

SynBioBeta Delights Conference Participants With An Immersive XR Experience



The Spatial Web enabled attendees of SynBioBeta 2020 Summit to connect, interact, and engage in an extended reality space that effectively mimicked a live event.

No Zoom fatigue; just unparalleled connectivity and interaction in a deeply immersive, dynamic virtual space.



There is nothing else on the market like Vatom's Spatial Web. It truly brings back the spontaneity of a live networking event.

— *John Cumbers, Founder,
SynBioBeta*

THE CHALLENGE

Providing Participants with a Fresh Way to Network & Connect

SynBioBeta's annual conference was on the horizon, and they knew they needed to do something fresh and exciting. Attendees had expressed a desire for an experience that allowed them to connect and interact in a new way. Many of them described how they were feeling burnt out by a year of Zoom calls.

The challenge for SynBioBeta was to find a solution that offered a dynamic and innovative virtual environment that allowed people to meet, talk, and engage in meaningful activities – in an environment that was markedly different to Zoom.

The company needed to go beyond a simple video calling model, and deliver a virtual conference that felt entirely fresh. At the same time, the conference needed to take place in an environment that remained practical and intuitive, allowing for easy networking and the organization of professional activities.



Immersive, Impressive XR Spaces: A Perfect Fit

The Spatial Web allowed attendees to enjoy a feeling of ‘being there’ that was entirely original. The platform delivered the novelty and connection that both organizers and participants were looking for, without ever feeling like a flat video call.

In the Spatial Web, SynBioBeta 2020 attendees were treated to a new, immersive virtual space where they could effectively and spontaneously communicate, interact, and engage. Attendees were able to talk to everyone at the virtual event through Spatial Web’s ‘Speak to Everyone’ feature. This created an immediate and intimate experience.

Attendees bonded over multiple activities, and collectively exploring the Spatial Web made for a shared, cooperative challenge. Though participants didn’t deeply engage with features like 3D objects in the landscape, they are keen to attend another event and explore this aspect more.



Our attendees loved it and our sponsors were raving about it. Vatom set us apart from the crowd in the online events space and I highly recommend it.

— *John Hubbard*



Vatom helped SynBioBeta bring a totally new virtual gathering and networking experience to our conference attendees.

— *Stephen Hubbard, Program Manager & BioEconomy Analyst at SynBioBeta*



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