



## 3D – Marketing Training (VR)

**PROJECT OWNER :** EM NORMANDIE

**PROJECT :** Virtual reality Serious Game on marketing

**USE :** Training

**LOCALISATION :** Caen

**DATE :** 24/01/2020



### Project description

- Client needs: To test a learning and knowledge testing tool as an alternative to paper-based tests.
- Target: marketing students
- Technical equipment: Computer + Virtual reality headset
- Advantage of the solution: the immersion of the students in a concrete situation allows them to understand and retain the concepts covered by the application more easily

### Mission OREKA Ingénierie

- Modeling of 3D elements
- Scenario development (interfaces, interactions...)

