



# Realised Realities®

Specialist XR Consultancy

Supporting our Clients to Successfully Realise the True Potential of their Immersive Realities

[www.realisedrealities.com](http://www.realisedrealities.com)

# Dedicated to the realities of our clients

Nobody understands your Immersive Realities like we do.

We work with clients across multiple sectors of the XR landscape, covering Consumer and Retail projects, Location-Based Experiences, Gaming, Media and Interactive Storytelling, Medical and Wellness, and many more.

We offer World-Leading XR Expertise of the highest calibre, with a breadth and depth of experience that's almost impossible to find outside Silicon Valley. We independently assess the reality of your project and offer the support and guidance to help you elevate your Immersive Reality to the highest level.

“ A wealth of knowledge in the VR/AR and immersive tech space. **The work proved the expertise that Realised Realities can offer** – I couldn't recommend them more highly. ”

Jasmine Kees  
**(VR) Intelligence**

# Our Pedigree

**Boosting your Competitive Advantage with access to unmatched experience and expertise that's impossible to find outside of Silicon Valley.**

Having spent the last 20+ years in the immersive technology field, we have amassed **deep knowledge** on a wide range of XR technologies and practices. Our expertise and guiding hands have helped shape, guide and deliver many popular immersive technologies and experiences, including PlayStation@VR, PlayStation@3D Gaming, and over 100 VR experiences.



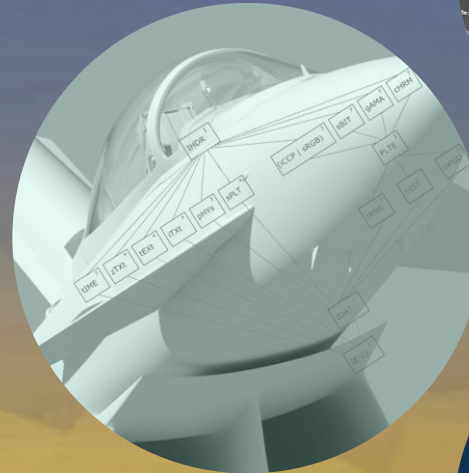
The founders of **Realised Realities** were instrumental in creating and delivering the industry-leading **PlayStation@VR** system.

From the birth of consumer VR to today, Simon and Jed have played an important role in steering, designing and defining the current state of the art in **Consumer VR User Experiences**.

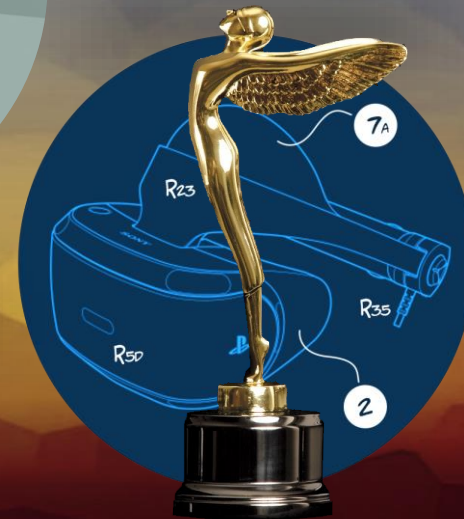


## Military & F1 Simulation Pioneer

Simon's extensive experience in immersive simulation stretches back to the '90s where he worked with high end immersive tech such as VR, AR, and CAVEs. He was awarded with BAE SYSTEMS highest achievable award for innovation and also created the world's first professional F1 Simulator.



One of Jed's key roles on PlayStation@VR was to share his strategies and insights as the sole author of Sony's extensive **VR Game Design Best Practices**, which remain essential tools for **PlayStation@VR** developers to this day.



## Success through Innovation

Inventors of over 50 Immersive Patents, creators of PSVR and PS3 3D Gaming. Winners of multiple awards including the coveted **Lumiere** award for our work. Game Director and Senior Producer of the Multi-Platinum **MotorStorm** franchise for PlayStation.

# Experience and Expertise

100+ World Class Immersive Projects realised ... and counting!

The founders of **Realised Realities** were instrumental in creating and delivering the industry-leading, best-selling **PlayStation®VR** system.

Developing and delivering a brand new consumer innovation at scale poses an unimaginable number of new and unique challenges.

Tailoring user-centric experiential XR technologies into new and established product families such as PlayStation requires a deep understanding of brand values and user needs.

From the birth of consumer VR to today, Simon and Jed have played an active and important role in designing, defining and leading the current state-of-the-art in **Consumer VR User Experiences**.



# Let us be your Guides

Transcend your XR limitations with our World-Class expertise

Immersive is a different medium, with its own constraints and opportunities. As a business, the usual approaches and strategies often don't work. Wisdom and Experience become the most reliable foundation for every business decision you make.

It's a time of rapid change in the world, and every business is facing additional challenges. The benefits of XR solutions for many businesses are often clear, but guidance, experience and expertise in this new field is hard to find. It can be overwhelming to consider all the challenges your business will face. Figuring out the best way to bring your product and services to your customers through XR solutions doesn't have to be one of them.

With over **30** years experience in the Immersive sector, and an unmatched pedigree of ensuring successful innovation, we're here to help you reduce your uncertainties, overcome your hurdles, and prepare you and your business for the Immersive Interactive future.





# Know the XR World

We help all kinds of XR clients across multiple sectors, and pride ourselves on keeping a wide, detailed and up-to-date overview of the whole XR landscape, so our clients don't have to.

Most businesses need to keep their primary focus on delivering their projects, and there isn't always as much time as you'd like for secondary concerns - like keeping a constant eye on the wider horizon. But we all know that innovation and great ideas can come from every direction. Your problems today may have been someone else's problem they already solved. Someone else's technique or approach from another corner of XR might be the very thing you're looking for to elevate and advance your project.

We'll highlight opportunities, alert you to risks or prevailing trends that might affect your project or your business, and help you keep a global perspective on how your project fits in the wider marketplace.

# Independent and Unbiased

**Giving an honest, fair and independent perspective is essential for our clients. Being a trusted voice you can rely on is essential for *our* business.**

Reliable, trustworthy input is essential if you want to generate excellent output. At **Realised Realities**, we take pride in maintaining an independent viewpoint at all times. We've built our brand and our business on the principle that our clients will always know they can trust our feedback and recommendations at all times. 100% Independent, 100% unbiased, we help you find the right solution for your needs, where others might typically direct you to *their* solutions.

**We're independent, unbiased, and always realistic and honest with you about your Project. We want to work with you to help you find the best ways to elevate your content, processes, and successes.**



# Our Most Popular Services

We serve the unique needs of every client.

Here are just some of the ways we help our clients every day.

But because we know every client is different, we are happy to work closely with you to build an understanding of the unique challenges you face, and to provide a tailored, flexible support solution that works best for you.



## Solutions & Advice

Comprehensive **Assessments, Feedback, Recommendations, Solutions and Opportunities** to assist any and every VR Project, helping you create competitive products with world-class user experiences.



## Technology Advice

**Cutting edge** guidance on a wide range of technologies from the former PlayStation(R) Director of Immersive Technology, to help you to make the right choices for your project.



## Business Strategies

**Market Insight, Business & Product strategy, Future Tech Prediction, Matchmaking and Networking** services, supporting and guiding your business to make the best decisions.



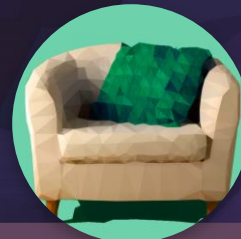
## Project Feedback

Whatever stage your project is at – **Concept, Production Go-Live, Alpha, Beta, Final Build, or Ongoing Service** – we can give you the specific, high-value feedback you need at the current point in your journey, with realistic advice and guidance that you can act upon.



## Investor Services

Our clear independent perspective on business status prior to investment makes us your ideal choice for **technical due diligence audits**, and assisting businesses with **internal audits prior to investment**.



## Comfort & Usability

Take advantage of our unmatched knowledge, understanding and insight into the causes and solutions for **VR Comfort issues**, and lean on our deep expertise to elevate every aspect of your **VR User Experience**.



## Education

**World-class training to build your skills and capabilities**, covering everything from bringing new VR teams up to speed and deep dives on VR Design and VR Comfort, to guidance on VR Event Planning and Immersive Tech insight.



## Design Services

**UX, UI and Experience Design services** by PlayStation(R)VR's Senior Game Designer and Immersive Experience Specialist, to help you build competitive, best-in-class experiences for your users.



## Mentorship

Realised Realities are highly active in **assisting and advising** creatives and developers from all sectors of XR, from small start-ups to big businesses, helping them find the right path to be able to build their business confidently and efficiently.



## Grant Application Support

Our collaboration and support brings world-class XR expertise to your projects, significantly boosting credibility and amplifying the opportunities to secure grant funding. Pre-application guidance and reviews can help you to ensure that your grant documentation communicates the true value of your XR project.





# Realised Realities®

Specialist XR Consultancy

**Simon Benson**  
Co-Founder



**Jed Ashforth**  
Co-Founder



[www.realisedrealities.com](http://www.realisedrealities.com)



[info@realisedrealities.com](mailto:info@realisedrealities.com)



Realised Realities

Realised Realities Ltd | UK Registered Company Number 10690193  
UK Office | 1 Garners Lane, Stockport, Greater Manchester SK3 8SD

## Nobody understands your Immersive Realities like we do

We understand that you are **working to succeed** in the VR space, seeking to be confident in your ability to **deliver a successful, high quality VR project** that delivers on your objectives.

We bring a **uniquely broad combination of highly relevant industry experience** encompassing the business, technology and creative sides of VR, which means we are able to **help you overcome any and every hurdle** to deliver the best VR experiences.

**We augment your business** with on-tap **World Class expertise** to make your VR project a **success**. We provide Support and Guidance whenever and however you need us, **improving your long term internal capabilities**.

**If you've got a problem with your XR project, chances are we can help. Get in touch with us today and find out what we can do to help you realise your reality, and build a better world for your Users.**

We are based in Manchester UK, servicing a worldwide client base.