



“VR tour of places of military glory”



Mobile app



VR TOUR OF PLACES OF MILITARY GLORY

- Which mobile app will allow you to study the history of the great Patriotic War in detail? Which app will give people the maximum pleasure in learning and ease of use?
- The answer is “VR tour of places of military glory”

How it works?

- There were many sanguinary battles at the approaches to Moscow throughout 1941. Nowadays many people come to see the places of severe fights. They take pictures of these places, and the mobile application immediately gives information about what happened here during the war. Plus, the application can find a photo of this place of those times, or (if there is no photo) the application can issue a historical reconstruction, i.e. how this place might have looked during the defense fights.



About the logo



**VR TOUR
OF
PLACES
OF
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- Minimalism: The logo icon is an abbreviation of the words VR Tour – VT. The abbreviation is in a diamond-shaped figure, consisting of abstract thin lines, which symbolize the VR technology itself, where, with the help of separate layers of images, a full-fledged picture is created, the picture that will not differ visually from the real world. In the text style of the logo, a sans-serif font is used. The text is arranged in a column and looks very stylish. In general, we can say that there is nothing superfluous in the logo: the icon, text and branded marengo color.

Colors



- The main colors of our logo are white and marengo. White is neutral and pure, impeccable and impartial. This color symbolizes peace, memory, perfection, purity. Marengo is the color of fidelity, peace, honor, courage and wisdom. With this color scheme, we wanted to emphasize fidelity, stability, and commitment to traditions.

How can you download our app



- The platforms where you can download our application include the Playmarket, AppStore and Windows Store.



Promotion



- We use targeted advertising to promote our app. For promotion we chose Instagram. We also want to engage the celebrity endorsement. In our case, it will be Sergei Shoigu , a Soviet and Russian military man, a statesman, Minister of Defense of the Russian Federation.

Advanced opportunities



This mobile app has the following advantages:

- 1. Optimizing the app will lead to high positions in its field;
- 2. The virtual tour will allow people to get familiarized with places of military glory;
- 3. VR tour of places of military glory app will enrich the knowledge of people around the world;

Brain complications



Therefore, using VR in our case allows us to significantly enrich the environment of our client and apply the latest technologies that increase the complexity of the brain.

- VR has the ability to rewire the brain and enhance neural connections that are needed for learning and memory. In a simulated environment, the brain sees and does exactly what is required.
- One of the most significant attributes of VR is the ability to prompt emotional reactions. This happens because the brain believes a VR simulation is a real-life situation, the emotional reactions that are triggered stimulate the user's ability to learn.
- VR simulations are interactive so that users experience “the effect of presence”. Essentially, immersive learning optimizes a person's efficiency of training and enhances the learning experience.
- With the ability to transport students and trainees into real-life situations without any risks, researches have shown VR has to be the way forward for educational institutions and industry.



- The “VR tour of places of military glory ” app will be popular not only within our country, but also abroad. The main platforms will be iOS and Android. As for users’ age, we do not set a specific age limit for its use, since the app is educational by nature. The cost of the app is \$ 3. Given the fact that we do not set the age limits, the total market potential is estimated to be \$ 3 billion. Of course, the popularity of this application will grow, therefore, the market saturation will be growing.

The price of the app



- In terms of the economic aspect the VR tour of places of military glory mobile app is not financially costly. The total capital budget of the project has reasonable limits for development. The price to launch the app is \$ 12,000, with the price of the app itself being \$3. The production of the app will cost 36000\$. The cost of advertising is \$ 30,000.

Thank you for your attention!

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