



## Video News Release Script

EngageVR and pioneering the virtual classroom

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**Anchor Intro:** A national VR company believes its software can engage students in their curriculum despite being on the other side of a screen. [Reporter] brings us in-the-know of how virtual reality may inspire further education.

Transition from black. W/S: empty classroom. C/U: VR headset	:00 - :10	VO: AMIDST CURRENT CIRCUMSTANCES, A NEW PROGRAM AIMS TO SOLVE THE ISOLATION IN EDUCATION AND BRING SCHOOLING BACK TO ITS PURPOSE: TO INSPIRE LEARNING.
C/U or M/S: Furness interview  Tom Furness Professor University of Washington	:10 - :17	SOT: "After all of the experimentation over the last 40 years, there is no question about the extraordinary impact of immersive computing on education and learning."
L/S: ENGAGEVR HQ entrance M/S: Tape of student in engaging lesson in software.	:17 - :29	VO: ENGAGEVR IS A VIRTUAL REALITY COMPANY WITH A MISSION TO FURTHER EDUCATION. ENGAGEVR AIMS TO EFFICIENTLY ENGAGE STUDENTS IN THE LEARNING PROCESS.
C/U: Eskofier interview  Dominic Eskofier Head of Virtual Reality NVIDIA	:29 - :42	SOT: "When you are in VR, all your focus is on the topic at hand. Add to that the fact that the educational content is all around you instead of on a 2D piece of paper, the value for VR in education is easy to grasp."
M/S Tilt Screen recording of articles backing VR (showing quantity) L/S Pan: school parking lot with few cars parked	:42 - :55	VO: RESEARCH BACKS THE BENEFITS, BUT VR HAS NOT BEEN IMPLEMENTED IN PUBLIC SCHOOLING YET. ENGAGEVR BELIEVES NOW IS THE PERFECT OPPORTUNITY TO TEST ITS LIMITS IN

		OUR ISOLATED ENVIRONMENT.
M/S Depth: table full of VR headsets L/S: line of computers L/S: School board building	:55 - :68	VO: THIS JUNE, ENGAGEVR WILL OFFER TRIALS TO DEMONSTRATE ITS EFFECTIVENESS. 1,000 STUDENTS FROM EACH UTAH SCHOOL DISTRICT CAN PARTICIPATE. IF YOU ARE INTERESTED IN ENROLLING YOUR STUDENT, TALK TO YOUR LOCAL SCHOOL BOARD.
C/U: depth looking over child's shoulder as he is on computer M/S Pan: across empty school hall L/S: EngageVR at a convention M/S: student with headset on, walking and moving slowly	:68 - :85	VO: ALL A SCHOOL CAN DO IS OFFER THE RIGHT TOOLS, SO ENGAGEVR IS PUSHING TO PROVIDE SUCH IN AN ISOLATED EDUCATION SYSTEM. RESEARCH BACKS THE PROGRAM'S AIM, SO ENGAGEVR IS LOOKING TO IMPLEMENT THE SPACE FOR CREATIVE LEARNING IN YOUR LOCAL DISTRICT.
M/S Depth shot: looking over chair as students six feet apart leave.	:85 - :90	VO: THIS HAS BEEN [Reporter] WITH [News station].

**Anchor Out:** Times have been crazy, but we have people stepping up to help us through it all. And modern tech only helps us jump these kind of boundaries. We will see how education shapes in the near future.

#### Extra B-Roll:

- L/S worm's eye view: empty school yard
- W/S bird's eye view drone: empty school yard
- Depth and two way C/U shot (showing behind and then the face): kid gleefully on computer learning
- L/S: EngageVR HQ from side angle
- M/S: EngageVR offices (inside)
- C/U: EngageVR software equipment
- ECU: VR headset
- M/S Tilt: kid walking with VR headset
- M/S Depth: kid working on homework
- M/S Pan: inside current live classroom
- M/S: Zoom classroom recording

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### Extra SOTs:

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Chris Long  
Business Developer  
Immersive VR Education

“We know the traditional classroom setting is not conducive to stimulated learning, where with VR the classroom itself can activate the whole of the brain to form stronger more effective memories. VR (often seen as simply a fun new way to learn), is more than a ‘cool side show’ to have out during inspections. VR can also assist with the financial efficiencies. Consider collaborative cross campus sharing of teaching staff. This removes the need for unnecessary/excess travel or hiring of extra staff for small class sizes on specialised subjects. Even opening up new revenue streams in the home schooling market?”

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Tom Furness  
Professor  
University of Washington

“After all of the experimentation over the last 40 years, there is no question about the extraordinary impact of immersive computing on education and training, which are and will always be the ultimate applications for virtual and augmented reality. The magic dust is that (if done well) sensory immersive unlocks spatial memory and students remember. In essence being in a virtual world is like writing on the brain with permanent ink. The challenges now are: 1) developing the content that is discipline specific and meets the standards established by the state and local school districts; and 2) convincing the teachers that they adopt VR into their teaching portfolio.”

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Cosmo Scharf  
Co-Founder  
Mindshow

“Immersive technology presents an extremely exciting opportunity to reinvent education by learning through experience. We've seen a variety of educators use Mindshow to teach English, perform scenes in drama class, and even help inform kindergartners about internet safety. Excited to see how we can be even more helpful to schools in the future!”

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Alvin Wang Graylin  
China President  
HTC Vive

“The ability to learn, improve oneself and pass on knowledge is the core reason humans have growth to dominate this planet. We have evolved over millions of years to maximize learning when all our senses are engaged. Unfortunately, most current education systems are

limited to lectures and written text. With VR/AR supplemented education, students of all ages can be seamlessly transported into any imaginable scenario where they can receive an immersive learning experience engaging both the body and the mind, forming memories that can last a lifetime. It truly has the potential to unleash the hidden genius in every child."