

YULIO^{VR}

HYPHN

Client Conversations:

Applying VR in Your Practice
with Brian Barnett from Hyphn



Yulio sat down with Brian Barnett, IT Director for Hyphn (formerly Smith CFI), an Oregon based workspace design firm with more than 75 years of experience building inspiring work environments. Hyphn was one of Yulio's first clients, and began integrating VR into their business in 2016.



Yulio: What made you decide to implement Yulio VR into your workspace design practice?

BB: It made a lot of sense for us because it was a simple way to share design with clients, which is what we're striving to do every day. We spend a lot of time following a process with our clients where we're learning about them, collaborating on design internally and with our clients - long before we implement. VR makes it possible for us to communicate a vision, and for clients to visualize the designs during the process - and review them faster.

Yulio: With all of the VR options out there, why did you choose Yulio?

BB: We were introduced to Yulio early on, in part because we already knew about KiSP. We adopted it in the IT department, tested it out and then shared it with the team. We were willing to share Yulio as an option because the files were highly secured, and we could restrict permissions to certain people working on specific customer projects through the folder system. We also found it was simple and easy to implement and didn't need a lot of bandwidth to use it, and liked how we could access files in real time on the cloud.

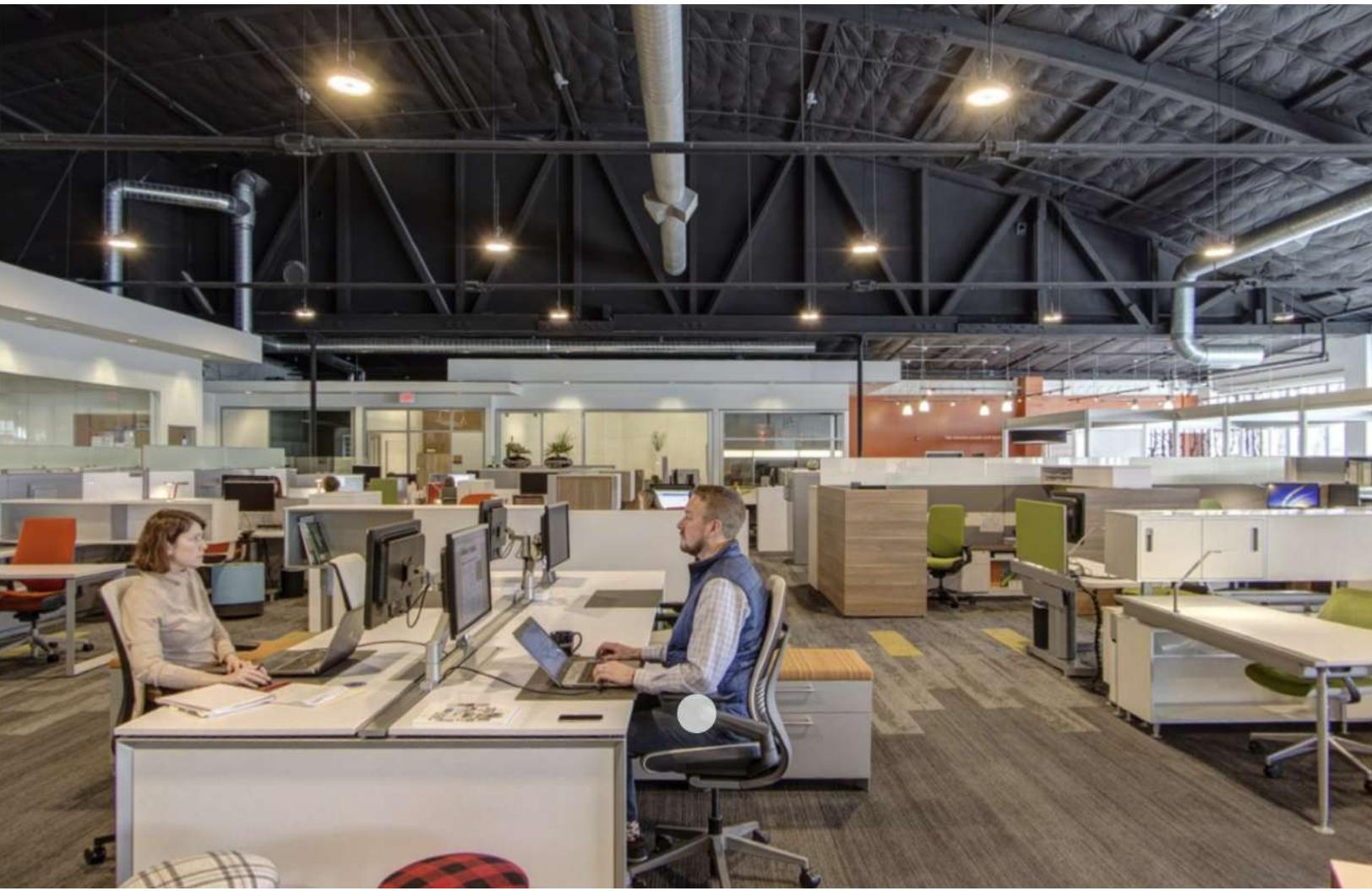
Our executive group was eager to implement it because we could all see the possibilities for using it across the organization, on our website and social media, in collaboration and in front of clients.

Yulio: And what have been some of the most successful ways you've used Yulio VR since you implemented it?

BB: It really comes down to how clients can visualize the designs they receive, understand them and make faster decisions when they see something in VR. Specifically though, we have used Yulio to promote our designs in a portfolio on our website, and also in the proposal process to share project ideas with customers. We've also experimented with using Yulio in our design studio. One thing we really find useful is comparing our original project renderings to finished photos - it means the clients can really feel confident they ended up with what was agreed to.

Yulio: And how has using Yulio been since the implementation?

BB: We have a really helpful support person who has guided us through any issues. In addition, we find Yulio is pretty simple to use, and like some of the features that were added since we started, including adding audio to our designs, and some of the heatmap data that shows us what is drawing attention. Plus, Yulio works with some of our other software tools, like CET, so it was easy to implement in our workflow.





Yulio: What does the future of VR look like at Hyphn?

BB: We'll keep using Yulio across the client experience, from proposing to capturing the final product. We're looking forward to capturing more in 360-photography and will keep training our sales team on how to use it both in the design studio and in front of clients.

Our thanks to Brian for sharing how Hyphn has been using Yulio in their practice, to help remove ambiguity between designer vision and client perception.

Find out more about getting started with Yulio at vr.yulio.com/dealervr





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