HReality learning interfaces leverage your existing content to bridge the gap to virtual experiential learning.
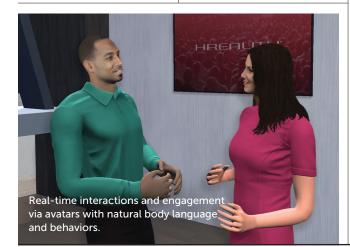
BUSINESS CONNECTIVITY

Is expected to reach revolutionary levels of fidelity and ROI with hybrid VR.

Adopting new technology at the enterprise level is a conundrum. Executives know failure to adopt the latest tech creates a risk of being left behind and acting too slowly means the tech is outdated by the time it's useable companywide.

In 2020, most companies out-innovated the virtual reality (VR) industry. Businesses world-wide pivoted their products and revenue models faster than VR tech could support their growing virtual needs. This led the market to believe "virtual" technology is the unsatisfactory, 2.5D quality dreaded during endless video calls. HReality, a first-person mixed reality environment, is disrupting the industry by creating professional virtual experiences so uniquely personalized and desirable it drives customer engagement vs. the teleconference zone-out.

As the first of its class in this newly emerging segment, HReality is taking gamification a step further with the professionalication of AR/VR. By combining the latest converging technologies, HReality creates fully explorable, engaging, realistic environments that allow people to "walk" around and actively participate in immersive branded corporate environments, tours, conference centers, product launches, trade shows, conventions, campuses, classrooms, retail experiences, and more.

Business is based on creating trust and our bodies speak louder than our words—research confirms that 60% of business communication is through body language, the premise HReality was built upon. HReality introduces natural human behaviors and appearances into professional VR environments and interactions to help foster real-to-life interactions, seamless knowledge transfer, and networking that resonates. Users generate photo-realistic avatars in seconds, empowering the ability to explore the 4D environment in first-person, identifying others in a crowd and enabling the authentic, trust-enhancing networking required to grow business. Additionally, spatial sound enables users to interact authentically as they would in real life, conveying depth and spatial perception that mimics the feeling of being physically present in conference/theater-style seating.

HReality was built to deliver revolutionary hybrid professional experiences. The cloud platform combines augmented reality (AR), VR, cinematography, Lidar, 3D animation, artificial intelligence (AI), and spatial digital computing with haptic and kinetic feedback, incorporating new functionalities every 30 days as new virtual technologies emerge and evolve.

The HReality platform seamlessly integrates with CRMs, ERPs, and learning management systems within education. Additionally, through the inclusion of haptic and kinetic feedback, HReality brings all four learning modalities to traditional online education, corporate training, and reskilling or continuing education—revolutionizing online education delivery. HReality's new approach bridges current online content delivery into virtual experiential learning to help businesses proactively meet digital transformation by leveraging existing content into new channels.

Designed with interaction in mind, HReality is currently in BETA development for use in multiple industries. The first to launch will debut in 2022 as freeware. **HRealityEvents.com** aims to revolutionize the conference/trade show industry with its new application. With only a small deposit to provision an event, HReality Events can be planned by a single person and returns 70% of proceeds to the host, compared to an entire team's efforts over a year and 10% return with the traditional model.

FabCom, the integrated marketing and advertising agency pioneering this new era of tech, developed HReality to dynamically meet a variety of professional and educational needs. Learn more about HReality and ways to become a BETA partner at **itsfab.com/hreality** and **fabcomlive.com**.

Real-time interactions and engagement via avatars with natural body language and behaviors.