

Experience inclusion: Virtual Oktoberfest unites fun and accessibility

Project Background: The innovative “vr4kids” project by Connected Reality utilizes Virtual Reality to enable children with physical or mental limitations to have unique experiences. The project covers topics like Oktoberfest, wheelchair basketball, and soccer, and is designed to make these experiences accessible to children.

The inclusion initiative “vr4kids” - explained in detail.



Watch the case video, click on the image. Connected Reality's Video.

One of the highlights of the project is the virtual “Oktoberfest,” which allows children to experience the world’s largest folk festival in a safe and barrier-free environment. The VR application features various interactive elements, such as learning German, English, and sign language, visiting an almond stand, and a thrilling ride through a haunted house. These diverse offerings make Oktoberfest an inclusive experience that provides both joy and educational opportunities to children.

[Visit the project's website »](#)



Connected Reality specializes in advising companies on all aspects of cutting-edge future technologies and delivering captivating extended reality experiences, where Extended Reality (XR) encompasses both Augmented Reality (AR) and Virtual Reality (VR). As a leading agency, Connected Reality develops and integrates comprehensive, customized solutions daily. Their services range from professional consulting to complete implementation. With over 400 innovation workshops conducted and numerous successful projects with renowned brands, Connected Reality boasts an impressive track record, demonstrating its ability to meet the diverse needs of various industries.

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The technological implementation and delivery of the VR content are undertaken by VRdirect, who sponsors the VR platform as a **technology partner**. Here, the interactive 360° content is not only implemented but also hosted, ensuring a seamless and immersive experience. Furthermore, the project is supported by renowned sponsors such as Allianz, GMU, and Sparda-Bank, whose contributions are crucial to the project's realization.

Feedback from participants and caregivers has been overwhelmingly positive. Children who were previously excluded from cultural life can now immerse themselves in a world that would otherwise have remained closed to them. The joy and amazement on the children's faces during the virtual exploration of Oktoberfest are clear signs of how VR technology can enrich the lives of people with disabilities.

A **press event** on June 14 highlighted the potential of "vr4kids" and brought public attention to the project. The sustained positive response not only ensures the continuation but also the expansion of the project, to provide even more children with these unique experiences.

"vr4kids" not only offers the opportunity to share unique experiences but also plans to offer special training programs. Virtual Reality allows a change in perspective in a way that is difficult to achieve through traditional methods. This is particularly valuable in the areas of training, education, and onboarding, where vr4kids will offer a variety of training in different application areas in the future.



Watch the case video, click on the image.

The inclusion initiative “vr4kids” was awarded the Innovation Awards 2024 by the Association German Mittelstand in June this year. This recognition is a great motivation for the project, which was launched two years ago.

The project proves that Virtual Reality has a transformative power that breaks down barriers and promotes inclusion in innovative ways. The “Oktoberfest” experience is just one example of how virtual reality can help make the world more accessible and experiential for everyone.

Read the Success Story on our Website:

<https://www.vrdirect.com/success-stories/experience-inclusion-virtual-oktoberfest-unites-fun-and-accessibility/>

About VRdirect

With its “VRdirect Studio” platform, the Munich-based software company VRdirect enables companies to design and publish their own virtual reality content completely without programming effort. Typical use cases of these VR apps range from corporate training and development processes, to recruiting and onboarding of personnel, to deployment scenarios in sales, customer support, or in the context of trade fairs. Once created, the content can be accessed on all common end devices. Users are thus brought particularly close to the action and have the feeling of really engaging with the simulated environment.

Further information at www.vrdirect.com