



# Creating a shared executive learning space with Igloo immersive technology

CapitaLand's Catapult is a unique innovative learning facility that benefits from an immersive Igloo installation



Case study - Igloo customer story



# Highlights

Catapult from CapitaLand is an executive learning centre that has been making use of an Igloo immersive 180° screen for delivering training programmes to the next generation of business leaders in Singapore, as well as hybrid events that can reach a wider audience.

The Igloo has been used for:

Delivering immersive gamified training sessions that use a simulated poker game to teach about decision-making

Hybrid training events that transport participants to the likes of the summit of Mount Everest to teach about leadership in adversity

Holding remote and hybrid events - such as town halls, company kick-offs, and anniversary celebrations for educational institutions - for a wide range of organisations



And following the success of the initial installation, the team at Catapult has invested in a second 360° Igloo cylinder.



## About CapitaLand

Headquartered in Singapore, **CapitaLand** is the largest diversified real estate group in Asia, with a portfolio that spans a range of real estate classes such as integrated developments, retail, office, lodging, residential, business parks, industrial, logistics and data centres.

Its Rochester Commons development is home to Singapore's first integrated digital campus, with a vision to transform the way people work.

And from the beginning, it was key that the development would offer more value to CapitaLand's customers and tenants.

The development consists of a 17-storey tower boasting office space, a business hotel, as well as 12 heritage bungalows, with some housing offices and others being restaurants. It's also designed with plenty of lush greenery and biodiverse gardens to create a space not just for

work, but for socialising too. What makes Rochester Commons a different proposition is its unique integrated learning hub, Catapult – a two-floor executive learning centre.

This facility, combined with the other spaces throughout Rochester Commons, offers a whole ecosystem for businesses, executive leaders, trainers, to all come together.



## About Catapult

**Catapult** is Southeast Asia's first and only leadership training hub, carefully designed to develop Asia's next-generation leaders through immersive, experiential and impactful learning journeys.

It offers a wide range of training facilities, from larger spaces such as an auditorium that can hold 200 people, to studios that can

host 25-50 people, to smaller breakout rooms, all with flexible furniture arrangements depending on the type of training taking place.

And it's also home to an immersive 180° Igloo cylinder, which will soon be joined by a full 360° cylinder, to catapult executive leaders into the future with immersive learning experiences.

# The situation

## A new take on executive learning

The Singapore government had launched an initiative to upscale the next generation of business leadership, with Catapult built in line with this vision. The team at Catapult was looking to do things differently to other business institutions that might focus on developing business capabilities and teach specifically around how a business works.

At Catapult, the BIG idea is to give executives the skills they need to become better-prepared leaders, to better engage their teams, and to ultimately prepare emerging business leaders for the future, particularly in the wake of the COVID-19 pandemic.

It would offer executive learning in soft skills around three key pillars:

-  **Leadership**
-  **Innovation**
-  **Energy for Peak Performance**

And alongside those pillars, the Catapult Way is built around three key neuroscience principles to make the learning stick:

### Socialisation

People are social creatures and so the team at Catapult was keen to ensure learning would take place in a social setting.

Engaging in interactive teams and group endeavours can help facilitate learning and enhance understanding.

### Emotion

By connecting emotion to what we learn, learning becomes much more 'sticky' and ingrained in a learner.

It has a substantial influence on attention, learning, information memory, reasoning, and problem solving. So, the team at Catapult invokes emotion to improve memory retention.

### Experimentation

People learn through testing and experimenting – and the key here is that people learn “what” by memorisation, but learn “how” through experimentation.

It's especially important when working with executives and leaders with wide-ranging experiences and perspectives that can test conventional wisdom.

With these principles in mind, the team at Catapult knew it needed to incorporate immersive, experiential learning in its methods.



# The solution – a shared immersive space for shared immersive learning

## The benefits of experiential, immersive learning, shared with whole groups

The team was keen to incorporate the latest, most innovative technology into its curriculum. It had been researching virtual reality headsets and concluded that, while headsets were especially useful in hard skills training, they weren't quite the right solution for social learning.

It was critical that the executives who came to Catapult would be able to experience learning with

and from each other, in a group setting. And although they might come together in a virtual 'shared' space using headsets, there would be a lack of eye contact and face-to-face engagement. When the team came across Igloo Vision technology, it knew this was the ideal solution – a new way to offer immersive experiences and learning, in a social, shared setting.

Initially, an immersive 180° Igloo system was installed at Bridge+, at Ascent business park ahead of the completion of Rochester Commons.

This would give the team time to get to grips with the technology and, in the same spirit of experimentation that it applies to its teaching, take forward best practises.

The system itself is 9-metres in diameter, creating an open space that has plenty of flexibility in how it can be set up, and can accommodate up to 70 people at a time, depending on the room configuration.



## Why the Catapult team was attracted to Igloo immersive technology

### Combining the principles of neuroscience with immersive spaces

The team at Catapult was keen to explore new, innovative ways of learning and to give busy executives and future leaders unique experiences. It soon became clear that an Igloo shared immersive space would be the ideal solution.

### Sharing the experience

The team was well-aware of the myriad benefits of learning and training with immersive content, and how that applies to the neuroscience principles of experimenting in learning, but it was key that the experience be a social one. Using a shared immersive space could preserve the social aspects:

- Facilitating group discussions
- Making eye contact
- Reading body language
- Arriving at a consensus opinion

In addition, the system is kitted out with a video conferencing setup so that remote participants can get involved with sessions. A Zoom, Teams, or Google Hangout call can be shown on one section of the screen so that those in the space itself can see and interact with the remote attendees. And a series of cameras within the space provides a range of views to those dialling in. The audience becomes broader, and interaction becomes a two-way street, no matter which way the participants have joined.

### Experiential learning

The team at Catapult was keen to break away from traditional methods of knowledge acquisition, like rote memorisation or data download. Because its topics are more focused on leadership and innovation, these themes need more of a mindset and often a behavioural change.

By immersing participants in these unique experiential training programmes, the content becomes more 'sticky' and more memorable. It's all about feeling and experiencing the things that will become important in terms of decisions that are made, and creating experiences that the participants can take back to the office.

It also means participants are much more involved in the training and learning sessions. They aren't lectured to or talked at – the nature of the space helps them to feel involved in the content.

### Flexibility in terms of content and the space itself

The immersive screen at Catapult, like all Igloo installations, is powered by an Immersive Media Player and Igloo software suite which can take any digital content and put it into a shared immersive space. That ranges from immersive interactive VR or 360° content, or web-based content, to traditional format tools and content (like PowerPoint, standard images and videos, and so on).

So, those using the space can work with tools they're already used to and think about how best to make use of the Igloo. If they're used to using slides or presentations, they can take advantage of the vast immersive screen to create slides that show much more detail and much more information at once – allowing participants to connect dots more easily.

If they're using traditional format images or videos, they can tile these across the screen and create a panoramic effect. Or, if they're working with immersive content such as virtual reality or 360° content, these will work quickly and easily inside an Igloo.

The space in front of the immersive Igloo screen is flexible too, with the furniture easily rearranged to suit different configurations and different types of sessions or training. And with such a vast screen to work with, presenters can also make use of moving around and in front of the screen, drawing the participants' attention to different areas.

### An engaging showpiece that grabs and keeps attention

Executives today expect something special and tend to have a short amount of time (and, sometimes, a short attention span). The Catapult provides the ideal venue that takes them by surprise as soon as they walk in, with a totally different setup to a traditional classroom. That alone is a novelty that makes for a lasting experience.

And thanks to the immersive nature of the system, participants can't help but be drawn in. They don't find themselves checking their phones or laptops and are instead totally engaged with the training and overall experience. And, of course, the whole experience is further enhanced by the shared social aspect – while VR headsets may be the most immersive solution, the Igloo-powered Catapult offers the best of both worlds.

# Examples of how the Igloo has been used

## Visiting the peak of Mount Everest or crossing an ocean with Explore Performance

Explore Performance is a leadership and development consultancy which uses the power of exploration to engage leaders and teams to build a competitive advantage. Its team members have scaled Mount Everest, rowed from Singapore to New Zealand, hiked across the Arctic - and all their trips are captured on film. And that content is used to create 'choose your own adventure' workshops in the safety of classrooms or corporate offices.

Prior to the Covid-19 pandemic, Explore Performance carried out 99.9% of its sessions in-person. Like everyone else around the world, the team had to rethink. They hit upon

the Igloo-powered Catapult as a way to facilitate hybrid events initially and, as the pandemic receded, used it for totally in-person events too.

The team makes the most of the vast immersive screen, using it to beam in the remote participants, display presentation slides, and play the video content, all side-by-side. And by using a dedicated Capture channel, the remote participants' video feeds were shown on the vast Igloo immersive screen - not trapped inside a laptop or TV screen, making for a more natural experience for the presenter.

Explore Performance has delivered training sessions for all sorts of organisations at the Catapult, including the likes of Spotify and Dassault.

“ *Because I could see everyone, whether they were in the room or connected from elsewhere in Asia, it was about as close you could get to having them all in the same place.*”

Grant 'Axe' Rawlinson,  
Explore Performance



## Learning about decision-making and risk-taking with Ember Associates

Ember Associates offers boutique training and consulting practice focusing on sales and decision making. It draws on more than 20 years of experience in people and performance management to achieve greater and more sustainable levels of return for its clients.

One of its training bootcamps involves teaching decision-making through a simulated poker game – simple to learn, but with plenty of complexity involved. This type of training is designed to offer novelty and unpredictability to participants – making for a more 'sticky' result. By using poker, the instructors can touch on all kinds of decision-making that carry through to business as well.



And using the Igloo system at Catapult offers another way to create a novel, memorable experience for participants, as well as further immersing them into the game experience. The vast screen also helps participants to connect dots more easily between the content being used. The instructor creates giant slides that unfold like a comic book alongside the narrative of the poker game. Because the slides are so large, much more content can be shown at once, and it becomes much easier to go back and forth between different parts of the training.

### And much more

As well as training sessions, the Igloo has been used to deliver a variety of virtual, in-person, and hybrid events.

### For example:

- Eco-Business, a media organisation focused on sustainability, hosted its Liveability Challenge 2020 Live via Facebook and Zoom. Part of the event took place at the Catapult.
- United World College's Speaker event was held at the Catapult to discuss the mission and vision of the school in celebration of its 50th anniversary.
- A virtual travel experience transporting participants to Greenland to mark the one-year anniversary of HER Planet Earth's expedition, cycling 200km across the Arctic Circle Trail to support underprivileged women affected by climate change.

“ *With the slides unfolding, people can more easily draw connections because so much more is visible. People get the big picture more easily. By immersing them with the poker game and the Igloo, people are focused on the topic at hand.*”

Balazs Fogoly,  
Ember Associates

## Evaluating the impact

However the Igloo has been used, it's left a lasting and positive impact on both training instructors, participants, and event presenters alike.

### Impressions of the Igloo

*"People do find the Igloo very cool when they're here for training. The poker game training itself is of course very cool, and the Igloo adds an extra layer to that."*

*"When I sat through one of the training sessions where we were transported to the top of a mountain, I almost felt cold – it really felt like I was there."*

### Using the Igloo for training

*"The Igloo is a very impactful and powerful technology to enable a truly shared immersive VR experience. We have been pleased with the way that Igloo system works, the quality of the projection, functionality and finish."*

*"The great thing about the Igloo platform is that it's so easy and smooth to work with. I didn't have to worry about what button to push next, so I could focus on presenting."*

### Comparison with traditional facilities

*"This type of environment is one where you can't be passive. It's not a static environment. It really demands engagement and makes for a real impact on anyone who steps into the room."*

*"Most people coming in expect a traditional classroom. But this room pulls people into the environment, so they're engaged. It facilitates social interaction as well. Instructors don't just stand at the front, they walk around and engage the participants."*

### Working with the Igloo team

*"Igloo Vision responded quickly to the Covid situation and provided strong thought leadership and technology solutions to pivot the use of the Igloo to enable virtual/remote learning in a hybrid approach. This involved the installation of some additional cameras and software, and Igloo provided us with a range of different solutions and demonstrations to enable us to make these changes. They are very proactive to share helpful use cases from other clients or industry sectors."*

*"Full training was provided to our teams by Igloo Vision upon installation. They provided a follow-up training and calibration of the technology after three months of use, which was helpful to the team. They have been very responsive to our needs and always available to take calls when we needed to troubleshoot or had additional questions about the technology."*



## Keys to success: The Igloo perspective

At Igloo we have worked on many deployments of shared immersive spaces. And we are always keen to advise customers (and also to learn from customers) about the factors that enable an Igloo to become an effective tool.



From our perspective, the keys to success for the Catapult team included:

1

### Senior-level evangelists

The leadership team at Catapult is 100% behind the use of the Igloo technology. For example, the Head of Catapult holds a PhD in neuroscience and shares passionately about how the immersive experience enhances the three key neuroscience principles behind learning. And the Vice President of Business Development is passionate about sharing the successes and varied ways the Igloo has been used. **Senior-level support has secured visibility for the 180° system, as well as leading to a further order of a full 360° Igloo.**

2

### A commitment to multiple use cases

The Catapult Igloo has been used not just for executive training sessions, but also as a real estate marketing tool. It was first installed at Bridge+, another CapitaLand location, and there the Igloo showcased immersive visualisations of the Rochester Commons development where it would eventually end up. And of course, due to the pandemic, the team had to rethink how it could use the technology in a dearth of in-person events. **With a pivot to remote, and then hybrid events, the team now has an even wider range of event formats to offer clients.**

3

### A solid partnership with Team Igloo

The team at Catapult has been careful to work closely with Igloo throughout the process, from specifying the system, to investigating the use cases, and to reworking the space for hybrid and remote events. In particular, the Australian Igloo team has been on hand to support whenever needed by Catapult. **A close partnership has enabled the Catapult team to stay up-to-date with the latest Igloo features.**

4

### More bells and whistles

The Igloo Catapult hasn't skimped on any of the specifications. And, crucially, when there was a clear need for extra technology and peripherals to support the pivot to hybrid events, the team committed totally to integrating the right technology. For example, a three-camera setup including a PTZ camera and a 180° fisheye camera helps provide multiple views for remote participants, getting them as close to the real experience as possible. Because the Igloo technology is designed to be modular and hardware-plus-content-agnostic, these upgrades have been easy to implement. **The Catapult team has ensured its Igloo is equipped with appropriate technology and hardware for any and every eventuality.**

5

### A disciplined approach to evaluation and optimisation

The team has been carefully evaluating and learning from the use of the Igloo from the outset. Its 180° system was first installed elsewhere than its eventual home, giving the team a chance to get to grips with the system. Importantly, the team wanted to apply the neuroscience principle of experimentation to itself and to the Igloo. **By taking the time to experiment and learn the best way to use the Igloo, the Catapult team can take its learnings forward and create even more effective training sessions and events for its clients.**





For more information

## Igloo Vision is the shared immersive workspace company

We've completed over 500 projects for companies and universities on six continents which use our technology to collaborate, educate, and make better decisions faster.

From bases in the UK, USA, Canada and Australia, we've delivered outstanding immersive installations for the likes of: Microsoft, Accenture, Atkins, Deloitte, NIKE, Michigan State University, NTT, AECOM, The University of Adelaide and many more.

### To find out more

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