



Reimagining Engagement Through Shared Immersive AV

Stronger Together Series: Building Scalable Enterprise AV Solutions Through Strategic Partner Collaboration

As workplace expectations evolve, so must the AV systems that support them. It's no longer enough for technology to simply display content—it must immerse, connect, and engage. That's why Panasonic takes a partnership-first approach to AV innovation. We work closely with collaborators to design and deliver flexible, experience-driven solutions that solve real business challenges, without the complexity of traditional AV setups.

By integrating Panasonic's high-performance projection technology with innovative, group-immersive display platforms, we help organizations deliver immersive presentations, simulations, and training that drive deeper engagement and stronger outcomes. In this paper, we explore how one such collaboration—with immersive tech innovator Igloo Vision—is bringing immersive AV to life, without the barriers of headsets, complex installs, or one-size-fits-all systems.

"Igloo's shared immersive spaces create a social, inclusive environment that a headset disconnects. Multiple people can see the same content at the same time, discuss it in real time, point and collaborate around a single visualization, and include non technical stakeholders without asking them to wear a headset."

— Igloo Vision Team

THE CHALLENGE: THE LIMITATIONS OF TRADITIONAL IMMERSIVE TECH

Immersive technology has exploded across industries, but traditional formats have struggled to keep up. Individual VR headsets, while powerful, isolate users. Meanwhile, flat-screen presentations lack the spatial awareness and engagement required for high-stakes decisions or collaborative design reviews.

Industry research confirms that organizations are moving toward shared immersive environments that support group interaction, real-time decision-making, and stronger team dynamics. Enterprise and education customers alike are prioritizing solutions that are easier to adopt and better suited to collective experiences

This shift is driven by several factors:

- The rise of hybrid and flexible work models, which require collaboration tools that are accessible, intuitive, and space-adaptable
- A growing need for data visualization and simulation, particularly in industries like architecture, engineering, and healthcare
- The demand for higher ROI on AV investments, leading organizations to seek scalable solutions that multiple team members can use at once

As a result, immersive AV is evolving beyond novelty. It's becoming a practical, everyday tool for collaborative work. That's why today's organizations are seeking immersive solutions that connect people, rather than separate them. The future of immersion isn't individual—it's shared, interactive, and built for collaboration.

THE SOLUTION: GROUP-IMMERSIVE AV WITH PANASONIC AND IGLOO VISION

Panasonic and Igloo Vision are making this future a reality. Together, we offer a turnkey immersive environment: a 360° projection dome powered by Panasonic's high-brightness laser projectors (such as the PT-REQ15 and PT-RQ25K series), creating fully enveloping shared spaces for content interaction, walkthroughs, and simulation.

With the Igloo Visio solution, teams can:

- Walk through architectural models or real estate simulations
- Explore virtual prototypes together
- Conduct immersive training sessions without headsets
- Review visual content in real time, from every angle

All content can be interacted with live, using standard devices—no goggles, no isolation. The result is a powerful, shared experience that improves knowledge retention, accelerates decision-making, and strengthens client engagement.

USE CASES THAT DRIVE IMPACT

Immersive training has been shown to improve speed to competence by 52%, reduce training time by 75%, and increase learning retention by 75%.¹

This shared immersive environment is proving valuable across a range of industries:



Architecture & Design: Teams and clients can walk through 3D renderings together, making real-time feedback and spatial decisions possible



Enterprise Training: Employees gain deeper understanding and retention through experiential learning, not just passive viewing



Education: Instructors can immerse groups in science, history, or engineering simulations—without needing one headset per student



Marketing & Sales: Demos are transformed from slide decks into immersive brand experiences



Energy & Utilities: Visualizing complex systems, infrastructure planning, and safety training for hazardous environments, enabling teams to explore scenarios that are too risky or expensive to recreate in the real world

Compared to isolated VR setups, the Igloo Vision–Panasonic solution offers superior accessibility, ease of setup, and a greater sense of shared presence.

¹ XR Today, "AI Immersive Learning: Benefits & the ROI of AI in XR Training," Xrtoday.com. Accessed July 24, 2025.

Customer feedback consistently highlights several key benefits:

- **Deeper engagement and retention** in learning environments
- **Faster, more confident decisions** in AEC and real estate projects
- **Greater inclusivity**, since no headsets or special training are required
- **Reduced cost and risk** for training and simulation
- **Stronger client impact** in presentations and proposals

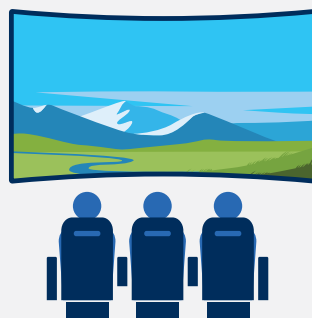
Working with Panasonic has enabled us to create a TAA-compliant solution fit for deployment in the U.S. defense industry. With this, we've been able to align with the needs of our enterprise and public-sector customers. It's a partnership that lets us focus on what we do best—designing transformative shared experiences—while knowing the technology behind it will perform every time."

– Kerry Head, CEO, Igloo Vision

SAME CORE PLATFORM Consistent Quality



Small Meeting Room



Medium Dome



Large Exhibition Space

COMPACT SETUP, POWERFUL DELIVERY

Despite its impact, the Igloo Vision immersive dome is surprisingly deployable. Setup is compact, repeatable, and consistent across locations.

Each solution includes:

- Multiple Panasonic laser projectors (PT-REQ15, PT-RQ25K, or RQ7 Series) for seamless 360° image blending
- Integrated content control software
- A reusable dome structure (permanent or mobile options available)
- Compatibility with standard business software and 3D content formats

The system can be installed in dedicated rooms or used as a mobile deployment for touring experiences.

One of the biggest strengths of the Igloo system is its flexibility. Because it's content-agnostic and hardware-agnostic, it can adapt to a wide range of sectors and use cases. Whether the goal is teaching, visualizing, simulating, or persuading, the same core platform can be scaled to different environments, from compact meeting rooms to large-scale immersive venues."

– Igloo Vision Team

CUSTOMER BENEFITS AT A GLANCE

From improved engagement to simplified deployment, the Panasonic–Igloo Vision solution delivers measurable advantages for organizations looking to create high-impact, shared experiences—without the complexity of individual VR setups.

Benefit	Why It Matters
Shared immersion	Group experiences that foster collaboration, not isolation
Enhanced engagement	Increased attention, understanding, and retention
Scalable deployment	Portable or permanent options for enterprise-wide rollout
Reduced complexity	No need for individual devices or one-on-one training
Real-time collaboration	Interactive content navigated together, in context
Seamless image quality	Panasonic projectors ensure clarity, consistency, and reliability
Premium visuals and sound	Panasonic's trusted image quality, paired with integrated audio

TECHNOLOGY BACKBONE: PROVIDED BY PANASONIC

Panasonic's AV platform provides the foundation for every Igloo Vision deployment. Our projectors deliver:

- **High brightness for immersive spaces:** PT-REQ15, PT-RQ25K, PT-RQ7, etc.
- **Seamless image blending and color matching**
- **Flexible lens options** (ET-C1U100, ET-DLE020, etc.)
- **SDM compatibility** for modular control and connectivity

Whether it's one dome or a global network of immersive rooms, Panasonic ensures consistent, scalable performance across locations.

"We work closely with Panasonic because their projector lineup combines TAA compliance for government and regulated buyers with the high brightness, durability, and lenses required for multi-projector immersive systems. When installing Panasonic projectors into an Igloo immersive space, we can always guarantee a crisp, sharp, bright display that our clients know and love."

– Igloo Vision Team





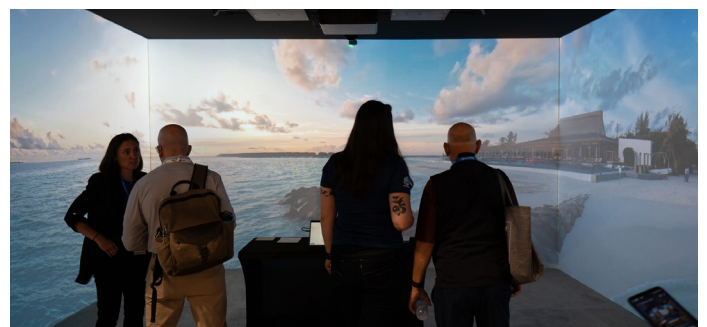
A SHARED VISION FOR IMMERSIVE COLLABORATION

At its core, the Panasonic–Igloo Vision partnership is about more than projection. It's about helping people see, understand, and decide—together. By combining Panasonic's high-performance projectors with Igloo Vision's innovative immersive environments, we're transforming how teams engage with content. Presentations become walk-throughs. Training becomes experiential. Strategy sessions become shared, spatial decision-making. It's immersive storytelling—without isolation.

This isn't just about solving for today's collaboration challenges. It's about designing the kind of AV experience the future demands: scalable, inclusive, flexible, and impactful. Whether it's one dome or a global network of immersive rooms, the result is the same—shared clarity, stronger outcomes, and a better way to work together.

“ At Igloo, we're committed to creating immersive environments that are reliable, scalable, and accessible to a wide range of clients. Panasonic projectors give us the brightness, longevity, and image quality we need to deliver seamless, wraparound experiences day after day.”

– Colin Yellowley, Founder of Igloo Vision



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