

13<sup>TH</sup>

INTERNATIONAL  
EVENT FOR  
VIRTUAL REALITY  
& CONVERGENT  
TECHNOLOGIES

# LAVAL VIRTUAL

Treat your business to  
**THE** unmissable event

APRIL 6-10, 2011  
LAVAL, FRANCE

## OUR VISITORS

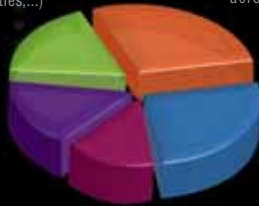
**ARCHITECTURE & TOWN PLANNING**  
(Architects, building and civil engineering, communities,...)

**INDUSTRY**  
(Automobile, transport, aeronautics,...)

**MISCELLANEOUS**  
(Museums, theme parks, events,...)

**SERVICES**  
(IT and telecommunication, marketing & communication),...

**EDUCATION RESEARCH**  
(Prestigious colleges, universities, laboratories,...)



## Virtual reality & Convergent technologies



This new edition will provide an opportunity to review the most recent technological developments and the most innovative applications in terms of virtual reality, enhanced reality, real-time 3D, three-dimensional images, immersive experiences, man/machine interaction and interactive design. These innovations stem from increasingly converging technologies in response to the requirements of industry, designers, marketers, architects, urban planners, researchers, etc.

**LAVAL VIRTUAL** is a unique opportunity for you to present your solutions in buoyant, varied markets.

# The international virtual event... with very real repercussions

### PERFECT VISIBILITY FROM EVERY ANGLE

You will obtain excellent visibility in THE market for virtual reality. You will be present among the international leaders and specialists in the sector. Come and present your innovations and enhance their media presence.

### A WIDER NETWORK...

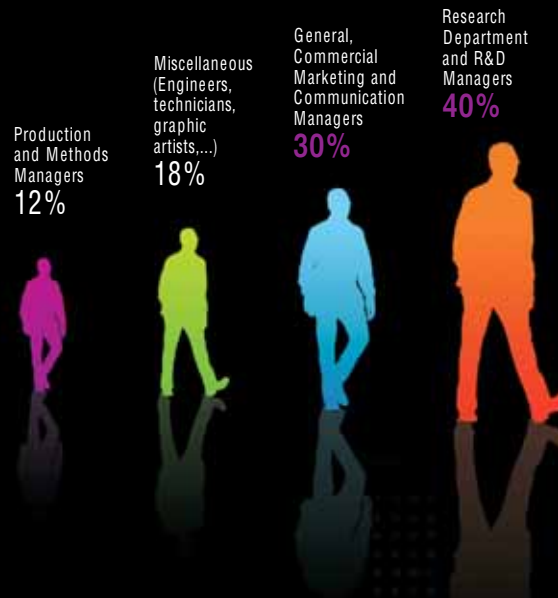
You will develop new projects together with your partners (researchers, industrial players, users) in a friendly environment whilst extending your network.

### KEY VISITORS IN BUOYANT MARKETS

Exhibiting at Laval Virtual means being at the heart of a business exhibition. The key visitors are decision-makers (3,400 professional visitors in 2010): heads of Research Departments, Research & Development, General, Commercial, Marketing and Communication Divisions... they are all positioned in buoyant markets.

### A COMMUNICATION PLAN WHICH GIVES YOUR FIRM A NEW DIMENSION

- > With **press relations** before, during and after the exhibition.
- > A **national media plan**.
- > **Significant media coverage**: daily press, specialised press, posted campaigns, radio, television, direct marketing, internet buzz.



Le Monde

TF1

Les Echos

inter

L'USINE NOUVELLE

CANAL+

75 exhibitor firms  
 3,400 professional visitors  
 9,100 public visitors  
 40 nationalities represented



**IMMERSION**  
 A specialist in visual simulation solutions and turnkey virtual reality from the development of interaction methods to multi-modal visualisation

Christophe CHARTIER  
 Chairman

« Every year the exhibition offers opportunities to present the results of our research as well as our innovations »

Is Laval Virtual a suitable showcase for the presentation of your innovations?

CC : « Absolutely. Since the establishment of our company 16 years ago, we have identified the requirements and problems of our customers. Every year the exhibition offers opportunities to present the results of our research as well as our innovations: interaction methods for the development of future environments, visualisation rooms, multi-sided immersive areas, real-time 3D simulators, etc. We are also involved in major European research projects ».



**CRESCENT INC**  
 Japanese manufacturer of head-mounted displays

Hajime KOTANI  
 General manager

« Laval Virtual is indeed an essential event »

You are one of the regular exhibitors at Laval Virtual. Is this an essential event for you?

HK : « Yes because we are still trying to penetrate the European market. Laval Virtual is the best opportunity in terms of meeting suitable contacts.

We also find a great deal of new technology at the exhibition. Laval Virtual is indeed an essential event ».



**DASSAULT 3DVIA SYSTEMS**  
 Software solutions for highly interactive 3D application software

David NAHON  
 Head of immersive technologies of Dassault Systèmes

« The general public has been able to discover our interactive experiments »

Since the exhibition is also open to the public, does this mean that you can reach a 2<sup>nd</sup> target group?

DN : « Yes, we have conducted interactive experiments to promote our group with the general public. We presented a video DVD with an interactive section on the Kheops pyramid based on a theory by the architect at Laval Virtual in 2008. We also offered an opportunity last year to get a taste of enhanced reality using Chocapic cereal packaging! »...



**TRIDELITY**  
 Manufacturer, developer of 3D solutions and content designer

Denis GROUT  
 District Sales Manager of France and Belgium

« We have seen many repercussion since last year »

Does the exhibition generate direct projects?

DG : « Yes, since we have seen many repercussion since last year. A number of companies, as well as professionals in the communication and audiovisual sectors, have offered us projects. Our market covers marketing, research laboratories and services (notably for object modelling) ».



**ANTYCIP SIMULATION**  
 European leader in the supplying and integration of projection systems for simulation and virtual reality

Johan BESNAINOU  
 Area Manager

« Yes, this exhibition is an excellent means of announcing new products. You can see and test them here »

Last year you presented a motion capture preview without markers: « Organic Motion ». Is the exhibition an ideal forum for a launch?

JB : « Yes, this exhibition is an excellent means of announcing new products. You can see and test them here. In terms of image, this enhances our reputation in the international field. The presentation of Organic Motion had a very strong impact. We are known as an integrator of top-of-the-range solutions in virtual reality and simulation ».



# LAVAL VIRTUAL

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