



# Creating a world for Companies and Brands

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# THE LANDMARK BRAND



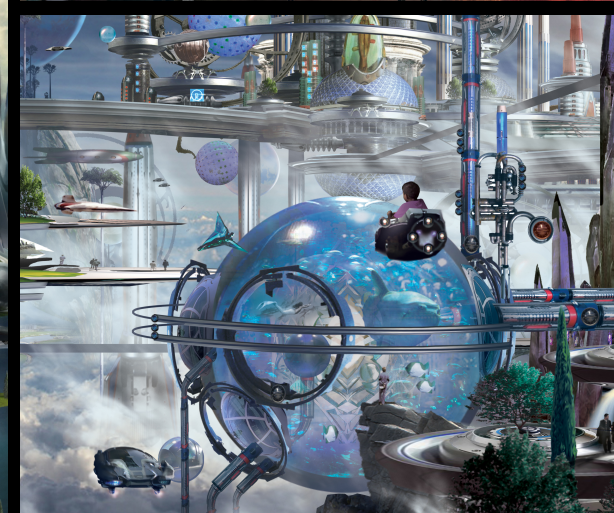
**Creativity. Innovation. Technology. Excellence.**





# VIRTUAL WORLD'S FAIR™





# LANDMARKS 10 COMMANDMENTS



FOR CREATING VIRTUAL BRANDED WORLDS

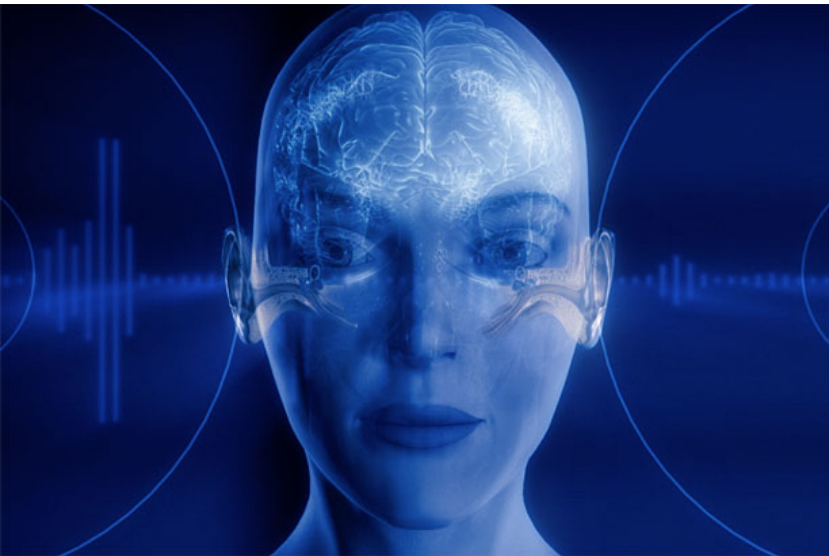


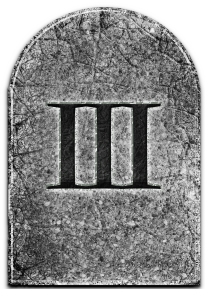
**CREATE AN “EXPERIENCE” THAT TELLS A STORY, NOT  
A STORY THAT CREATES AN EXPERIENCE.**





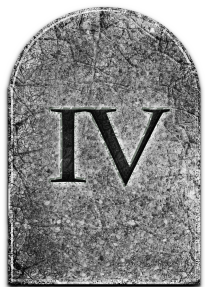
# THE SOUNDTRACK IS 50% OF THE SUCCESS OR FAILURE.



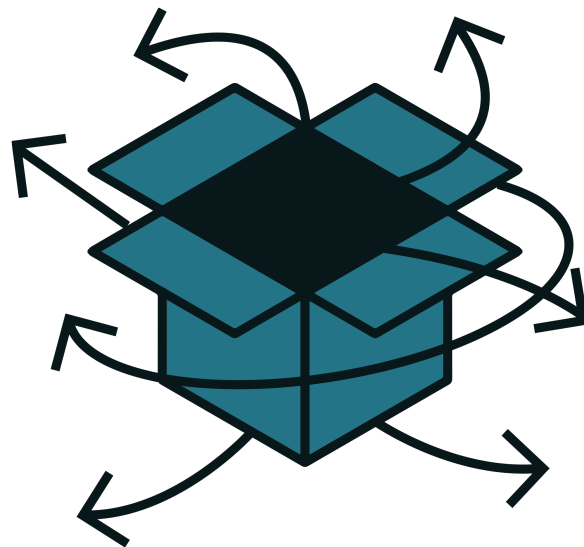


# THOU SHALT FIND A MONETIZATION PLAN.





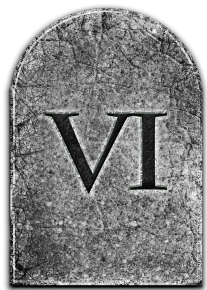
# CREATE DISTRIBUTION, NO ENTERTAINMENT CAN WORK WITHOUT IT.



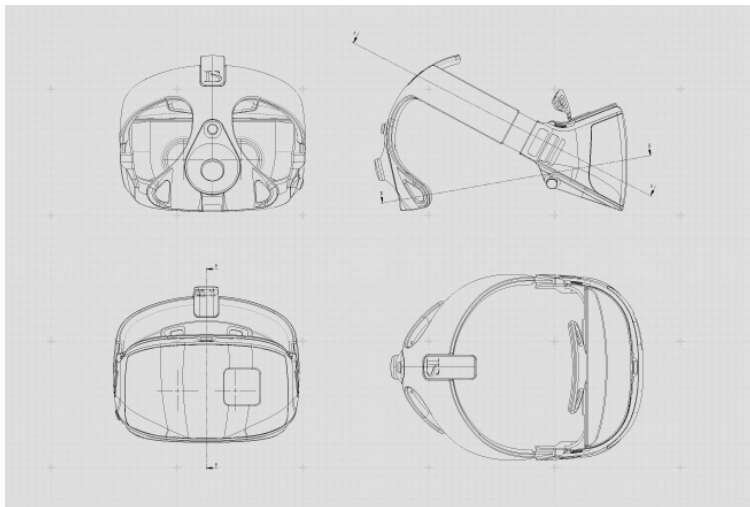


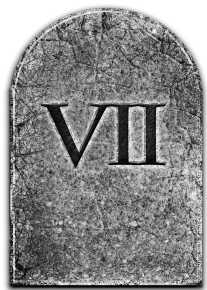
**WE ARE NATURAL EXPLORERS. LET US  
EXPLORE A NEW WORLD!**





# DESIGN AND QUALITY ARE THE MOST IMPORTANT.





# USE SOUND, LIGHT AND ACTION TO CREATE THE 360° EXPERIENCE.





# MAKE IT IMMERSIVE AND EMOTIONALLY ENGAGING.





**PICK THE RIGHT KIND OF V.R. TO CREATE YOUR  
EXPERIENCE.**



# OBSERVE PATTERNS.



# CREATE COMPELLING CHARACTERS.



# Questions

# Summary

- The 10 commandments I listed are a base for anyone interested in developing a V.R. experience that will leave a lasting impression on the industry as well as peoples lives.

# Thank You