

Press Release

Berlin, December 20, 2016

ESMT Berlin offers cutting-edge Virtual Reality experience

Three ESMT Berlin alumni of the MBA class of 2015 have developed a Virtual Reality (VR) program for the international business school. Virtual lectures, 360-degree videos of the campus, and a city tour through Berlin allow prospective students to explore campus life virtually. The experience, created by Jacopo Gottlieb, Shantanu Roy, and Alejandro Salazar will be on show at ESMT events and international fairs. "Virtual reality is a digital trend that demonstrates the importance of innovative technology for future-oriented businesses. We are delighted to support ESMT in making it possible to experience the campus through an immersive virtual journey," explains Jacopo Gottlieb.

While some German universities already use VR in numerous scientific fields, such as flight simulations for pilots or in medicine, VR has been adopted as a digital marketing tool mainly by large corporations. Nick Barniville, Associate Dean of Degree Programs, comments, "With our new Virtual Reality experience, interested candidates can explore ESMT as if they were physically present. We can now give people a real feel for campus life at ESMT anywhere in the world."

ESMT is equipped with special VR glasses, into which a smartphone with the ESMT VR app is integrated. Through head movements and glances, the viewer individually controls the virtual tour of the international business school, attends open lectures or seminars, and receives a comprehensive impression of ESMT while listening to interviews with students and participants of executive education programs. At the end of the campus tour, the user has the possibility to explore Berlin virtually. The film material for the app was recorded with six GoPro cameras attached to a tripod. As a part of its digital initiative, ESMT recently also became the first business school in Germany to accept payment in bitcoins.

Virtual Reality is a computer simulation which responds to user input such as movement, touch, or speech, thus creating a realistic environment. Unlike 3D cinema for instance, VR allows direct interaction between the user and the virtual environment through data gloves, helmets, or glasses.

Links to the 360-degree-videos

Overview: <https://www.youtube.com/watch?v=BvCJlwqgm4Y>

Campus: <https://www.youtube.com/watch?v=bpUKMkp5--Q>

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About ESMT Berlin

ESMT Berlin was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management, as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership and social responsibility, European competitiveness, and managing technology. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, with Schloss Gracht as an additional location near Cologne. ESMT is a private business school with the right to grant PhDs and is accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA. www.esmt.org