

HDW PRESS RELEASE:

Virtual reality becomes reality at Design Reform

Design Reform harnesses VR to benefit Finnish companies. For example, a virtual plant tour created for Outotec helped make the first deals in record time.

Finnish competitiveness requires new tools for marketing, sales and design. VR creates additional value and increases sales. The basic idea is to harness VR to benefit Finnish companies that want to succeed, stand out and do things in a new way. VR can be used in product development, construction, training, marketing communications, sales and brand building. There is hardly a field that cannot benefit from VR.

Versatile virtual content to help the industry

VR enables presenting items before starting production and learn to know fabrication processes. In addition to marketing and training opportunities, a virtual environment supports product development. Testing solutions is fast and cost efficient. Real-time data can be brought to a virtual environment from a real environment.

VR and 'serious games' help training and learning

Virtual reality is increasingly used to create various learning and training environments. Entertainment and gamification play a major role, too. Learning by doing is the most efficient way of learning new.

Design Reform clients include Outotec, YLE, VTT, Tekes and Helvar.

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Design Reform CEO Reijo Markku has worked in the field of design for nearly 30 years. His working career includes practical B2B industrial design products. In addition to VR projects, Design Reform is experienced in high quality 3D animation for industrial use. The company emphasizes visualization in presenting its ideas as well as in sales and marketing materials.

Related images are available.