



# virtual room

THE ULTIMATE TEAM-BASED VR EXPERIENCE

[www.virtual-room.com](http://www.virtual-room.com)



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## The genesis of Virtual Room



**Virtual Room** is a registered EUIPO trade mark.

The company has been founded by the French 3D studio **Monsieur K** and by escape game specialists.

- **Monsieur K** is a design and production 2D & 3D animation studio crafting images, doing motion design and specialized in virtual reality. Thanks to its reputation, the studio is working for the advert and event businesses. Famous brands such as L'Oréal, Mercedes or Samsung are trusting Monsieur K.
- With its corporate and high class positioning, the **Escape Hunt** network created by the associates has quickly become the leader of the escape game market in France, Belgium and Luxembourg.

## Virtual Reality today

### Commercial business of VR is very specific at the moment :

- A young masculine gaming target audience
- Only few good quality contents
- Arcade centers are offering essentially the same experiences
- Mostly short and solo experiences giving often motion sickness
- The business model for VR production studios is not profitable through the STEAM platform
- Due to high prices and little contents: the public doesn't buy headset
- VR is mostly considered as a gadget and not like a new media
- For game developers, creating a high quality multiplayer VR game is a big challenge
- VR arcades centers are opening everywhere and are offering the same contents to a young male client base. There are at the moment almost no competition to our multiplayer collaborative game apart from shooting scary game or a couple of poor quality 30 minutes experiences
- Most of the multi players are shorts (about 15 minutes) for a high price. Those game are either statics (giving motion sickness) or are shooting games close the video games world
- Some developments are made by a couple of studios but nothing of good quality has yet came out of the woods

## Our achievements

### Successfully combining the best of both Escape Games and virtual reality

Virtual Room managed to create a game that is/has:

- A high quality experience pleasing everyone (>12 years old)
- An ideal duration time (40 to 50 minutes of game, 50 to 55 minutes in the headset)
- A quick and easy understanding of the actions
- 9 sqm per play area: a perfect combination of immersion and valid business model
- Impressive immersion
- A well balanced gameplay
- A very innovative experience, unique and immersive, perfect for general audience and corporate businesses
- Two games easy playable in any languages
- Mobile games
- A low establishment cost

Customers satisfaction rate is extremely high and all are awaiting for the third game

5 continents 14 sites in 9 months

### Own managed

#### 2017

Paris  
Brussels  
Singapore  
Sydney  
Los Angeles

#### 2018

Bordeaux  
Madame Tussaud LA  
Madame Tussaud SF  
New-York  
Tokyo  
Seoul  
Strasbourg  
London  
Berlin  
Barcelona



### Licences

#### 2017

Genève  
Marseille  
Nantes  
Vendée  
Montauban  
Orléans  
Nimes  
Sao Paulo  
Brest

#### 2018

Bulle (swiss)  
Rennes  
Lisbon  
St Briec  
Brest  
Liège  
Toulon  
Nancy  
.....

## A simple business

Open **7 days a week**

From **12 to 72 years old**

**9 sqm** per player

A session of game **every hour**

**30 euros** per person

By team of **2 to 4** players

**45 to 50 min** game using HTC Vive

Mission One available in **5 languages**

**A second game in Q1 2018**

Virtual Room is selling licenses of his games and is helping on installing them on sites.

Installation cost for the buyer are low: a cost of hardware of 15.000 € per group of 4 players

## Real assets and .....

- Own operated centers are quickly profitable
- The initial investment is reasonable
- The management of the business is simple
- The game can be transported outdoors on corporate's site
- Out doors corporate events have high added values
- The company provides the website to centers operated under the brand's name
- Virtual Room provides its support for the installation of the premise
- Team of developers and of supports are experimented
- A strong immersion in the game with no risk of any motion sickness
- A third game quickly available in 2019

## some large potentials

To stay ahead of competition and accelerate its development, Virtual Room expect to continuously invest in own operating centers and in creating new games

The main goal is:

- **Increase staff** to produce new games
- Participate in **different event** (VR event, game festival, ...)
- Develop **marketing** with clients, corporates and event companies
- Develop **the brand and the network** in the whole world and especially in Asia