

Media Release

Calydo and Hotz Brand Consultants secure exclusive rights for VR technology

Virtual Reality: From Tomorrow's Gimmick to Today's Business Tool

Steinhausen April 16th, 2020 – Calydo, an integrated agency for marketing and communication, and the leading brand consultancy Hotz Brand Consultants are launching an innovative VR technology on the Swiss market. «We have been involved with business-relevant applications of virtual reality for some time now. Now, in exclusive cooperation with the British company Future Tech Labs (FTL), a long-standing expert in virtual reality, market-ready technology is available that enables real-time social interaction in VR, thus making a whole range of new applications in the business sector possible in a cost-efficient way, » says Patrick Ensslin, VR specialist and Brand Experience Director at Hotz Brand Consultants. The first pilot projects are being worked on.

The brand and marketing specialists at Hotz Brand Consultants and Calydo have been working intensively on this topic and its fields of application for a long time. The breakthrough is now imminent with the cooperation with FTL, which has recently moved its headquarters to the Brand Leadership Building in Steinhausen ZG. FTL's innovative 'Multiverse' technology enables for the first time two-way real-time interactions in VR between people and brands, thus opening up new fields of application for B2B and B2C business.

«There are almost no limits to the imagination, » says Patrick Ensslin. «The weaknesses of past VR approaches - social isolation, annoying updates, high effort and a huge adaptation curve on the user side - are largely a thing of the past with the 'Multiverse' engine. »

«The 'Multiverse' technology enables companies to create impressive and immersive experiences that pay off economically, » says FTL CEO San Shepherd.

He adds, «Building on existing online web processes, technologies and buying patterns, Multiverse is revolutionizing the way companies interact with customers through VR. We are very pleased to partner with Calydo and Hotz Brand Consultants, – as they truly know how to leverage the technical advantages of Multiverse to deliver VR solutions that add real value. »

The introduction of the new VR technology is further boosted by the general surge in development in the VR/AR sector. For example, sufficiently powerful headsets have become cheaper and more comfortable, and the expansion of 5G networks is also opening up completely new application scenarios for users, which are more mobile, more comfortable and easier to use.

From creating new customer experiences to accelerating product development

The business use cases are diverse. With FTL's 'Multiverse' technology, shopfitting concepts, for example, can be easily tested and evaluated without having to invest in a physical prototype and thus be ready for the market more quickly and at lower cost. In the process, customer behavior in these virtual spaces can be analyzed and important insights into reactions to visitor guidance, product placement and interior design can be gained.

For the real estate industry, the benefits of easy-to-use virtual reality are obvious. Bettina Schoch, Managing Director at Calydo explains, «Although apartments can be viewed virtually for a long time, with the new technology the prospective buyer does not remain alone in the property, but can be accompanied by a consultant in VR in real time. The consultant can speak live with the interested party, answer questions or show digital information material - which also leads to a significant increase in efficiency on the part of real estate companies. »

Another field of application is human resources. For example, job interviews with people at different physical locations can take place live in the same virtual room, which means a significant increase in efficiency and cost

savings, especially for international corporations. Applicants can also share and present their documents or presentations in VR. Likewise, onboarding processes or company tours can take place in VR for a completely new experience.

Visit the Planetarium Domain via Oculus Store on [Oculus Quest](#) and [Oculus Rift](#), to get a small taste of the Multiverse technology.

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About FTL

At Future Tech Labs we believe that people should be at the heart of technology. And that all software must reflect this credo. Our powerful, scalable, social VR platform Multiverse delivers on this promise. With Multiverse, companies can interact with customers in real time in ways that exceed the capabilities of the Web today. Our team has years of experience in app, game and software development in some of the world's top studios. Learn more at ftl.ltd

About Cayldo

Calydo stands for intelligent communication solutions with measurable effects. With the right strategy, agile measures and modern content, we have created real relevance for our customers and a consistent brand experience along the Customer Journey. With expertise in the areas of digital, motion, content and data analysis from strategy to implementation. Learn more at calydo.com

About Hotz Brand Consultants

Hotz Brand Consultants demonstrably moves companies forward and moves people and markets. We empower them to help the brand achieve groundbreaking results in value-added areas within the shortest possible time and thus to increase the value of their company and their products continuously and according to plan. Learn more at hotzbrandconsultants.ch