

The LSG Group goes virtual for product presentations

This is a special feature from *PAX International's* December 2020 [FTE APEX Virtual Expo digital edition](#).



[The LSG Group](#) will soon be introducing concepts and products to its clients using Virtual Reality (VR) and Augmented Reality (AR). Like in-person presentations, participants will be able to move freely and explore products but without the need to travel and in compliance with social distancing rules.

To bring dishes, trays and inflight equipment into virtual reality, they are professionally illuminated and photographed. From an elaborate main course to a simple bread roll, every component is captured on a turntable up to 400 times in 10k resolution. The composite images create a detailed digital image that looks photorealistic in a virtual space. In addition to digitizing existing products, 3D prototypes of non-food products that do not exist yet can be created.

Customers can be provided with VR glasses, controllers and other equipment to help them navigate through the presentation room and immerse themselves completely in virtual reality, or tools like Microsoft Teams or Zoom can be arranged. In VR, participants are given an avatar to communicate with others. Avatars can carry things around, label whiteboards and sticky notes, and can interact with other participants, including private conversations.