

MEDIA RELEASE

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DARWIN CONVENTION CENTRE 'WOWS' EVENT PLANNERS WITH VIRTUAL REALITY EXPERIENCE

Darwin Convention Centre is using the latest virtual reality technology to give its clients an immersive 360 degree panoramic experience of this world class convention centre and its lush tropical surrounds without boarding a plane.

Working with interactive media specialists, Panedia, the Darwin Convention Centre developed a high quality interactive video set to music to take conference organisers on a virtual journey through the beautiful Darwin Waterfront Precinct and the Centre's event spaces.

Clients at the recent Northern Territory 'Conventions Walkabout '15' Roadshow were excited to use the latest release Samsung Gear VR, a mobile reality headset by Samsung Electronics in collaboration with Oculus VR, to fully experience the Centre as if they were being taken on a guided tour.

Clients commented that they could not believe how real the virtual experience of the Darwin Convention Centre was. Many of the clients comments started with "wow - the waterfront is so beautiful" "I didn't know the Centre was next to the Wave Lagoon" and "the harbour views are spectacular", followed by in-depth enquiry about the Centre's capacities and availability for future conferences in the Top End.

This exciting interactive marketing initiative follows the success of the 360 degrees virtual tours of the Centre's spaces that were launched earlier this year as an online planning tool.

"While it is always the aim of the Centre to host clients in Darwin for a site inspection, sometimes it is not possible. These new virtual reality tools enable us to engage, inspire and share the beauty of the world class Darwin Convention Centre and surrounds with our clients as well as showcasing the Centre's adaptable event spaces," said Ms Janet Hamilton, General Manager of the Darwin Convention Centre.

The Darwin Convention Centre will be part of the Northern Territory stand at AIME 2016 in Melbourne on 23 and 24 February 2016. We invite event planners to drop by and visit Darwin virtually.

To take a virtual tour, please visit <http://www.darwinconvention.com.au/virtual-tour.html>



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