

**Embassy of India
Budapest**

Hungarian technologies and project opportunities

Date: 22/05/2017

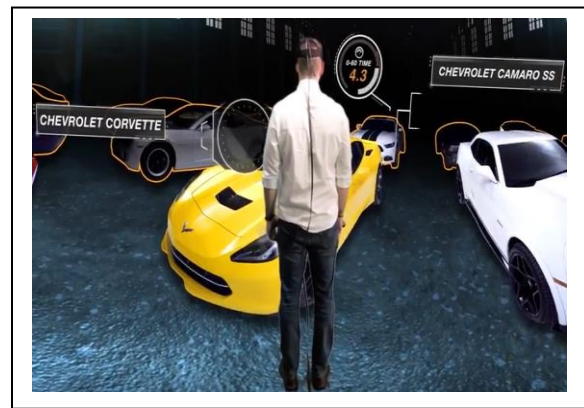
1. Short description of technology/collaboration opportunity:

Virtual Reality warehouse for Indian exporters

2. Detailed description:

Our company provides the worlds most advanced virtual reality (VR) experience in Hungary. We use VR technology in many fields from architecture to healthcare. One of the opportunities for outside EU manufacturers, is to have a high-end virtual warehouse, in order to showcase their full product line in real life scale, without actually opening a physical store and transporting goods to Hungary. Potential retailers and buyers can come to the VR showroom, (which is a big empty store at a strategic location in the middle of Budapest) where they just put on the VR headset, and they will instantly find themselves in the warehouse. The warehouse can be built as requested, so it can look exactly like the real showroom in India. The virtual space and the products, will be all around the client in real life scale, and we can physically walk around in the store, exactly as we would do in a real life shopping (that's why we need the big empty space).

3. Picture:



4. Description of picture:

Left picture: Buyer standing in a virtual Walmart hypermarket
Right picture: Buyer standing in a virtual Chevrolet showroom

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5. Company details:

Name of company:	VRLab Ltd.
City:	Budapest
Zip:	1213
Address (HQ):	Cirmos stny. 24.
Contact person:	Mr. Máté Zelenák
Designation:	Global Head of Project Management
Telephone:	0036302177082
Fax:	
Email:	mate.zelenak@gmail.com
Website:	www.vrlab.hu
Established in year:	2016
Appx turnover in USD:	35.000
Which countries are you present in:	Physically based in Hungary serving clients globally.

6. Additional comments:

The virtual warehouse is a sales tool. It is recommended for:

Any company that is seeking Hungarian retailers but doesn't have a store to showcase its products.

Companies having a big product portfolio which needs a huge area to showcase.

Automotive industry in order to showcase the full car model spectrum in life scale.

Machinery wholesalers in order to showcase big machines in operation, (animated products) which needs a huge space to showcase.

Companies selling goods for architecture (any kind of building or huge installation can be built in VR). For example: A company is selling external metal cover plates for office buildings. An office building can be perfectly visualized in real life size, so that the buyer can see, how each product would look on the building.