

# Tonic3

## Immersive Experiences

### Virtual Press Room

CES Event 2025

Customizable



Innovative



Interactive



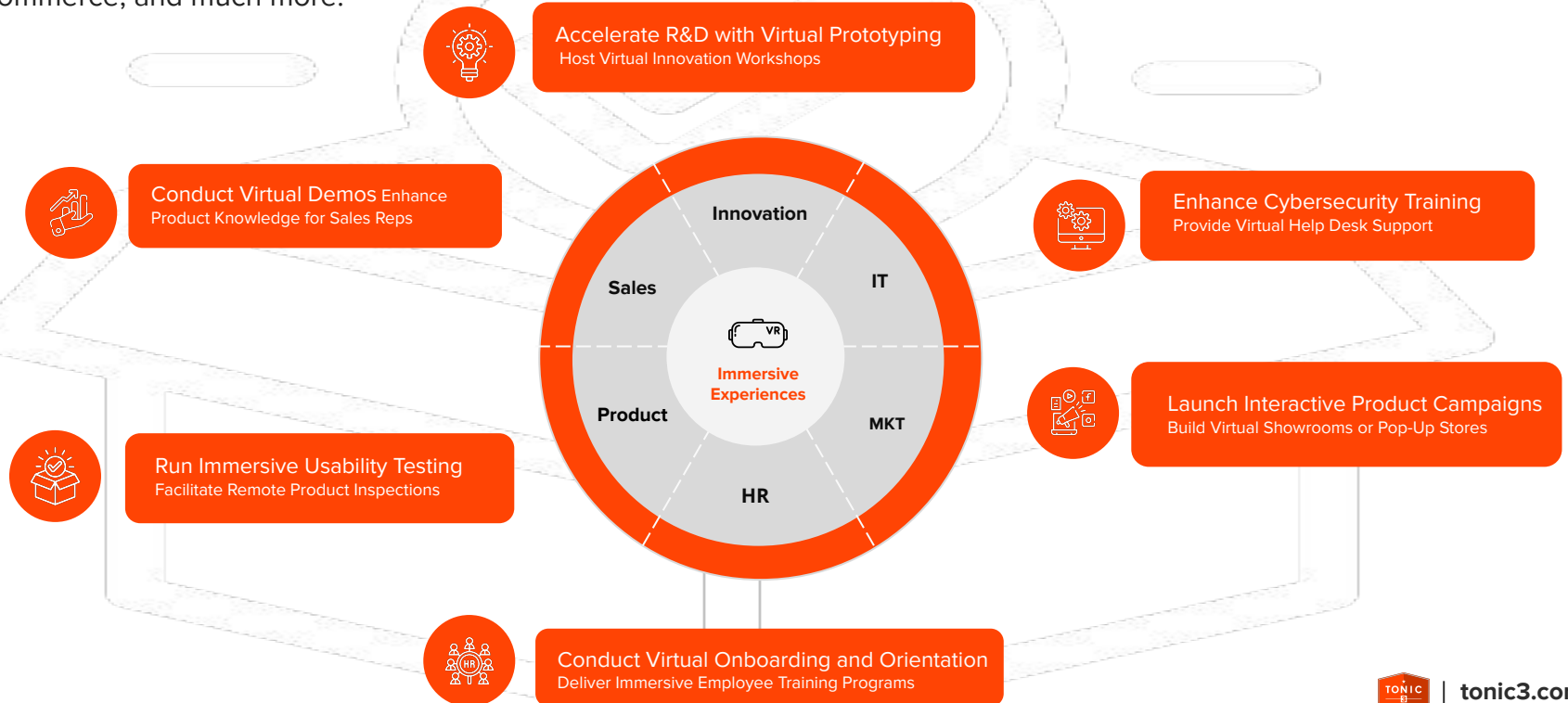
Accessible





# Growth: Virtual Platform Potential

A well implemented immersive experience can benefit all multiple departments, including Marketing, HR, IT, Innovation, Product, and Sales, with capabilities for training, product testing, technology exploration, eCommerce, and much more.





*Image for reference purposes only.*

## Expand Your Reach with a Virtual Press Room

At CES, where the latest in innovation, technology, and marketing comes together, connecting with the press is essential. But what if some media can't make it in person?

A Virtual Press Room allows your company to engage with journalists and media **from anywhere in the world**, giving them the opportunity to **explore your products, ask questions and interact with your team in real time**.

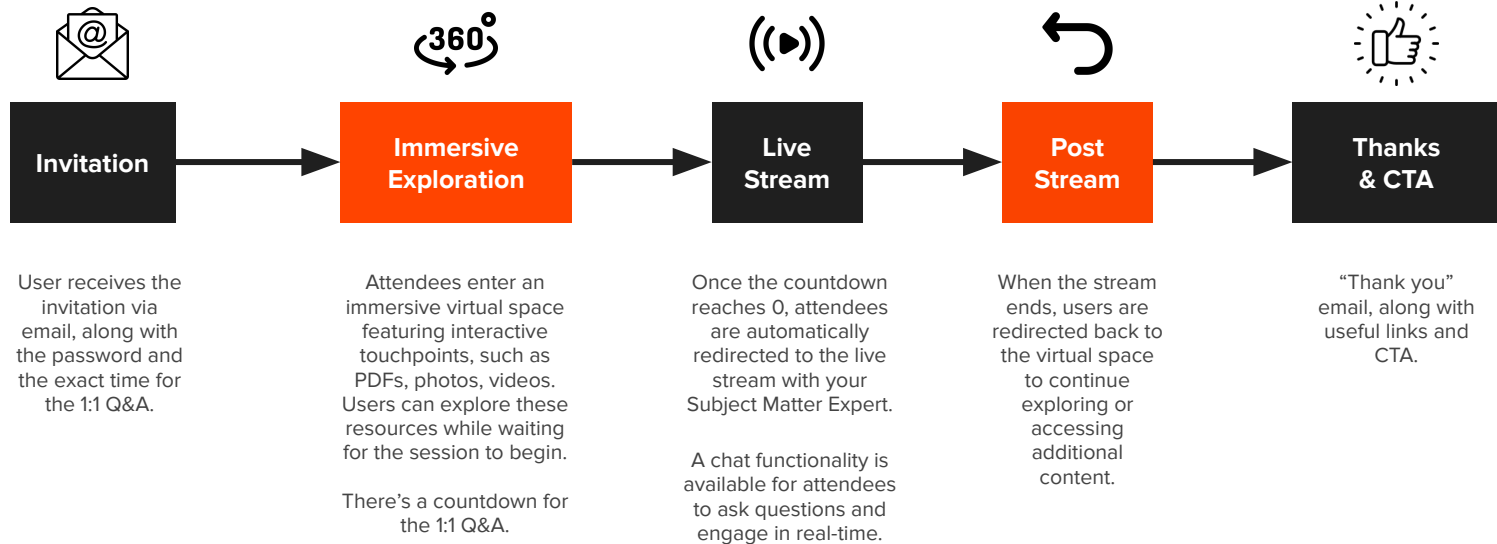
It's a great way to ensure your message gets out there and connects with a wider audience!





# Virtual Press Room

## User Journey



## Virtual Press Room

# Features

### Omni-Channel Experience

We make our digital products accessible on various platforms, from desktop browsers to mobile apps and VR headsets like Oculus, Gear VR, Vive, and Google Cardboard.

### Easily Embed External Content

Apart from data imports into your virtual tour, you can also embed and pop up external media content, such as websites, native videos, and more.

### Inclusivity Across User Types

We leverage technology and design products for all audiences, regardless of age or technological ability. Auditory and visual content can be customized by audience.

### Real Time Streaming

Vimeo and OBS connection will allow you to have a real time streaming.

### Expand Your Exposure

Enable customers and advocates to easily share your research and communications materials or leverage theirs.

### Metrics

Track and analyze user engagement and interaction metrics to measure success.



## Virtual Press Room

# DevOps: Infrastructure & Hosting

Within the team, we will include a DevOps profile to define and implement the infrastructure plan.

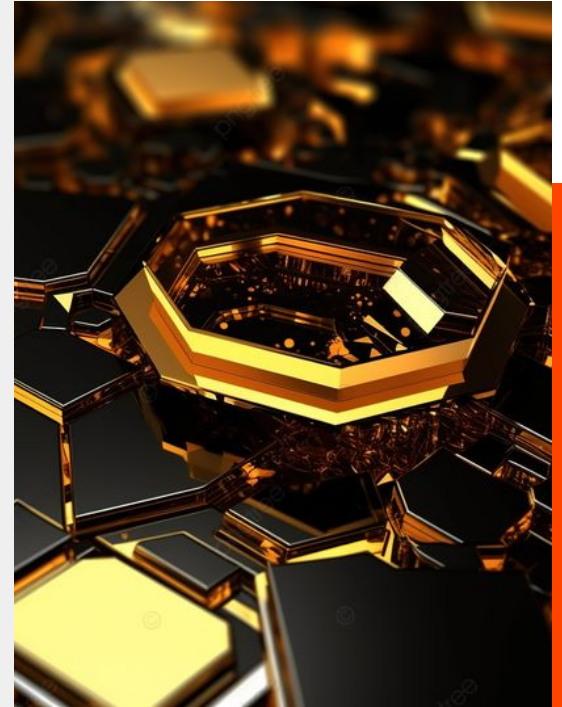
**Required tech stack** - The selection, purchase, and setup of Amazon AWS tools are included: Amplify, CodePipeline, Elastic Beanstalk, RDS, S3, and Route53.

**Project overview** - Tasks include pipeline setup, front-end and API configuration, domain purchase and setup, database setup, SSL security certificates (HTTPS) configuration, and the integration of all involved parties.

**Server Maintenance** - automated 24/7 monitoring, an instant backup system where seven copies are stored and the oldest is deleted when a new backup is created, along with an initial manual review to ensure smooth operation.

**Platform stability guarantee** - we will adhere to the proposed SLA — see the next slide for details.

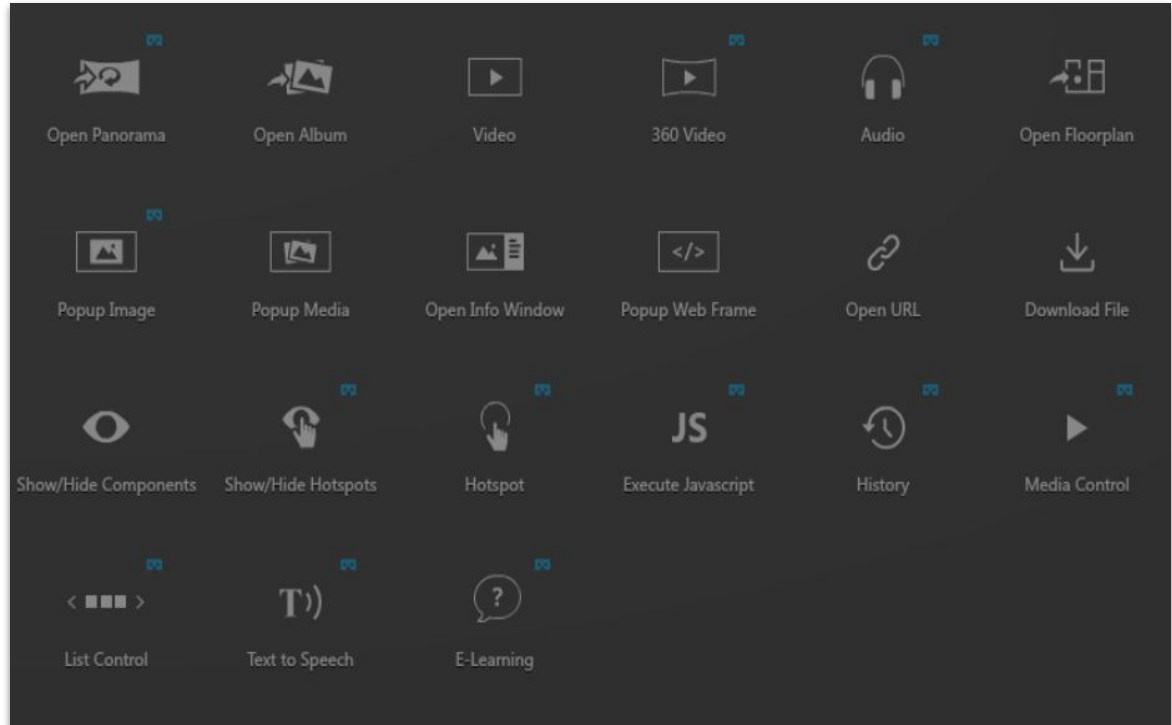
In the event of a critical bug, the Tonic3 team will estimate the hours needed to fix the issue, and before proceeding, the estimated hours must be approved by your company.



## Virtual Press Room

# VR Compatibility

Functions marked with Virtual Reality icons offer full compatibility with VR headsets, while those without icons are exclusively compatible with mobile and desktop devices.



The background of the slide is a photograph of a modern, bright workshop or laboratory. It features wooden desks, large windows on the left, and several white robotic arms (CNC machines) in the foreground and background. The lighting is warm and natural, coming from the windows.

Tonic3

**Connect with  
High-Value Audiences**





# Marvel Virtual eCommerce Immersive Store



+



See all case studies or  
[click here](#)

## Background:

Marvel aimed to launch an immersive virtual eCommerce store, enhancing fan shopping with engaging experiences and showcasing their vast merchandise collection.

## Opportunity:

Tonic3 saw the chance to use VR to build an innovative Marvel eCommerce store. By integrating VR and advanced web tech, fans could enjoy an immersive shopping experience.

## Our work:

Tonic3 embarked on Marvel's inaugural Virtual eCommerce Store, emphasizing a robust infrastructure for immersive VR. Leveraging .NET, PostgreSQL, WebGL, and React, they brought this cutting-edge project to fruition.





Manufacturing

# The Fini Company Virtual Employee Training 360° Perfect Store



+



See all case studies or  
[click here](#)

## Background:

The Fini Company, dedicated to innovation, aimed to elevate its corporate events and employee training. The goal was to create a captivating interactive virtual environment that boosts engagement, educates and creates a memorable experience about the brand and products.

## Opportunity:

Develop an interactive virtual environment to engage users deeply, using advanced technology for an immersive experience reflecting Fini's innovative character.

## Our work:

We created the Virtual 360 Fini Perfect Store, combining UX, VR, and 3D tech. This immersive environment showcased Fini's brand and products with gamified elements to boost engagement. The result exceeded expectations, offering an unmatched experience and fostering deeper interaction and learning.





## Tonic3 developed a virtual 360° platform

ESPN

+



See all case studies or [click here](#)

### Background:

Media Futbol ESPN is a renowned annual event held by advertising agencies in Brazil. It is mostly recognized for its annual soccer tournaments among agency employees.

### Opportunity:

After 15 years, how could they keep audiences engaged, while social distancing, due to the COVID-19 pandemic?

### Our work:

Tonic3 developed a gamified experience on a web platform utilizing the React.js software. This allowed participants to visit the Camp Nou stadium virtually, challenging them to find hidden soccer balls to earn points and win the game, quizzes and other virtual games. Users could also visit typically inaccessible spaces within the stadium, such as locker rooms.



# Immersive Shopping Experiences

wyllow

+



See all case studies or  
[click here](#)

## Background:

Wyllow, a bi-cultural and woman-owned cannabis brand based in Los Angeles, was looking to create an impactful animated video to introduce the grand opening of their physical location.

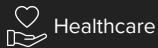
## Opportunity:

Tonic3 used the power of VR to allow customers to step into the new retail space from anywhere in the world, introducing and familiarizing customers with the brand in a new, interactive, and approachable way.

## Our work:

The Tonic3 team used a 3D model of the Wyllow store using Unreal Engine and recorded a 20-second video to emulate an in-person walk-in experience.





# Disease Awareness Campaign



+



See all case studies or [click here](#)

## Background:

Boehringer Ingelheim partnered with Tonic3 to launch an awareness campaign about type 2 diabetes and its cardiovascular risk to create and reinforce a clear message about the importance of good nutrition, medicine, and physical exercise.

## Opportunity:

This social media content helped expand and educate the audience, leading to a 33.3% rise in Instagram interactions. Facebook engagement also grew significantly, soaring from 8,706 to 202,006 interactions.

## Our work:

Over more than 4 months, the team created a series of LinkedIn and Facebook posts—featuring videos, live sessions, stories, quizzes, testimonials, and health tips—to engage audiences, raise awareness, and educate.







**Tonic3**



**About Us &  
Success Cases**





## A Digital Experience Solutions Team

**Tonic3** is a **29+ year old international agency**. With headquarters in Dallas and offices in Buenos Aires and São Paulo, we have 100+ full-time employees working with clients ranging from Fortune 100 to funded startups across 20 countries.

Our team believes in Agile methodologies, user centered design and cutting edge development techniques. Combined with the sophistication honed from long-term work with enterprise-level clients, this makes Tonic3 a great asset for your company. We are excited to put our capabilities to work for you!

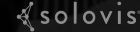
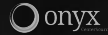
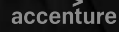
---

# About us



# Some of our clients

For over 29+ years, we've had the privilege of working with some of the best companies in the world, many in highly regulated industries. Hard problem in complex environment? **Bring it on!**





# Thank you!

For more information, please contact  
**Ale Sánchez** at [ale.sanchez@tonic3.com](mailto:ale.sanchez@tonic3.com) &  
**Marion Decobert** at [marion.decobert@tonic3.com](mailto:marion.decobert@tonic3.com)