**vREAL event services.**

**SUMMARY:**

**vREAL** is a **Virtual reality (VR)** service technology which allows a user to interact with a [computer-simulated](http://en.wikipedia.org/wiki/Computer-simulated) environment, whether that environment is a simulation of the real world or an imaginary world. vREAL will be primarily visual experiences, displayed on a computer screen and will include additional sensory information, such as sound through speakers or headphones. It will also look to use haptic systems. The simulated environment will be similar to the real world in that we will look to create real environments highlighting key important parts. In practice, it is currently very difficult to create a high-fidelity virtual reality experience, due largely to technical limitations on processing power, image resolution and communication bandwidth. However we will look to minimize as much as possible such limitations.

vREAL will look to first create all the key technology elements for preparing a congress or event. It will work with partners such as (i.e) regonline in order to maximize the use of commercial tools: <http://www.regonline.com/marketing/event/features/featureslf.aspx>

vREAL will look to create the first event with the European Society of Cystic Fibrosis on March 2009. The event location is Valencia, Spain. The first environment is the Valencia City of Arts and Science <http://www.cac.es/>

vREAL services (per event) sale of complete technological event services. Logistics and Local services will be provided by current event planner.

vREAL licenses (per environment) sale of environment to CAC in Valencia.

vREAL sponsorship services sale. This can be both on (per event, per environment).

vREAL will look to utilize direct congress location service sale and indirect current event coordination distribution channels as added value.

vREAL timeline. Enhance the initial O2H development to create the main parts by October 1st 2009.