

Druid Way VR CASE STUDY



Overview:

Several corporate clients approached Virtual Reality Ireland looking for a good VR mindfulness app. We tested the current apps on the market and found them to be about as relaxing as the smartphone game Candy Crush!

Solution:

Inspired by this clear customer need, and by ongoing conversations with mindfulness coach, Stephen Pitcher, we decided to partner and create short 360 degree 3D videos filmed at the Sacred Sites and beautiful places in Ireland and combine them with guided meditation voiceovers.

Virtual Reality Ireland created the MVP (minimal viable product) content by filming 4 x 360 degree 3D scenes at the Hill of Tara in Meath. The 4 locations for the shoot were:

- The sacred Well
- The Forest
- The Lia Fail (Stone of Destiny)
- The Banquet Hall

These videos were then combined with narration of the guided voiceovers, recorded by Tim O' Donovan at Raygun studios.



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Outcomes:

The current MVP is being piloted with several organisations around Ireland.

Several short meditations have been packaged into an Oculus Go application which provides easy navigation from one meditation to the next.

In addition, the VR meditation app has been demonstrated to the staff and patients at events of MISA (Mercer Institute for Successful Aging) at St James' hospital.