive training on the set-up and use of your immersive space?

Igloo's answer

Support

We are with you every step of the way - from planning, to logistics, to set-up, to training, to on-going support.

We will ensure that your teams are comfortable with every aspect of your new Igloo, and our tech teams are never more than an email or phone call away.

We take responsibility for every step and component of every installation. Igloo has robust quality control processes plus support packages that meet the expectations of global brands, universities, and government organisations. And, with various support packages available, you can get the level of cover you need.
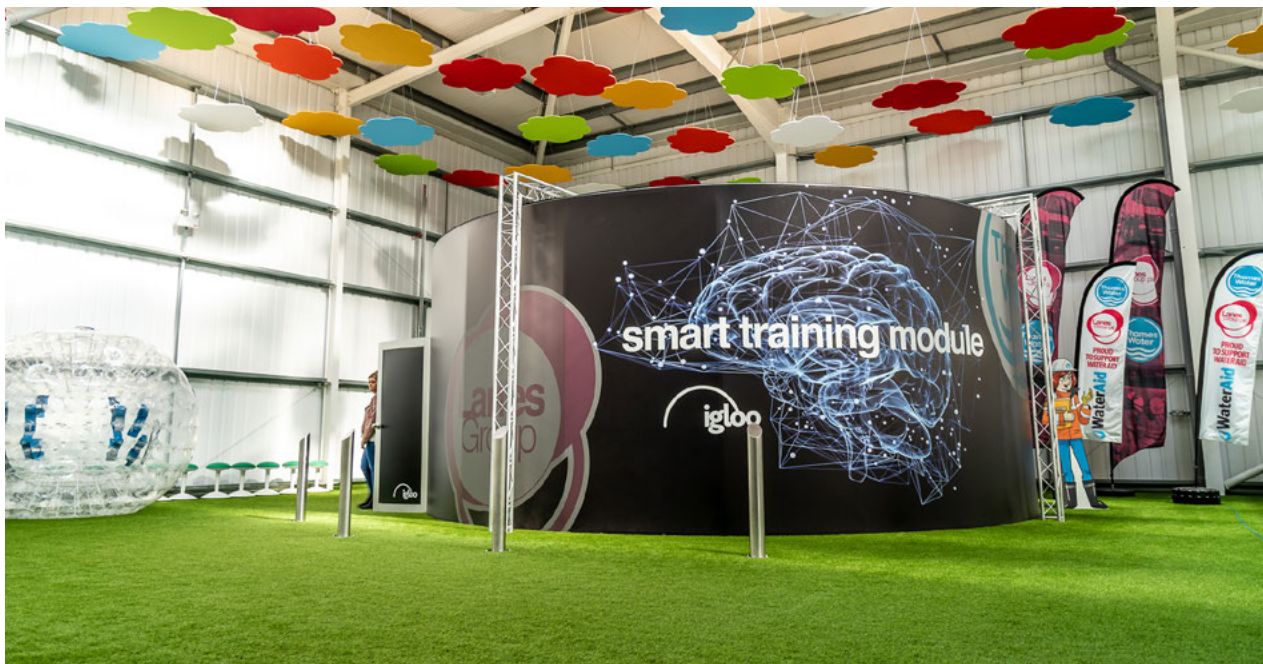
We offer:

- 8 (standard) or 12-hour (enhanced) local office hours support, no matter where you are in the world

- Remote support via tools such as TeamViewer and oversight via PTZ cameras

- Onsite support where necessary

- Help with sourcing replacements under robust warranties

- Support packages that cover the above and include updates to your software as and when they're available.

Customer Success

We have a dedicated Customer Success team who will assist you with ensuring you maximise your investment on your Igloo immersive space.

We will assist you with onboarding, education, adoption, workshops with our team of subject-matter experts, software release management, and ongoing advocacy. Additionally, your Customer Success Manager will act as your daily point of contact, helping to ensure you have the best possible experience of working with Igloo.

"

On the occasions we have required technical support, Igloo's support has been impressive. Lanes Group operates in a fast-paced environment, which Igloo's ongoing support matches.

Upon raising any request for support, we have always received a response within the hour, and we are either guided through the steps we need to take, or Igloo remotely assists. On each occasion, the support has resulted in the issue being resolved within a few hours."

Lanes Group plc

Training

We offer training days to help get you and whoever will be using the system up to speed with Igloo Core Engine. This training is strongly recommended and can be tailored to your use case and system requirements.

It can cover:

- Startup and shutdown of your Igloo

- How to design an impactful home screen

- Creating and saving sessions in Igloo Core Engine

- If you've got a portable structure such as a cylinder or Igloo Link, we'll train you on rigging, de-rigging, and transporting it

- And of course, we'll guide you on how to get whatever digital content you want into your immersive space

If you have any queries or additional requirements from your training, we will be happy to assist.

"

Full training was provided to our teams by Igloo Vision upon installation over two days, and documentation on the software was provided.

They provided follow-up training and calibration of the technology after three months of use, which was helpful to the team. They have been very responsive to our needs and always available to take calls when we needed to troubleshoot or had additional questions about the technology."

CapitaLand

How can you try before you buy?

How can you try before you buy?

Whatever you want to do with your immersive space, it's a big decision and a big investment to make.

You'll want to be assured that your chosen provider can handle all your needs. And getting to see the tech in action can often help you narrow down exactly what you need if you're not quite sure.

And if you've already got immersive content, you might want to give it a try in a demo before you make that final decision on a purchase.

Then once you've made your decision, you need to know that your provider can install your shiny new immersive space wherever you are.

Igloo's answer

We have a network of demo centres across the world where you can experience Igloo's immersive technology for yourself.

But, if you're not able to visit the offices in person, we've got a virtual demo solution for you - enabling you to explore our products, experience our technology, and even try out your content in an Igloo, all without leaving home. So, we can:

- Guide you through the full product range to help decide what the best solution is for you

- Give you an initial run-through of Igloo Core Engine and how to use it. You can also get a taste of Core Engine on our Desktop Authoring Licensing trial - the perfect way to try before you buy

- Show you some of our industry-leading integrations - because our tech works, out-of-the-box, with lots of tools, so it can fit right in with your workflows

- Test your own content – if you've got 360°, VR content, or any other digital content, we can run it for real, in real-time, in a virtual Igloo

Our demos are a vital step in the process of delivering your perfect shared immersive space - a demo will give you an idea of the possibilities and will give us an understanding of your needs.

Worldwide delivery capabilities

From our bases around the world, we've delivered right around the world too.

Igloo systems have been installed in offices, universities, sales centres, and marketing suites, to replace ageing simulation and BIM CAVEs, and more.

So we know all about the disciplines required to ship our products, send our teams, and service our clients - wherever in the world you may be.

We also have tight links with local integrators across all our regions.

That means we can organise remote oversight via those integrators of installations and events, no matter where you are.

Visit one of our global centres

UK
London

Igloo Vision Limited, Unit A, 17-18 Parr Street, Hoxton, London, N1 7GW

US
New York

Igloo Vision, 336 West 37th Street, 7th Floor, Suite 780, New York, NY 10018

US
Houston

4201 Main St Ste 200, Houston, TX 77002, Igloo Vision Office O69

Canada
Toronto

Igloo Vision, 1179 King St W, Suite 018, Toronto, Ontario, M6K 3C5

Australia
Melbourne

Igloo Vision, 18/327, Mansfield Street, Thornbury, Melbourne, VIC 3071

A handy checklist to help you on your buying journey

As you'll have seen, there's a lot to consider when specifying your shared immersive space.

We hope this checklist below will help to guide you through the information out there and to help you consider what your priorities are for your space.

And if your questions aren't captured below, do just drop us a line - and maybe even arrange a demo.

	Questions to ask	Igloo's answer	Other providers
Before the installation	Can you provide a demo of the technology?	Yes. We have demo centres in London, New York, Houston, Toronto, Dubai, and Melbourne which you can visit for in-person demos. We can also provide virtual demos no matter where in the world you are.	
	Can I test out my content?	Yes, our offices are available to test content and our virtual demo solution allows you to test content too. You can also get a taste of Igloo Core Engine on our Desktop Authoring Licensing trial - the perfect way to try before you buy.	
Installing	Are there standard products available?	Yes. We have a range of off-the-shelf cylinders, cubes and domes.	
	Are there turnkey solutions available?	Yes, all our solutions include all the hardware, software and other tech you need. The exception is if you purchase Igloo Core Engine by itself to power your space.	
	Can an existing meeting room be converted into an immersive space (i.e. without having to use a cylinder or cube)?	Yes, we have retrofitted regular rooms of all shapes and sizes into fully-fledged immersive spaces. From the very small (in one instance an old janitor cupboard) to the very large, our design team will work with you to maximise your space and get it ready for total immersion.	
	Can the products be customised?	Yes. Our design teams can change our standard designs to suit your needs.	
	Can products be designed from scratch?	Yes. Our design teams have the experience and knowledge amassed over a decade of immersive installations to create something bespoke.	
	Can the products be installed anywhere in the world?	Yes. We can deliver from our global network of offices and have tight links with local integrators across the world too.	
Content	Can I use traditional video or photos?	Yes, you can display 360° footage, images, along with traditional video and images. You can tile or stitch traditional content together to create complete immersive experiences.	
	Can I display live content?	Yes, you can live stream content whether it's traditional format or immersive content. You can set up your system for immersive video conferencing too.	
	Can I use interactive game engine content?	Yes. Our Unity and Unreal plug-ins mean you can show and interact with content built in those engines. It means you can also view applications built on top of those engines.	

Content

Can I access web-based content?

Yes. Our built-in WebViewer can access any website, many of which work natively in 360°. You can interact with the viewer using any Igloo-compatible control methods.

Can I layer content from different sources?

Yes, Igloo Core Engine has been designed from the ground up to be a layer-based system, you can display content from a wide range of sources and easily layer them within the app. Sources could include laptops, tablets, and smartphones.

What integrations are available?

We have an ever-growing range of software integrations including for BIM models, simulation software, visualisation tools, etc, etc, etc. If you have a tool you want integrated, we can work with you to do so.

What methods of interaction are available?

You can control and interact with an Igloo using the Control Panel on a tablet, smartphone, or mouse and keyboard. Alternatively, you can use a games controller or even head and gesture tracking. We can also integrate other methods of control as needed, such as hand tracking to create a wraparound immersive screen.

Can you advise on content creation?

Yes. We've seen all kinds of immersive content (360°, VR, etc.) and know what makes for great content, and have links with content creators who know the medium.

Support

Is support available worldwide?

Yes. Our global offices cover support requests during all local office hours (8 hours) as part of the standard package. The enhanced package offers support for 12 hours a day.

How easy is it to access support?

Igloo support can be accessed via our support site for clients, simply file a ticket on the support portal and help will be on the way.

How quickly will support be provided?

Depending on the support package selected, support can be provided in a matter of hours.

Is onsite support available?

Yes, support teams can be sent to your installation onsite.

Are warranties available on hardware?

Yes, we can offer comprehensive warranties on our IMPs and manufacturer warranties are available on other hardware. We can advise on providing replacements if needed.

Will software updates be included?

Yes, all clients with a support package will automatically receive software updates.

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Provider		
How long have you been working in immersive installations?	We've been delivering immersive events and installations for well over a decade - all over the world.
Can you provide testimonials on your work?	Yes. Other than the testimonials in this guide, we've got over 120 case studies on our website. Many of our clients are happy to provide references if requested.
What sectors do you work in?	We work across a range of sectors including Architecture, Engineering and Construction (AEC), Education, Enterprise, Energy, Real Estate, and more. Our Business Development Team has developed a deep understanding of the needs of each.
What sectors do you work in?	We work across a range of sectors including Architecture, Engineering and Construction (AEC), Education, Enterprise, Energy, Real Estate, and more. Our Business Development Team has developed a deep understanding of the needs of each.
What level of control do you have over each of the components in the solution (including the software)?	We design and deliver every element (the structures, the screens, the projection rigs, the software, the media players, the lot). We know everything, we control everything, we're accountable for everything.
How many immersive installations have you delivered and in what locations?	We've delivered immersive installations to 100s of clients on every continent worldwide (except for Antarctica, but we're keen to expand there!). With our wide network of integrators and global support team, we can deliver and install immersive installations from the Scottish Hebrides to the Australian Gold Coast.
What post-purchase support do you provide?	We have dedicated Customer Success teams for every sector. They are well trained and well equipped to ensure you maximise your investment in immersive spaces and can also cross-fertilise ideas and use cases across clients.

Ready to learn more?

Our team of Igloo experts are just at the other end of an email or phone call to answer your questions about what shared immersive spaces can do for you.

TO FIND OUT MORE

visit us at www.igloovision.com
email us on info@igloovision.com
telephone us on +44 (0) 1588 673 337

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