

Concept3D and Flexential Introduce VR Data Centre Tour



Concept3D, a leader in creating immersive online experiences with 3D modelling, virtual reality (VR), interactive maps and virtual tour software, has announced the launch of a powerful 3D video and VR experience of Flexential's (formerly Peak 10 + ViaWest) data centres, including a unique immersive section to learn about data centres through a game-like interface.

The system was first unveiled at Gartner's 2017 IT Infrastructure, Operations Management & Data Center Conference in Las Vegas, where conference attendees lined up at the booth to put on the Oculus VR goggles and be transported to one of Flexential's data centres, where they could tour the space as if they were there.

"When our team first saw the 3D video and experienced the tour developed by Concept3D, we were impressed," said Jeff Gaillard, chief marketing officer at Flexential. "Our data centres are among our greatest assets, and essentially bringing those to the show with us and giving people a virtual onsite experience created a lot of excitement."

Powered by Concept3D's software, the VR tour can easily be repurposed for future tradeshows and as a sales and marketing tool that can be sent out to anyone as a link, as well as posted on websites and sent with goggles in a direct mail campaign, among many other uses.

"Seeing the level of excitement from the Flexential team and visitors as they experienced the data centre tour really demonstrated what VR and immersive media have to offer," said Robert Johnson, Concept3D Vice President of Business Development. "There's so much potential here to take people on a journey and give them an on-the-ground look into how your company operates and what gives it a competitive advantage."

Access the Flexential tour, learn more and view images of the tour and system at: <http://blog.concept3d.com/blog/concept3d-and-flexential-introduce-vr-enabled-virtual-data-center-tour>