



5 surprising benefits of 4D technology



Angus Kerr, sales and installation director at The Bathroom Company in Edinburgh, gives his top tips when using Virtual Worlds 4D Theatre

Technology in general is fast-moving and ever-changing, so it's no surprise that we can often miss out on all the ways it can support our businesses. Having fully embraced 4D technology at The Bathroom Company, I simply can't imagine our business without Virtual Worlds 4D Theatre. So let's take a look at the five benefits that you may not have thought about before...

1 Unlimited showroom space

Retail space is at a premium, so it makes sense to maximise every inch of your showroom. But what if you had unlimited space? 4D Theatre provides this by giving you access to an infinite virtual world made up of numerous manufacturer product catalogues. The options are incredibly extensive. The huge benefit, though, is the ability to make real-time changes to the design – all while the client is standing in a simulation of their home. At the press of a button, you can change sizes,

colours, finishes, and even the manufacturer and product. In short, retailers with smaller retail spaces can use the Virtual Worlds full catalogue and offer clients so much more.

2 Personal touch

To highlight the personal nature of using 4D Theatre, let me run you through a typical client journey with The Bathroom Company. We start off with an initial chat in the client's house. Here we get the beginnings of an idea for the design, like the preferred style and possible colour scheme. We take in the theme of the home and get some photographs of personal items, such as ornaments and pictures hanging on the walls. We then bring the client into the showroom to see 3D renders of the design, which include any of those personal items we photographed. So once the client has got the gist of design, we then use 4D Theatre to give the client the spatial awareness and feel of the space. This simply can't be gleaned from 3D images. The level of detail we are afforded with the technology means

we can create additional personal touches. By matching the time of day in the simulation to the time of day in real life when the client walks into the showroom, we create a synergy for when we finish the session and the headset is taken off. The designer and client experience the simulation together and this creates a personal connection. I always say it's like going to the hairdresser. You're doing what's right for the client. And this brings me on to the next benefit...

3 Closing the sale

The personal touch goes hand-in-hand with sales. There's been a shift in the marketplace where clients are pulling away from what is available to them on the internet. 4D Theatre is the best selling tool available to a designer, as you're brought closer to the client. The one-to-one interaction is much more meaningful and so offers a better chance of closing the sale.

4 Not just a selling tool

There is a big 'value-add' when using 4D Theatre. The software is compatible with our quoting and order-processing package. What that means is we can manage and track any order from start

to finish, design to delivery. We're able to either build a design based on an agreed quote, or do it the other way around and build the quote by creating a design. Again, this synergy is what makes 4D Theatre more than just another CAD package.

5 Never stops improving

The beauty of any software package is that it can be easily updated. The development of 4D Theatre means we've seen major improvements in things such as shadowing and lighting, as well as the clarity of tile designs. From our perspective as a retailer, we have the peace of mind that we are always using the most up-to-date and developed software, without having to spend any money on upgrades.



For more information, please email sales@virtualworlds.co.uk or call 01908 663848

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