VRROOm

English

Click on the links to read the French and international media reports or watch the videos

Company introduction

[Louis Cacciuttolo](#), former owner of the Minotaur Theater in Béziers ([Théâtre du Minotaure)](#) and Vice President of THX ([Vice-Président de THX)](#), a George Lucas company in San Francisco, created Perpetual eMotion on January 2, 2018, under the [VRrOOm](#) brand, a company that aims to bring the emotion of live cultural or entertainment events and artistic performances to the world in social XR and in real time.

From VR to AR, from motion capture to holograms, to AI-powered avatars, Perpetual eMotion and its VRrOOm brand create virtual worlds of cultural, entertaining and exciting experiences that open the doors to the imagination.

VRrOOm offers social XR production services that go far beyond the virtual world to reach audiences across all media: from headsets to PCs, from smartphones to TV or radio stations, everyone can enjoy the show!

The VRrOOm Social XR cultural hub provides festivals and live events with the virtual reality extension they particularly need in these times of health crisis, and which can also allow them to reach a much wider audience in normal times.

Accessible via VR headsets, or simply via a Windows PC in game mode, VRrOOm allows a global audience to attend any type of event - entertainment, arts, dance, theater, music, film, multimedia - as if they were there, and allows artists, cultural institutions, and festival organizers to reach an even wider audience through live streaming of the virtual social environment on social media such as Facebook, YouTube, Twitch or Discord.

VRrOOm is already a partner of the Venice Biennale workshops ([ateliers de la Biennale de Venise)](#) and the VR section of the Venice Film Festival ([festival de Venise)](#), the [Deutsche Film Institut](#)'s GoEast festival ([festival GoEast)](#), [Stereopsia](#) in Brussels, the [Sitgès](#) Fantasy Film Festival, [NewImages](#) in Paris, the American [SXSW](#) festival, and organizes large-scale live concerts sponsored by the French Ministry of Culture ([Ministère de la Culture](#)) or the City of Paris ([Ville de Paris](#)), such as Jean-Michel Jarre's virtual concert in Notre Dame on New Year's Eve 2021, which attracted more than 75 million viewers ([**75 millions de spectateurs**](#)) across all media (VR, PC, social networks, TV channels), breaking the world record for streaming a live event at the beginning of the year.

VRrOOm is an internationally recognized brand, with clients and partners on several continents, and is recognized worldwide as a leader in the creation of social XR worlds hosting live events thanks to its expertise in this field.

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VRROOM

Productions/Services

From the creation and design of virtual worlds hosting shows or exhibitions allowing the public to meet and interact in the form of avatars, to their production and broadcasting on all types of formats (VR, PC, online, TV, radio etc.) in order to reach the greatest number of people through all available media, from the most innovative to the most traditional, the products and services offered by the company are presented in the short demo videos below, specially designed to illustrate our activities and expertise:

https://vimeo.com/503806588/8c7bafc18e

Example of design and production of a world (SXSW festival, March 2021):

https://vimeo.com/523245831/079c2f7cd0

Example of a live concert online (Jean-Michel Jarre at Notre-Dame):

https://vimeo.com/512150519/1337da4b50

Example of a live concert in social VR (Jean-Michel Jarre at Notre Dame) :

https://www.youtube.com/watch?v=3XMAEk0uL4M Activité

Our partners in 2020:

- Festival GoEast
- Ministère de la Culture
- Festival international de Kaohsiung
- Festival de Venise
- Festival Européen du Film Fantastique de Strasbourg
- Festival NewImages
- UK Arts Council
- Ville de Paris

Our partners in 2021 (confirmed and forecast):

- Ville de Paris
- South by SouthWest (SXSW)
- Festival GoEast
- Festival NewImages
- Casinos Partouche
- Festival de Venise
- Le Baron
- UK Arts Council
- Festival Sonar (Barcelone)
- BNP Paribas

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