



VR WOWS NYC CONFERENCE ATTENDEES

O'Reilly Media, one of the country's largest media companies that focuses on tech and business knowledge, wanted to increase engagement for its attendees during its annual Software Architecture Conference in New York City. They reached out to Maverick VR to find a new engagement option that would mesh with their theme and wow their crowd of tech-savvy attendees. Maverick VR has delivered 100+ customized VR events across the nation, and O'Reilly knew they could trust Maverick to provide an amazing VR experience for their guests.



To mesh with the design and tech focus of the two-day conference, Maverick VR provided a Virtual Reality booth utilizing the most advanced VR equipment on the market that showcased an incredible VR experience called Tilt Brush. Guests were dropped onto an endless canvas in VR and could create amazing 3D drawings, designs, and sculptures in VR using a magical palette.



Many techies who had only heard about VR or tried it many years ago got their first taste of how immersive and mind-blowing advanced VR technology has become. Many other attendees enjoyed seeing the users' artistic creations as they were generated and displayed in real-time on the large flat screen TV at the booth.

This activation was so successful that O'Reilly Media has already reached out to Maverick VR about providing VR for future tech conferences. These conferences will focus on other aspects of the tech industry (big data, cyber security, etc.) and will be held in cities across the country.

With VR experiences from the deep seas to deep space, and everywhere in between, Maverick VR provides customized VR events to engage and enthrall guests of all backgrounds. Email info@maverickvr.com to learn more!

"The team at Maverick VR did a tremendous job. They were professional and engaging. Our clients and event attendees had a great time with Tilt Brush!"

-Daniella Guzman, O'Reilly Media Senior Strategic Account Specialist and Organizer of the Conference

"This is absolutely ridiculous . . . in a totally amazing way."

-Reaction from a self-described "VR Skeptic" within thirty seconds of putting on the VR headset for the first time



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