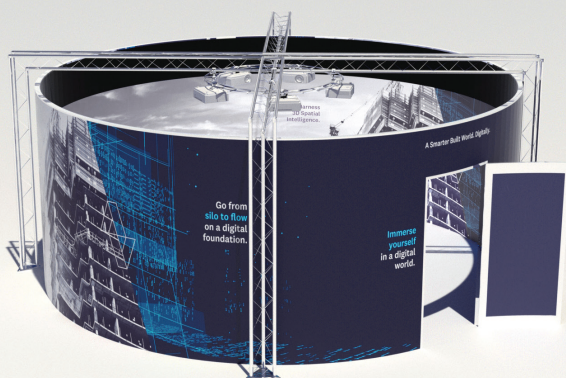




# Immerse yourself in a Digital World

360° Immersion Cinema



asBuilt's Immersion Lab is a portable seven metre diameter, 360° circular VR studio.

The Immersion Lab projects a digital environment into the physical world to showcase assets virtually; allowing unique immersive group and stakeholder experiences.

## Why Immersion Lab?

The Immersion Lab is the ideal space in which to explore infrastructure before it is built, launch a brand, a campaign or product with unforgettable WOW factor.



### SIMULATIONS

Simulations can be more immersive, more versatile and more affordable. You can put your team/clients into situations that are too difficult, too expensive or too hazardous to recreate in the real world.



### STAKEHOLDER ENGAGEMENT

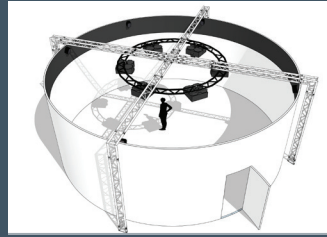
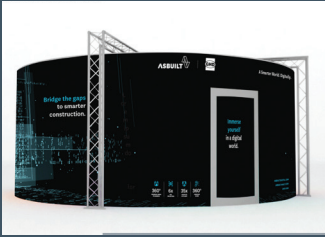
By bringing your engineering and design concepts to life, you can improve planning processes, reduce errors, strengthen teamwork and bring a whole new dimension to stakeholder engagement.



### EXPERIENCES

Many of the world's biggest brands have used these immersion cinema's to create unforgettable experiences. The Immersion Lab is the talking point of any event.

# A 360° Immersion Lab - Tech Info



## STRUCTURE

A seven metre diameter, 3 metre high, 7 metre diameter, portable cinema with fabric outer skin making up a seamless, 360-degree cinema screen.

## PROJECTION & SOUND

Six high resolution UHD short throw projectors, project seamless imagery from floor to ceiling. Wrap around sound and vision is fully immersive. Projectors can be controlled individually or run in unison.

## PORTABILITY

Immersion Lab can be freighted anywhere in New Zealand. Allow several days for freight and a full day for build up and pack down. North and South Island freight times and costs vary.

## GROUP SIZES

18 people sitting down with 360° configuration.  
35 people standing with 270° configuration i.e. front doors come off to open up the space for trade shows.

## Content Flexibility

Existing 360° or VR content is likely already Lab-ready, and CGI, CAD and BIM content can easily be imported also. Because the Immersion Lab is a layer-based system, several different formats, from several different sources, can also be integrated easily and in real-time.

Content doesn't have to be only 360°; with six projectors and a huge panoramic screen to play with, it is possible to stretch, stitch, re-size and integrate conventional content of any aspect ratio (16:9, 4:3).



## Brandability

The full exterior of the Immersion Lab can be re designed to fit your companies brand guidelines. This can be done in house or we can provide the template above to your design team.



Call us or email us today at  
[info@asbuiltdigital.com](mailto:info@asbuiltdigital.com)  
to speak to one of our team about  
booking the Immersion Lab.

[asbuiltdigital.com](http://asbuiltdigital.com)



**Auckland**  
T: +64 9 377 8450  
57 Woodside Avenue  
Northcote  
Auckland 0627  
New Zealand

**Sydney**  
T: +61 2 9053 4576  
4 Holt Street  
McMahons Point  
Sydney, NSW 2060  
Australia

