Innovation Alliance

Collaboration Program for Educational and Public Institutions

What is the Innovation Alliance?

A collaboration program for universities, museums, transport hubs, and similar institutions to explore and implement advanced visual technologies in real-world environments.

What are the aims of the Innovation Alliance?

To enhance visual communication through holography, anamorphic content, AR/VR, AI, and mixed reality, while promoting equal access to emerging technologies and opportunities for institutions and students, regardless of their circumstances.

Alliance Benefits

1. **Promotional Activities:** Stand out at events with innovative visuals
2. **Brand Building:** Boost your image with cutting-edge technology
3. **Innovative Teaching:** Enhance learning using holography and AR
4. **Educational Opportunities:** Early access to new tech and internships

Collaboration Journey

The Innovation Alliance supports practical collaboration through visual technologies, with a flexible, goal-driven framework.

- **Confirming** interest and sharing basic info
- **Signing** the Memorandum of Understanding (MoU)
- **Publishing** a blog post announcing the partnership
- **Completing** a brief survey on goals and challenges
- **Receiving** a tailored Free or Paid plan

- **Launching** pilot projects, case studies, or events
- **Reviewing** progress and exploring new opportunities

Participation

Benefits
Participation is free and cancellable anytime
Recognition as a Partner, with access to exclusive discounts
Access to disruptive technology
Direct support and loaned equipment for pilot projects
Opportunities for student internships
Access to training resources and research materials
Networking with partner institutions
Requirements
Sign a Collaboration Agreement before public announcements
Announce the partnership in a blog post and updates as collaborations develop

Custom Projects

For institutional events or activities, you can hire our services, including equipment rental or purchase, content creation, and installation.

- Institutional cultural or promotional events
- Marketing and awareness campaigns
- Shows and live performances
- Educational initiatives and interactive learning
- Enhancements for permanent exhibitions and guided tours
- Information kiosks for public spaces, lobbies, or visitor centers

Brief Case Studies

Ferrero (France)
During a national campaign, stores using our 3D holographic display saw a **notable sales increase**, outperforming those that didn't participate.

Coca-Cola (France)
A regional rollout with holographic displays led to a **36% sales increase in 16 weeks**, with some stores selling out in just **2 days**.

Impact Metrics

+40% Greater Engagement
Audiences spend 40% more time with 3D holograms than with standard displays.
+88% Positive Reactions
88% of users show joy or curiosity toward immersive visuals.

Customer Feedback

"The Virtual Mannequin provided by you has been a big success during our recruitment events and I would like to appreciate all the hard work put in by you and your team." — Paresh Thakare, **TCS TATA CONSULTING**
"I am pleased to say that the airport has received numerous compliments for the Holograms that we have in the airport now!" — Tia Thompson, **ATLANTA AIRPORT**

Additional Resources

- **Innovation Alliance Media Kit:** Logos, branding guidelines, and promotional materials.
- **Partner Webpage Guide:** Step-by-step instructions on creating effective collaboration pages, including SEO tips to enhance web presence.
- **FAQs:** Answers to common questions about eligibility, commitments, costs, and technical support.
- **Case Studies & Testimonials:** Real examples and feedback from current partners to inspire and guide your institution.
- Get in touch: info@virtualongroup.com