



# Immersive Technology Is Changing The Buyer, and Traveler Journey, Are You Ready?

Ty Downing – CEO



SkyNAV™

360 / VR / AR / Mixed Reality  
Immersive Marketing.

Immersive Technology Is Changing The  
Buyer, and Traveler Journey, **Are You  
Ready?**



Source: Sccpre.cat

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SkyNAV™

Sunday October 30, 1938

8:00 p.m.

***Mercury Theater On The Air***

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# WAR of the WORLDS



the Original  
Broadcast



the Legacy

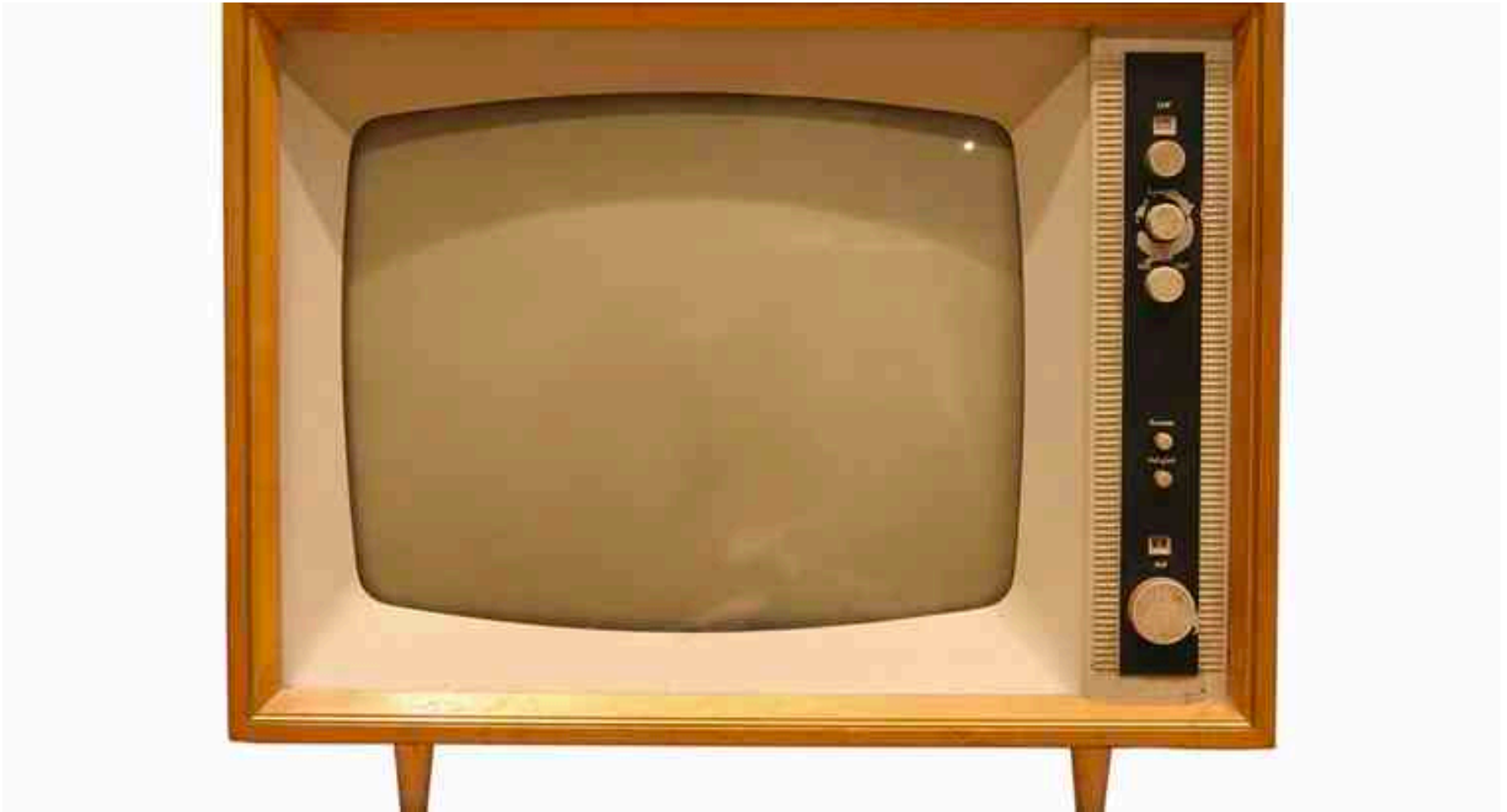


the Last  
Chat Room



PANIC

SkyNAV™







**75 years**

*SkyNAV™*

**facebook.**<sup>®</sup>

*SkyNAV*<sup>™</sup>

# Rise of Immersive Platforms: How long to reach **50** million?

Radio – 38 years

TV- 13 years

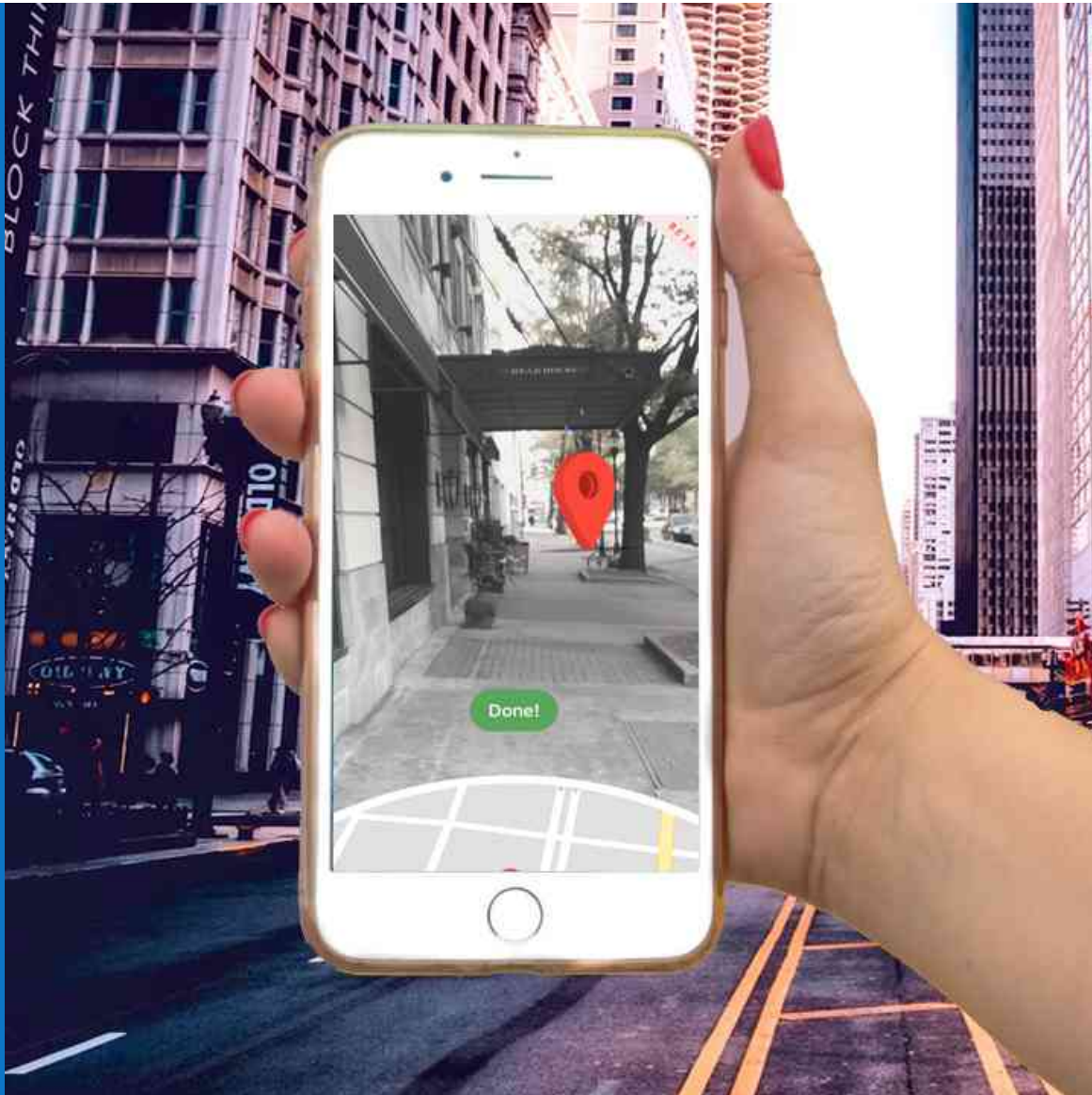
**facebook**® - 2 years

# What's Next?

Augmented Reality, Via  
Google And Apple, Will Be The  
Biggest Star Of 5G... Forbes, August 2019

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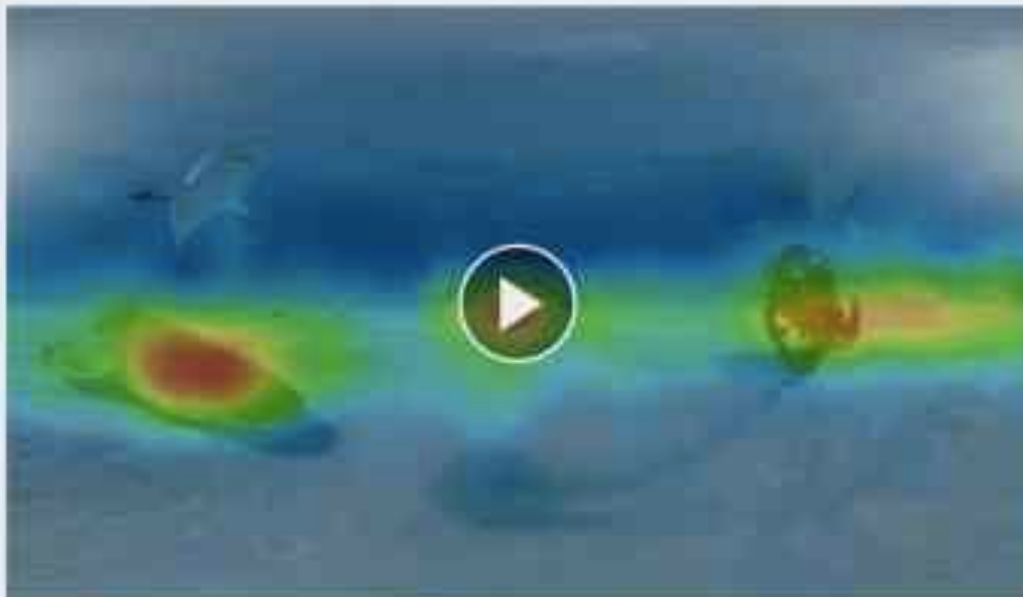
What's Next?

## **360° content**

Performs organically 45% better  
than conventional photos.

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## Video Details



← Heatmap ▾

1,998,620

www 33%

ios 24%

android 28%

watch in VR 15%



**WhiteGlove**

Original Post: Watch sharks

© 15 Video - Uploaded: 12/1/15 - Owned - Used Once

Compared to 2D content:

**360° CONTENT**

**+1300%**

*Mobile CTR*

**+410%**

*Return on ad spend*



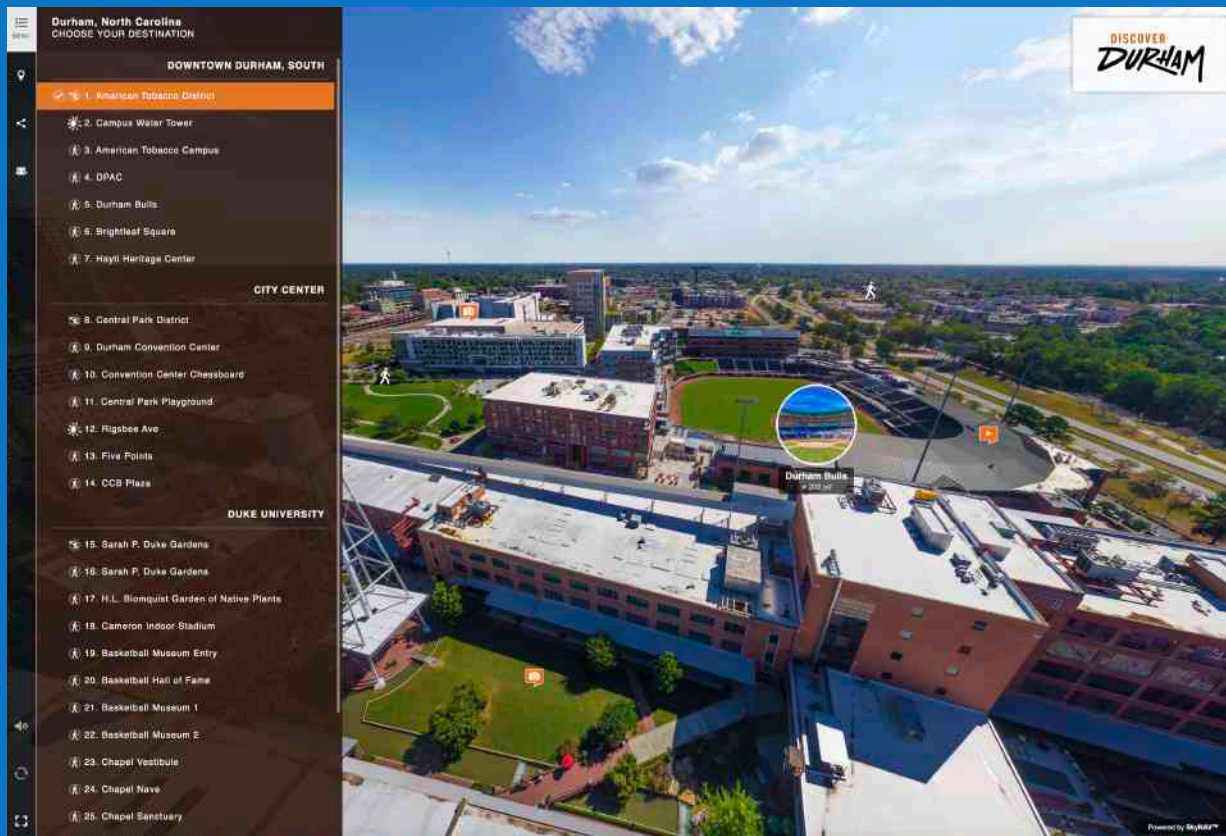
Source: Omnivirt

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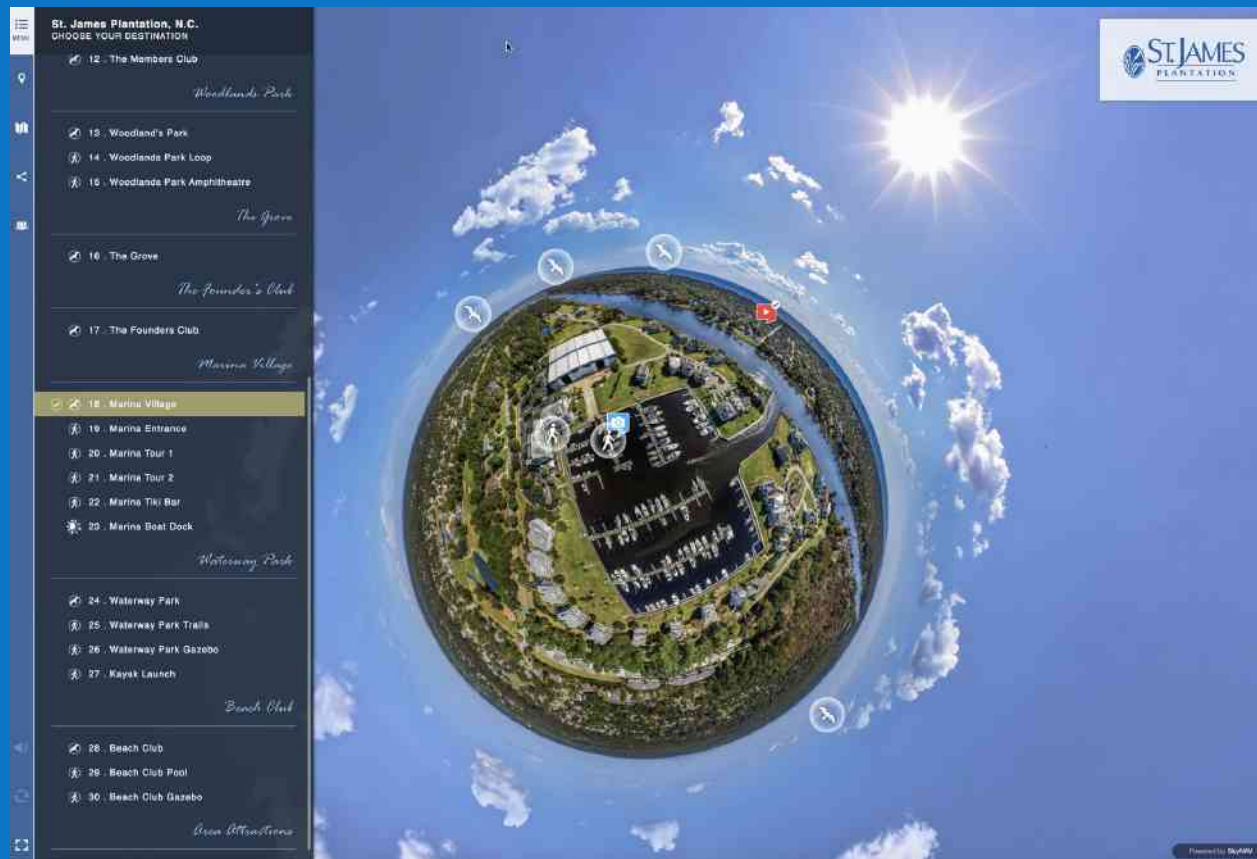
What is *Sky*NAV™



# Highly Engaging And Interactive Web VR + AR / Mixed Reality Marketing



# Highly Engaging And Interactive Web VR + AR / Mixed Reality Marketing



## Case Study

Top 50 Builder US  
MPC

### Paid Ads / Referrals sent to SkyNav

- Private Communities - Referral **7:12**
- Zillow / ads = **5:54**

### Organic traffic to SkyNav

- Matterport - **27:54**
- YouTube - **22:03**
- Yahoo - **2:58**
- Google - **2:54**
- Bing - **4:28**

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## Case Study

### CVB In The US

Bounce Rate: 3.27%

Time onsite: 4:24 min avg.

## Case Study

Time on site:

SJP site avg: :59 – 5:00 min

SkyNav tour avg: **4:58 – 28:00 min**



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# ATTENTION ECONOMY



Madonna  
C R A Z Y  
F O R Y O U

FROM THE ORIGINAL  
SOUND TRACK OF THE  
WARNER BROS. MOTION  
PICTURE VISION QUEST

Source: timeout.com

SkyNAV™



Source: spin.com

SkyNAV™

# ATTENTION ECONOMY

Sales...



Source: tryondailybulliton.com

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*Roundme*

YOU | VISIT

*Sky*NAV™

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2020's

SkyNAV™

**Thank you.**

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