



CLIENT: [MediaMind Studio](#) (old site)

CAMPAIGN: Re-branding

TARGET AUDIENCE:

Age: 40 +

Gender: Male

Salary: 500 000 – 1 000 000 \$

Position: C-level / Director of department

Company size: Medium to big (more than 250 employees)

Location: US, Uk, EU

Education: High (Masters degree)

Family: Have family

TYPE OF WORK:

About Us page for new website

Client presentation

Instagram Strategy + caption copy



About Us

Media Mind specializes in a variety of IT fields, including 3D design, animation, artificial intelligence, and virtual/mixed reality. We use the latest technologies and software across all our products and services to deliver extra value to our clients.

Our skilled team is passionate about **transforming** your concepts and products into **reality** using 3D modeling and animation. This approach allows for a detailed and dynamic presentation of your product, making it **stand out**.

3D modeling and animation are perfect tool for wowing investors, drawing in new clients, or educating your audience. With it, you can offer aesthetically pleasing, informative, and memorable content.

We also provide interactive 3D simulations, enabling users to explore your products or services in an engaging and educational way. Our expertise extends to producing high-quality promotional videos that merge 3D animation with compelling narration and music, leaving a strong impact on viewers.

We take pride in our successful projects across various sectors like **architecture, medicine, gaming, engineering** and **training**. Every project is tailored to make a unique visual statement and communicate effectively.

Our goal is to help you shine in the digital space and reach your objectives. With 3D modeling and animation, you can impress, educate and inspire.

Let's craft Your own universe. Together.

Cutting-edge technologies we utilize

We use VR simulations to create realistic renditions of real-world processes in a fully digital or 360° visual format. These simulations deliver visual and auditory digital stimuli so immersive they convince the brain it's in a unique digital realm. Achieved using special VR glasses and interactive controllers, our simulations offer a wide range of customizable options tailored to specific industries. Features include:

- Interactive environments that are visually engaging
- Dynamic elements like changing weather
- Terrain captured via drones as 360° images or with 3D photogrammetry
- Environmental sounds for audio interaction
- Customizable 3D models for various environmental aspects.

These can be animated or subject to physical laws like gravity.

Virtual reality glasses (HMD) offer a deep dive into virtual worlds. They usually feature two small, high-resolution OLED or LCD screens providing 3D visuals, stereo sound, and



tracking of head movements for six degrees of freedom. Users can enjoy intuitive physical interaction within the virtual realm, thanks to motion control with haptic feedback and an omni-directional treadmill for movement in any direction.

Virtual reality isn't just about seeing and hearing; it's about **feeling**. Through haptic feedback, users can experience tactile sensations, adding

another layer of immersion. With VR equipment, users can explore, move, and interact with a simulated world. Thanks to technology borrowed from smartphones, modern VR glasses come equipped with gyroscopes and motion sensors for tracking, HD screens for a clear view, and powerful yet compact processors.

To interact with the virtual world, you need special input devices like motion controllers and optical tracking sensors. Sometimes, wire gloves are also part of the setup. Controllers often rely on optical tracking systems, such as infrared cameras, for pinpointing location and navigation. This setup allows users to move around freely without being tangled in wires.

Some devices also give users force feedback on their hands or other body parts. This feature helps users feel their way around the three-dimensional world using haptic and sensor technology, adding an extra layer of realism to simulations. It gives users a sense of direction in artificial environments. More immersive feedback comes from gear like omni-directional treadmills, which let users walk in virtual spaces by walking in real life, and gloves and vests that vibrate.



In today's fast-paced, global business scene, virtual reality meetings offer a way to interact with others, such as colleagues, clients, and partners, more naturally than over phone calls or video chats. Customizable VR meeting rooms let participants feel as if they're in the same room, allowing for interactive presentations, videos, or 3D models of products or prototypes. Avatar-based interactions in these 3D virtual settings can improve agreement, satisfaction, and group cohesion more than traditional text-based communications.



In social sciences and psychology, virtual reality is a cost-effective method to study and recreate interactions in a controlled setting. It's used in therapy to help people with psychoses and various phobias confront them safely. VR programs also support rehabilitation for elderly patients with Alzheimer's, enabling them to simulate real-life experiences they otherwise couldn't due to their condition.

AR simulations use augmented reality to project 3D digital objects and animations into the real-world using devices like phones or tablets. These simulations have become increasingly popular across various industries, especially in marketing and promotion. Augmented reality stands out because it offers users a "WOW" effect with additional information, blends real elements with the digital world, and works on mobile devices without needing extra equipment.

AR simulations enhance real environments with virtual elements, viewed through devices like VR glasses, smart glasses, or smartphones, allowing users to see three-dimensional images. Media Mind provides these simulations for sectors including hospitality, architecture, real estate, and marketing.

Virtual reality simulations by Media Mind span fields like ***medicine, engineering, manufacturing, education, tourism, and aeronautics***, offering realistic training and experiences in a digital world that mimics reality. These simulations allow for safe medical training, product design exploration, flight simulations, and virtual tours, offering valuable skills and experiences across professions.

Media Mind has created virtual simulations set in Montenegro, displaying real landscapes and cultural heritage in Podgorica, Ulcinj, and Bar. These simulations offer interactive presentations of scientific events and tourist spots.



AR game for city of Bar

Medical simulations offer precise medical procedure training with interactive elements, tools, and equipment, supporting teamwork through multi-user interaction.



Medical solutions for better performance

Manufacturing industry simulations in VR allow users to safely simulate complex processes in industries like automotive, aviation, and maritime, reducing risks and costs.



Manufacturing and engineering is brought to a whole new level

Our tourist simulations offer virtual tours of popular destinations and cities, allowing people to explore these places from home. The aim is to enhance tourism by presenting these destinations in a way that closely matches reality, using VR technology as the most effective method for this purpose.

Mixed reality (MR) combines real and virtual worlds to create environments where physical and digital objects coexist in real time. MR simulations use VR devices to blend the real with the digital, offering an immersive experience. MR integrates AR and VR technologies, with AR capturing realistic environments enhanced by digital elements, and VR offering a full 360-degree realistic experience, beyond just a smartphone or tablet camera view.

MR supports remote teams globally, enabling them to collaborate and tackle business challenges from anywhere. With VR glasses and noise-canceling headphones, employees can join a shared, immersive virtual space, overcoming language barriers with real-time translation and enjoying flexible, autonomous working styles tailored to their information processing preferences

Simulation-based learning, incorporating virtual and augmented reality, fosters interactive and experiential learning. Mixed reality has diverse applications in education and professional training. In education, it brings historical events to life for students,

enriching their learning experience. In higher education, particularly in health sciences and medical fields, AR helps students understand complex subjects like physiology and anatomy through 3D models.

OUR PROJECTS

Our "VR realistic simulations and trainings" project focuses on developing a variety of programs for educational purposes, knowledge testing, and supporting a wide range of devices, machines, and transport methods. We're currently concentrating on VR e-simulations in maritime and mechanical engineering, areas that share common features.



Inside of a garage – learning how to repair engine



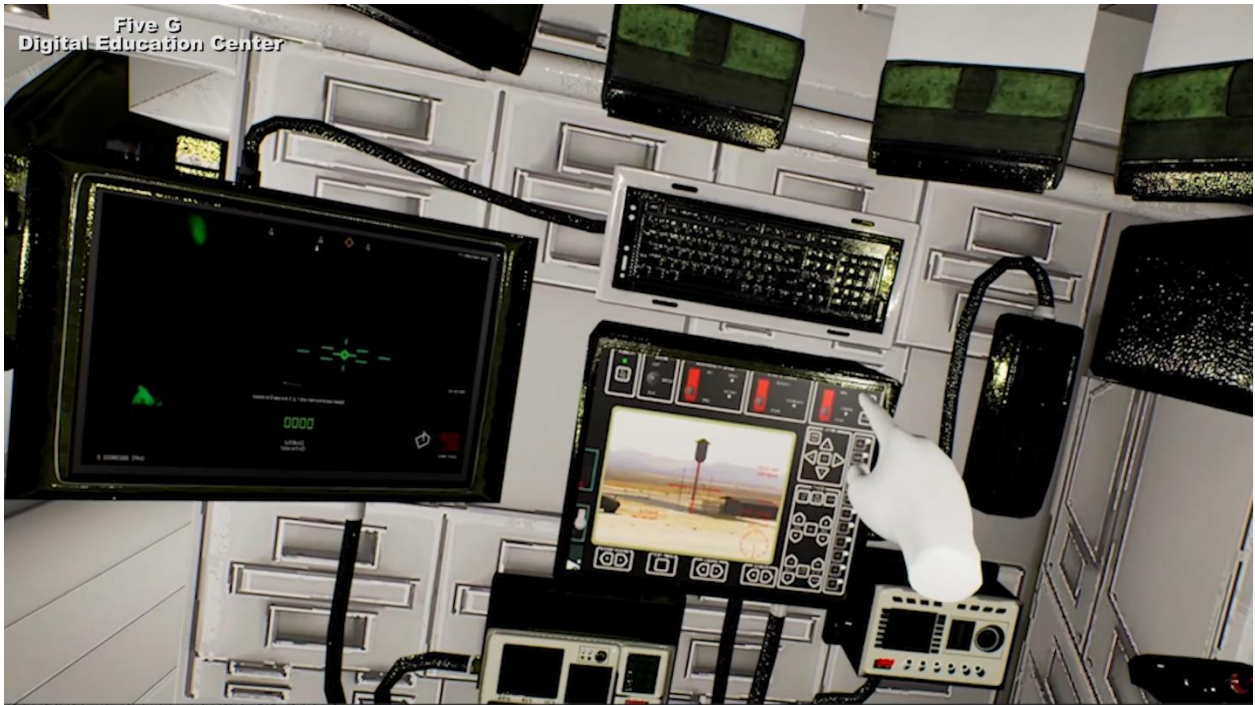
Maritime e-simulations create a virtual world with vessels up to 12 meters long, typical for coastal areas, that users can control through VR. These simulations pay close attention to the vessels' interiors, aiming for detailed accuracy. The goal is to simulate real-life vessel management, including radio communication with the coast and other ships, and interactive features like anchoring.

The virtual environment replicates the Montenegrin coastal areas, offering programs that simulate real-life scenarios for seafarers. This includes navigating around other vessels, from kayaks to cruisers, and using radio communication. The simulation environment allows for weather and seasonal changes, affecting vessel management.

The mechanical aspect replicates a ship's engine and its components, enabling users to manage various ship operations such as main engine control, maintenance, and cargo handling.

Similarly, we're developing road traffic e-simulations in Montenegro for driving practice. These simulations offer real-time performance monitoring and the ability to test and evaluate participants in various conditions safely, preparing them for real-life situations like unpredictable pedestrian behavior or sudden changes in road conditions.

We can develop e-simulations for training engineers and mechanics in managing and maintaining complex machinery across various industries. These simulations allow for realistic training without the risk of damaging actual engines, enabling professionals to hone their skills safely.



Inside of a tank

A key benefit of these simulations is their ability to serve as an impartial and precise tool for evaluating user performance. They offer a way to test knowledge and skills in managing different types of machinery, with users able to revisit the same modules for ongoing personal training.

Expert-supervised virtual reality (VR) training offers a cost-effective, efficient, and repeatable way for trainees to learn and correct mistakes in real-time. VR can mimic actual work environments for safety, education, and training purposes across diverse fields such as health and safety, military, astronaut and flight simulation, miner and medical training, geography, architecture, driving, and bridge inspection. It allows for immersive learning experiences where students can practice without real-world consequences.

VR technology is also making a significant impact in the engineering education sector, making learning more affordable and interactive by letting students engage with 3D models that mimic real-life reactions. In military training, it reduces costs by decreasing the amount of ammunition needed, and is being used in health education for medical technicians and safety training across multiple industries. Studies have shown that VR safety training is more effective than traditional methods in terms of learning and retention.



Working on military training for Stryker tank

Mixed Reality

VR also supports the use of mixed reality to study military personnel in high-risk scenarios safely and enhances the realism and applicability of simulation training while being cost-effective.

Mixed reality can significantly aid in machine maintenance, particularly for large companies with multiple manufacturing sites. It offers a practical way to train employees on numerous machines. Regular inspections and adjustments are crucial for machine upkeep, and these are typically performed manually. It's important for employees to stay updated on these adjustments. With mixed reality, employees in different locations can use virtual reality glasses to receive real-time instructions on necessary changes. Instructors can control what each employee sees, allowing them to guide workers through the production area, focus on specific technical details, and explain the changes needed.

Additionally, mixed reality environments can incorporate live data from operating machines into a virtual collaborative space, connected to 3D models of the equipment. This feature facilitates the training and execution of maintenance, operational, and safety procedures that might be challenging to replicate in a real-world setting. With this approach, expertise can be leveraged regardless of physical location.

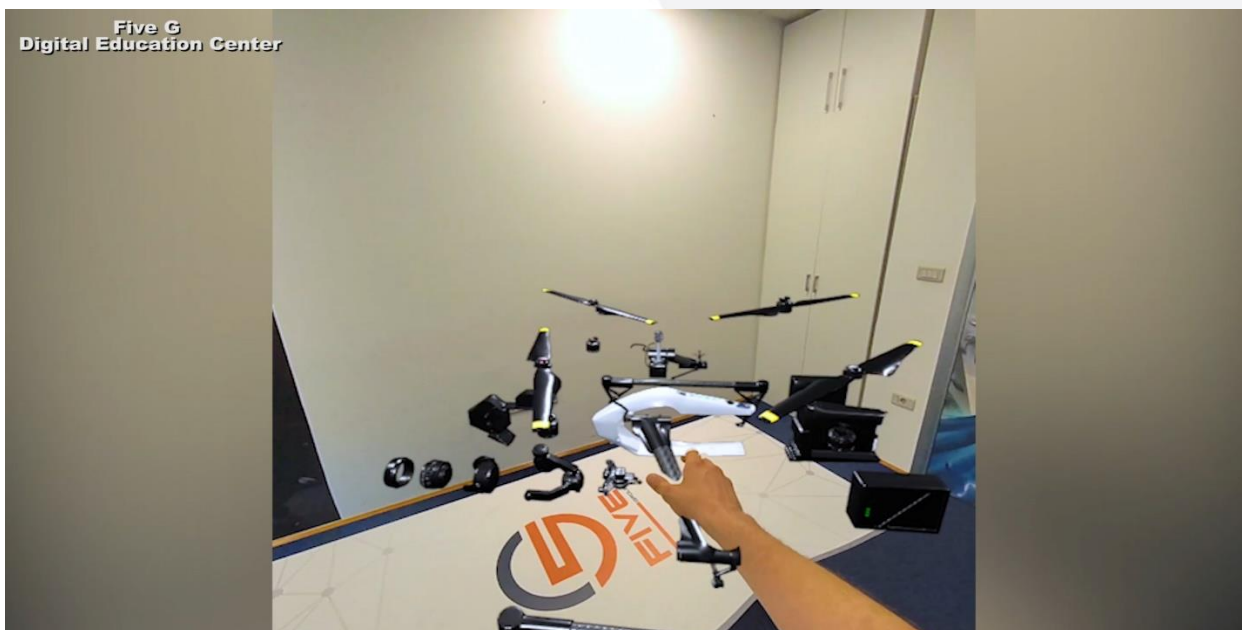
Supporting this technology, a web platform is developed to ensure that the learning and training activities, traditionally done in virtual reality, are accessible through multimedia presentations, including text, photos, videos, and interactive 3D models, on web

platforms. This modular aspect of the project ensures that even those without VR devices can access these resources via a PC, enhancing the scalability and potential reach of the **entire initiative**.

PRACTICAL EXAMPLES

Virtual reality (VR), augmented reality (AR), and mixed reality (MR) are fast-growing technologies with the potential to revolutionize our lives, industries, and economies.

Travel agencies are now using VR to craft realistic virtual tours, allowing travelers to explore destinations, hotels, and natural landscapes from the comfort of their home. This not only enhances the travel planning experience but also aids in making well-informed decisions. In industries like manufacturing and engineering, VR provides a safe space to simulate risky scenarios, enabling workers to gain valuable experience without the real-world dangers. For instance, pilots, truck drivers, and heavy machinery operators can refine their skills in a risk-free environment. Additionally, architects and designers are leveraging VR to present virtual walkthroughs of unbuilt spaces, offering clients the ability to visualize and tweak designs before construction starts.



Disassembling a drone – practical example of training

A key benefit of VR, MR, and AR lies in training and simulations, especially in fields where traditional training is costly or hazardous. Through VR simulations, employees can undergo realistic training sessions safely, acquiring essential skills without the risk of injury or equipment damage. For example, VR helps heavy equipment operators get accustomed to machinery controls and procedures before actual operation.



VR also plays a crucial role in creating lifelike simulations for learning new skills or handling complex scenarios safely. Pilots can train for adverse weather conditions, while surgeons can rehearse intricate surgeries through VR. Engineers and designers use VR for a virtual inspection of products still in the design phase, aiding in quicker identification and resolution of design issues.

Meanwhile, MR technology merges virtual and real elements to aid in design and prototyping. Engineers can project virtual models into the real environment, assessing a product's design and functionality early on. This approach saves time, reduces costs, and minimizes material use.

MR also streamlines warehouse operations and inventory management, allowing workers to locate items faster and improve logistical processes. In maintenance and repairs, AR provides technicians with immediate access to repair guides and maintenance details via smart glasses or devices, streamlining the process and enhancing efficiency.

In marketing, AR creates interactive campaigns, letting customers virtually try products before buying, such as virtual makeup trials. In education, AR enriches learning by overlaying additional information on textbook images, making complex concepts more engaging.

For quality control, AR guides technicians on what to look for, speeding up problem identification and resolution. In sales, AR transforms the retail experience by enabling virtual product trials, boosting customer engagement and sales.

In summary, VR, MR, and AR are reshaping various industries by enhancing training, design, maintenance, marketing, and sales, among others. Their application not only boosts productivity and efficiency but also redefines modern business practices. As these technologies evolve, they're set to introduce even more groundbreaking changes in the industrial and business landscapes.

Instagram Strategy

Profile pic



Profile description:

Innovating the future of tech and education 🌐

3D Design | Interactive XR | Video Production | Game Development | R&D Training

#innovation #mediamind

Highlights:

- Portfolio
- Behind the Scenes
- 3D
- XR
- VP
- Game Dev
- R&D

Content:

As far as the content is concerned, I would focus everything on the 'pillars' mentioned above. I would go with 2/3 posts per week and daily story/s (1-3).

Posts & Reels:

1. High quality images/video formats (reels) of previous works with some covers in the form of text over them. All this can be done in CapCut quite simply. For example, the video `miks_promo` from Montenegro Art expo is divided into 4 parts of 15 seconds each (we get 4 reels) and a text about the work is inserted on them:

- a. The client
- b. Request
- c. An idea
- d. Approach and Execution

2. *Fun Facts + Education* related to the industry and tech well being. This is inserted into the template we create for MM. I am sending an example in an attachment.

3. *Industry figures* – this would be great in the form of graphs AND figures. It can possibly be 'paired' like this Fun Fact if the sun eke info like the number of gamers, the number of hours spent playing games, etc...

4. Works from clients for video production etc.... Some short inserts, recordings or pictures etc...

5. Givaway - to see how to push the growth of the profile, to find some gadgets and to do once a month or once in two weeks Givaway

6. Hackaton challenge-I - to join forces with the faculty or internally but promote it on IG - We did a hackathon on the topic etc... Or we set ourselves the task of creating an application/solution for a problem we encountered (and related for society in general it would be ideal because we can raise awareness or gain attention)

7. Funny clips - We make fore kaon eke viral or 'memes' from the clips we have. For example We take the video from the festival where the children on VR shake and shake their hands and put it on the insert:

- a. The person who claps his hands is marked JA:
- b. In front of her, it sounds like a bang: PROBLEMS

Story:

1. Behind the scenes - recordings, boomerang, pictures, etc. from offices, during work, from events, etc.

2. Content of everything we have from the Highlights category in order to fill them as well

3. Expert analysis - choose one topic per week that is current in the industry AND Robert comments on the happenings

4. Connecting with roboticists, Neurobotx, min. sciences and the like to tag each other and send material for IG (some form of User Generated Content)

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Content ideas:



Here are some ideas that came to my mind regarding these pillars (don't mind if I missed the topic somewhere) 😊

3D Design

Post: Time-lapse of a 3D design project from concept to completion.

Story: A day in the life of a 3D designer, with interviews and insights into projects.

Reel: A quick reel of completed 3D models, with an emphasis on detail and features.

Interactive XR

Post: Presentation of a new XR simulation with a narrative of how this solution helps a 'real world' problem.

Story: Short videos about the development stages of the XR project - from idea to realization

Reel: An immersive XR simulation experience with user reactions AND reactions/features of XR itself.

Video Production

Post: Highlighting the completed video project, explaining the client's vision and realization.

Story: A look inside a video production studio, showing equipment and technique.

Reel: Dynamic clips from various projects, emphasizing styles and narration - something similar to the mix and those comments I already told you about the general clip.

Game Dev

Post: Announcing the launch of a new game with features and inviting users to download the game - when it's available 😊



Story: Clips from the game development process, from concept, design and 'arts' to beta testing.

Reel: Exciting moments of gameplay from the latest game, accompanied by energetic music.

R&D

Post: Story about the success of R&D training that benefited the client, with quotes and statistics - target by industry that we need

Story: Interviews with clients and the team about the impact of R&D training - ideally how a client or "friend" of the house has benefited from this type of training.

Reel: Reels and promotion of what training sessions look like, interactive modules and client reactions/feedback.

Recommendation:

Every morning we take 15 to 30 minutes and read interesting profiles that are the target, comment on the profiles of major media, groups, people from industries. Creating 'engagement' is the best thing for expanding contacts and network on DM.

Few Instagram post copies



Meet the 'Beatles' like you've never seen them before! 🎮

🤖 Say hello to our newest in-game characters—these neurobots are ready to take on any challenge.

🎨 Each one is designed with unique features and a bold look to bring the excitement to your screen.

And yes, we love the real Beatles too! 😊

Which one is your favorite?

#neurobots #gamedesign #mediamindstudio #vrgame



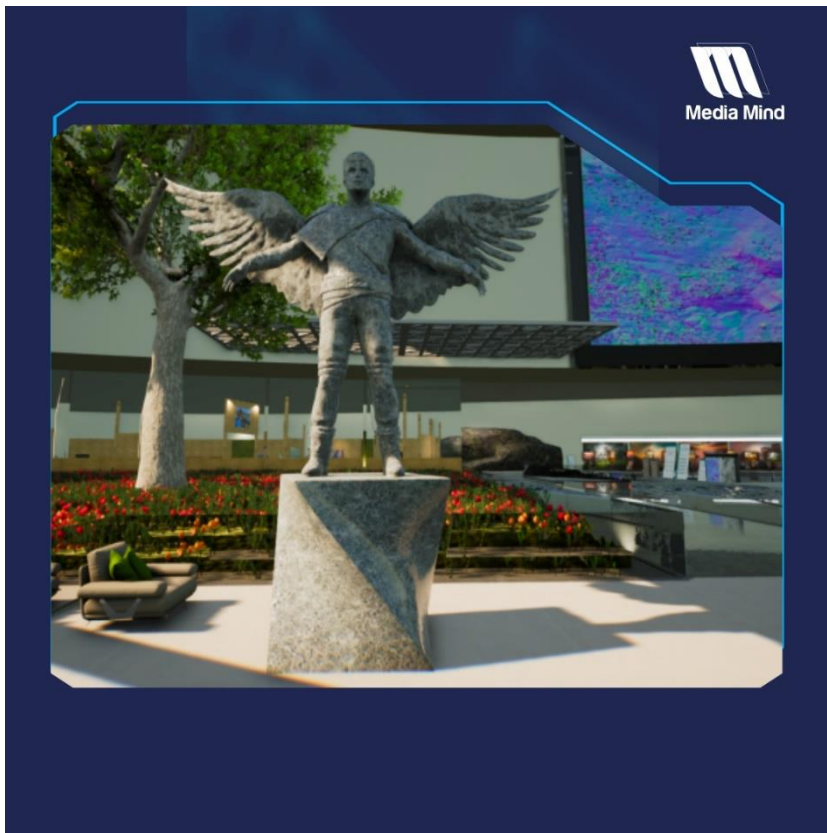
🔥 Just a sneak peek into the intense action we're crafting at MediaMind Studio! [🐦](#) [📍](#)

This scene is from our latest 3D project, bringing epic battles to life with stunning detail and realism. From the flickering flames to the stormy seas, every element is designed to pull you into the heart of the action.

It is a concept we've been working on for some time now - we want to bring Pirates back to Montenegro! 😊

Stay tuned for more updates as we continue to push the boundaries of creativity and technology!

#3DDesign #GameDevelopment #EpicBattles #Creativity #MediaMindStudio"



So excited to share this 3D project we've been working on! 🎨 🚀

We poured our heart and soul into every little detail of this statue, aiming for nothing but perfection. It all started as an idea for our game pilot, and seeing it come to life has been an incredible journey. From brainstorming concepts to fine-tuning every wing feather, our focus and creativity really shone through.

We drew inspiration from mythology - the drangùe. Drangue is a semi-human winged divine hero in Albanian mythology and folklore, associated with weather and storms. Babies destined to become drangue are born with their heads covered in caul and with two or sometimes four wings under their arms

Watching it evolve from sketches to a fully detailed 3D model reminded us why we love what we do. It's more than just a job—it's about turning visions into reality and having a blast along the way.



Can't wait to see where this creativity takes us next!

#3DDesign #Focus #Details #Creativity #GamePilot #MediaMindStudio"