Recognizing that Virtual Reality (VR) is gaining rapid attention in both marketing and advertising, Tokyo-based agency transcosmos sought to create a simple but powerful VR platform for its clients. The new transcosmos 360 VR Contents Startup Kit does just that. It's a one-stop solution to quickly and easily launch 360-degree panoramic video & image-based VR across a multitude of platforms, including web and mobile.

Powering the transcosmos VR platform is InstaVR, a cutting-edge VR content authoring, publishing, and analysis platform. Now transcosmos clients, through the partnership with InstaVR, can create virtual reality experiences for multiple contexts, such as showcasing hotels and tourist sites, virtual tours of shops and factories, and for other tourism, real estate, and event purposes.

Additionally, transcosmos utilizes InstaVR to analyze client VR apps with analytics data and a heatmap overlay, providing guidance on how the client can improve their VR experience.

**transcosmos InstaVR Use Cases**

Agencies can decide how robust they want their white-labeled InstaVR offering to be. transcosmos now offers clients a variety of options for utilizing VR, including:

- **Casual VR**: Multiple scenes, with hotspots, that can be used for web-based landing pages
- **Rich VR**: Fully immersive virtual reality, including audio and multiple hotspots, that can be used in conjunction with a VR headset to create a compelling and memorable experience

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