TWIST

VRINTELLIGENCE

For more than 15 years, VRintelligence (VRi) has worked with a variety of major organisations, such as P&G, Coca-Cola, PMI, Siemens Nixdorf, and Total.
Today, VRi is leading the FMCG real-time 'Operational intelligence and complex events processing', based on a large real-time database, with L'Oréal International, DANONE, and Nestlé.

VRiTools® are a suite of business solutions designed for retailers to create, collaborate and run market research in 3D virtual reality. The methodology enables users to simulate marketing-mix settings in order to make better decisions through the eyes of the shopper.

The methodology, which is based on an iterative process, generates collaborations able to reduce time-to-market by up to a third of the current time taken.

VRi is the leading designer of shopper labs for quantitative studies of consumer behaviour, integrating subject-tracking techniques such as eye-tracking and real-time analysis.
S3D-real-time: VRi is deploying stereo-3D-real-time applications for use in company headquarters worldwide.
e-commerce: VRiTools® real-time databases are web compatible, allowing for the creation of a new generation of e-commerce.

VRIntelligence

Avenue Einstein, 12
1300 Wavre

E.
ph.voisin@vrintelligence.com
T. +32 10 39 07 20

http://www.vrintelligence.com

Contact

Philippe Voisin
Director
E.
ph.voisin@vrintelligence.com
T. +32 10 39 07 20

Market(s)

Cinema, TV and Animation
. . . .
Broadcast Technologies
. . . .
Intercative media, gaming, transmedia, web, mobile, social networks

Strategic lines

2D/3D Animation, Digitization & Digital archiving, R&D, Stereoscopic 3D, TV, HDTV, 3D TV and film shooting, Video on mobile and the web