WE ALL KNOW VIRTUAL REALITY IS THE FUTURE...

THAT FUTURE IS NOW!
INTRODUCTION

Virtual Reality is clearly the future in many industries. Although many of the applications are developing over time, as computing power and network bandwidth expand, the truth is that the technology exists today for VR to be an explosive tool in marketing and sales.

Most companies producing content in this space have technical backgrounds and as a result, their content lacks the production value necessary to fully leverage the magic of VR.

MANDT VR has a storied background in TV and Film production, so they are able to deliver content that not only fully leverages the power of VR, but also is grounded in telling the brand’s story in a way never seen before.
MANDT VR IS A LEADING VIRTUAL REALITY PRODUCER THAT IS SPECIALIZING IN CREATING REVOLUTIONARY CONTENT FOR BRANDS TO REACH THEIR CUSTOMERS IN WAY NEVER BEFORE POSSIBLE

Key Business Segments:

- Colleges
- Consumer Brands
- Live Entertainment
COLLEGES

- Each year schools spend millions to recruit athletic and academic talent to their campuses.
- The NCCA has strict rules and regulations governing recruitment, and in the end, there is a limit to how much a school can visit a prospect and how many times a student can visit the campus.
- Virtual Reality offers the ultimate solution, allowing prospect to make virtual visits to schools they are considering from the comfort of their own home, in a way that is so real, there is almost no difference between the video and a live visit.
- This reduces costs for the schools and the students, as well allowing the both parties to be able to choose from bigger pool of options.
BRANDS

- As time goes on…
- brand marketing and sales propositions become more complex.
- The number of competitors in each category increases.
- Customers are requiring more and more input to make purchase decisions.
- Virtual reality offers any consumer with a cell phone and pair of VR goggles a way to interact and experience a brand in a fully immersive way never before possible.
- It allows brands to show new product features, see how products and services work, and to fully experience the brand and product(s) prior to purchase.
LIVE ENTERTAINMENT

- With the rising cost of attending live entertainment, and the trend for consumers to view content on their own terms, promoters are facing a challenge in maximizing revenue from events.
- Virtual Reality allows consumers to experience live entertainment in way never before imagined.
- They can view it live streamed or on their own terms.
- They can view events outside their geographic reach.
- They can be part of events at a highly reduced costs.
- They can be part of the event and view it from advantage point not possible – even for those who are in attendance in reality.
WHAT WE NEED FROM THE CLIENT

- MANDT VR will work with the client to understand how best to fully leverage the power of VR and ultimately to determine the story that needs to be told to wow the consumer.
- Once the storyboard is approved, MANDT VR will schedule 3 days of shooting on location to capture the compelling story.
- The more access and availability provided, the more immersive and impactful the customer experience will be.
WHAT THE CLIENT GETS

• Approximately 6 weeks after the shoot is finished, MANDT VR will deliver a final 4-6 minute piece of immersive Virtual Reality content that will revolutionize the client’s sales.

• During this process Mandt Bros will present the client with cuts along the way, allowing for 2 passes of notes.

• The Client will be involved in all creative decisions, throughout the process.

• The file will be delivered to play on Oculus and all other forms of consumer VR viewers.

• MANDT VR can facility delivery of as many VR devices as need to screen the video.
PERSONALIZE YOUR SALE

- MANDT VR has the ability to personalize the virtual reality video for the person watching.
- Through use of visual and practical FX we can include shout outs directly to your prospective buyer.
- The viewer/buyer will not only feel as though they are in the location, but that the very unique VR experience was created just for them to view.
- MANDT VR can tailor the videos for multiple people and it will feel authentic each time.
TIMELINE

1. Work with the client to create the script and storyboard that best delivers their message while leverage the wonder of VR.

2. Utilize special equipment and cameras to film the elements necessary.

3. Editing and post production to create the final video and format it for delivery to consumers.

4. Develop a distribution plan for the content and work with the client to implement their strategy. Whether they have a Google Cardboard play or Samsung Gear VR intentions, we will work with them to execute it.
NEIL MANDT

Neil Mandt is a multiple Emmy Award winner and the President and CEO of the Los Angeles based production company Mandt Bros. Productions. The company was formed in 2001 and has a wealth of experience delivering award-winning content to television, film, internet and mobile audiences. In addition to creating content, Neil owns and operates a turn-key production facility in the heart of Hollywood, CA.


In 2014 Neil was a Co-Producer of the Walt Disney Pictures feature film *Million Dollar Arm*. The feature film was developed by Neil and Michael Mandt and starred Jon Hamm and Alan Arkin. On the short film side, Neil has produced and directed a number of award winning short films, which starred the likes of Bruce Willis, Samuel L. Jackson, Mathew Perry, Justin Timberlake, John Hamm, Seth Myers, Jamie Foxx, and Will Ferrell to name a few.

Whether it’s working with big name talent, filmed or live entertainment, Neil is well versed in all aspects of production.
Gordon Whitener built his executive career on a unique ability to construct highly successful teams and inspire results-driven leadership. Now, as a principal in his eponymous Whitener Company, Gordon taps into his extensive network of resources and executive skills to help position companies for growth.

Gordon served as Chairman and CEO of SportsMyx Holdings, LLC (SportsMyx), which owned Action Sports Media until late 2009. Prior to that he was President and CEO of Host Communications, one of the nation’s leading providers of affinity, multimedia, promotional and event management services to universities, athletic conferences, associations and corporations. He also served as President and CEO of Interface Americas, the global leader in commercial carpet manufacturing. Gordon also founded the United States Cowboy Tour, a rodeo and sports marketing company that is still family-owned.

A native of Dalton, Ga., Gordon earned a bachelor’s degree from The University of Tennessee in 1985. Gordon and his wife, Susie, reside in Knoxville, Tenn., with their five children.
BIOS

J.B. Bernstein – President Access Group f Miami - Sales Agency of Record

As a 30 year veteran of the sports marketing and packaged goods industries, Mr. Bernstein is widely respected for his creative problem solving and positive results. Bernstein’s early work includes positions with Grey Advertising working solely on the Procter & Gamble business, Upper Deck, and Major League Soccer before starting his own sports agency.

As co-founder of Access Group, he has represented some of the greatest athletes of all time including Barry Bonds, Barry Sanders & Emmitt Smith. Bernstein was responsible for creating ground breaking programs such as Smith’s Run With History™ which is now the standard deal in NFL milestone marketing. He also helped orchestrate Barry Bonds’ departure from MLBPA group licensing, making him the first baseball player to successfully operate outside of their auspices.

Most notably, Bernstein created The Million Dollar Arm™ (www.TheMillionDollarArm.com) contest in India, which yielded the first 2 Indian men to ever sign pro sports contracts in the US. His story became the subject of a Disney motion picture that was released in 2014 starring Jon Hamm as Bernstein. Simon and Schuster published the Million Dollar Arm book, and Bill Simmons produced the documentary on Bernstein for ESPN’s Grantland.