

NEWS RELEASE

COCA-COLA DOME BOASTS NEW VIRTUAL TOUR EXPERIENCE

SEE IT - WITHOUT BEING THERE

Experience all the attributes of the Coca-Cola dome – without being there physically.

“Potential clients can now ‘see’ what the dome has to offer – virtually on our website,” says Marketing Manager Taryn Schild.

The state-of-the-art virtual tour, captured by Virtual Web Solutions, can be viewed on the dome’s website www.coca-coladome.co.za, affording visitors a 360 degree view of the entire dome’s available spaces. The tour simulates an environment online, allowing the end user to take a virtual tour of the venue from anywhere in the world. Built-in user friendly links and maps make it easy for users to navigate their way around this multi-purpose venue and see what it has to offer.

“The incredible level of interactivity also allows for the opening of a virtual camera to take photos of anything and e-mail these. Visuals can also be posted on social networks such as Facebook and Twitter.

“With this electronic facility international clients can, for example, view facilities without physically being on site. As we are known for hosting international artists, this comes as an added bonus.”

The tour showcases the dome’s unique architecture, highlighting its volume, size, dome-shape and the wrap-around overhead catwalk, the various different entrances, including the well-known pedestrian bridge entrance, the main parking blocks and the reception areas. Night views show the ambience of the dome during evening events.

Schild says another package option offered by Virtual Web Solutions to clients is showcasing a virtual fan tour of events and exhibitions after they have taken place.

“This online simulation of an event will particularly suit our staging of international concerts and consumer exhibitions. It will offer a great overview of the event and provides fans and visitors, who were not able to attend, the opportunity to see exactly what the magic was like, while providing those whom were there with an everlasting memory of the day’s event.

“The virtual tour is just another service to ensure that clients receive the kind of service that the dome has become known for. In a highly competitive environment we strive to make doing business with us as easy as possible.

“Applying new-generation electronic communications technology will further enhance our service to clients, assisting them to make informed decisions on the possible use of our facilities. However, person-to-person interaction is always our first line of communications with our clients and this will never change. We merely apply new

communications technologies to enhance our personal communications and to meet and exceed clients' expectations," says Schild.

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