

Reydar reinvents the virtual event experience for a new reality

Tuesday 9 June, 2020

Award-winning [AR platform Reydar](#) has launched a new immersive 3D virtual events solution with live streams and enhanced AR integration that is set to transform the events and retail industries.

The [Reydar Virtual Events Solution](#) is a unique service that enables events professionals, brands, and organisations to launch unique 3D immersive product experiences and virtual 3D showrooms complete with high quality live streams and enhanced AR (augmented reality) upgrades.

Next-level virtual events for the world's biggest brands

The platform is already powering virtual product demos for global brands including [Dell](#), [Lenovo](#) and [Samsung](#), and can transform everything from exhibitions and trade shows to product launches, training, and conferences into next-level immersive virtual events.

Virtual events built for the new reality, not the old one

Unlike other virtual event solutions on the market that provide little more than an enhanced 2D event website, Reydar's virtual event platform has been developed by [a team of XR \(extended reality\) experts](#) who have been creating and delivering immersive AR and VR experiences for global brands for nearly a decade.

With the events industry at a pivotal point, and with more and more physical events being forced online, Reydar's Matt Key explains how their virtual events solution is able to provide something much more engaging and measurable than anything else in the market:

"By creating unique 3D immersive, always-on product experiences enhanced with AR, we can take products out of the web browser and into the real world. Add to this live event day management and powerful event analytics and insights, and what we have is a super-charged virtual event experience that delivers new levels of engagement.

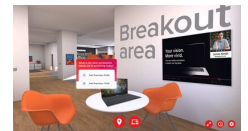
Whilst such a virtual experiential event is obviously a great solution for the current situation, we believe that hybrid events, where physical experiences are enhanced by immersive digital experiences, will become the norm for the events industry post-lockdown.

The events industry has been changed forever by Covid-19 and what we have created is a virtual event solution that is built for the new reality!"

Unlock the power of virtual events

[Reydar's Virtual Events Solution](#) provides the events industry with a unique opportunity to accelerate digital transformation and tap into emerging tech trends whilst adhering to social distancing rules just at the time when it is needed most.

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