
IWC PRESENTS INTERACTIVE VR EXPERIENCE ON GOOGLE SPOTLIGHT STORIES

Schaffhausen, 22 May 2018 – As a part of its current international omnichannel advertising campaign, IWC Schaffhausen is releasing an interactive Virtual Reality (VR) movie. The innovative, fully immersive VR experience was developed in close collaboration with Google Spotlight Stories. It lets viewers embark on a motorbike ride to the Mojave Desert in California. The decisions they make along the way will influence the outcome of the story.

The Virtual Reality (VR) experience is available on Google Spotlight Stories, Google's groundbreaking platform for interactive VR storytelling. "Being the storytellers of fine watchmaking, we always strive to be at the forefront when it comes to leveraging new technologies to enrich our brand and products emotionally. With the launch of an interactive VR story, we once again underscore our role as a pioneer in luxury goods marketing, and deliver on our promise to create exciting content for watch lovers around the world," explains Franziska Gsell, Chief Marketing Officer of IWC Schaffhausen.

VR EXPERIENCE AVAILABLE ON ANY SMARTPHONE

The VR experience lets viewers embark on a virtual motorbike ride to the Mojave Desert on the outskirts of Los Angeles. At several points throughout the journey, they can make decisions which will influence the outcome of the story. This marks the first time that a live-action VR film with such a high level of interaction has been released on Google's Spotlight Stories platform. The VR experience was produced using 360-degree filming technology during a multi-day shoot on location, and in close collaboration with the VR specialists at Google's headquarters in Mountain View. It can be viewed as a 360-degree movie on any smartphone after downloading and installing the Google Spotlight Stories app. The full VR experience can be enjoyed

using a cardboard VR headset, or a VR viewer like Google Daydream.

Access the experience at:

watches.iwc.com/pr-roadlesstraveled

Or scan the below QR code:



IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organisations dedicated to environmental protection.

DOWNLOADS

Screenshots of IWC's interactive VR experience can be downloaded free of charge at press.iwc.com

FURTHER INFORMATION

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