



Opposable
VR



Conference VR experience

Akamai Technologies, Inc.

Client

Trusted by leading brands, Akamai's Intelligent Platform is the leading Content Delivery Network (CDN) for delivering secure, high-performing user experiences to any device, anywhere. Akamai is responsible for serving between 15 and 30 percent of web traffic throughout the world – with clients including AMD, Apple, Yahoo! and Adobe.

Objective

In 2015, Akamai worked with Opposable VR to create a unique marketing tool in the form of a conference-ready Virtual Reality experience.



“The VR experience is a stunning sales tool to show off at conferences and events”

Akamai wanted a piece of software that could be displayed at conferences and events, conceptualising the service Akamai provides in a simple and direct manner.

The aim of the experience was to increase footfall at the Akamai exhibit during events such as IBC Conference and Mobile World Congress.

Solution

To fulfil this objective, Opposable VR worked closely with Akamai to produce an experience for the Oculus Rift VR system that was memorable, informative and interesting for a viewer. Due to the obscure nature of Akamai's services, the company has previously faced difficulties explaining its role to potential customers. With Virtual Reality software, it becomes a lot easier for Akamai to convey its services. Opposable VR's work with Akamai involved:

- An exciting VR journey through a digital visualisation of Akamai's CDN, using the latest VR technology to deliver an impressive visual and audial display.



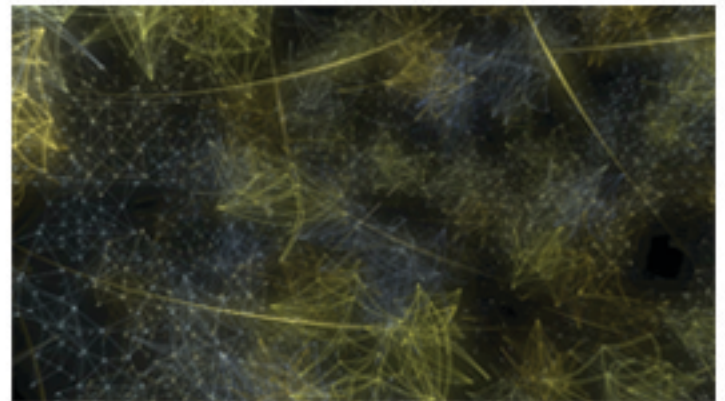
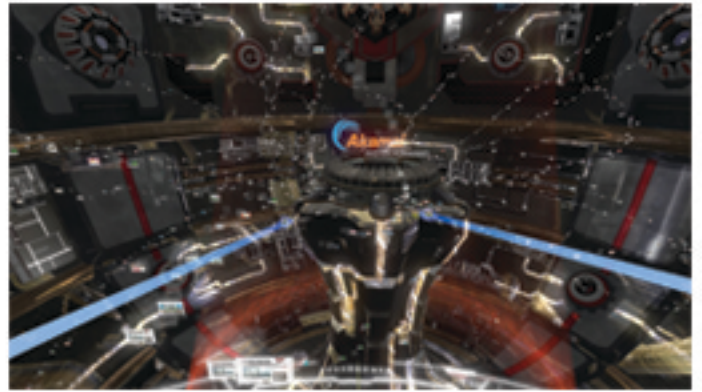
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- Voice-over relaying information on Akamai's CDN, syncing with the visual display to help conceptualise Akamai's services.
- A range of environments for the users to see, keeping them engaged and active within the experience.
- Support for Google Cardboard mobile VR devices, allowing users to watch the experience at home or on the go.
- Shipment of Akamai-branded Google Cardboard devices to be used as hand-outs at conferences.

Result

Opposable was able to complete a world-leading marketing tool for Akamai. The experience has allowed potential customers to develop their understanding of Akamai's services at events and conferences.

Paul Bushell, Director of Marketing Campaigns and Programs EMEA at Akamai, said: "the VR experience is a stunning sales tool to show off at conferences and events as well as to be used by our field sales managers. The experience really brings the 'wow factor' to our sales and helps us to better explain the service we provide. The combination of stimulating audio and visual does a fantastic job of explaining the often complex nature of Akamai's network."



"In terms of sales tools, there's nothing available right now that can compare with VR in terms of originality and interest. We'll be using the VR software at future events as a way of gaining attention on the show floor and further as a way of keeping the Akamai brand fresh in delegates minds as a leader in innovation."

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