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HOPSCOTCH INTERACTIVE ANNOUNCES 3D | VR | 360° VIRTUAL TOUR SOLUTIONS FOR FUNERAL PROFESSIONALS AND CEMETERIANS

Kensington, CA. In February 2017, [Hopscotch Interactive](http://www.hopscotchinteractive.com) will launch its content services for 3D, VR, and 360° virtual tours to the larger community of funeral professionals and cemeterians. Known for their cutting edge 3D, VR, and 360° property marketing content for viewing on mobile phones, tablets, and PC's, Hopscotch Interactive will now make their services available to funeral industry professionals across the country.

"We experimented by applying our knowledge of property marketing using 3D, VR, and 360° technology to cemeteries and mausoleums in early 2016; at first I was not so sure about the use-case, but was quickly convinced." Says Emily Olman, Founder and VR Photographer. "Viewing a park or mausoleum in 3D, 360°, or virtual reality solves the problem of both pre-need and at-need families being able to make purchase decisions from any distance. Professionals can bring inventory to their customer in the comfort of their home instead of the other way around."

Currently families have few options for experiencing a space remotely. Many funeral homes and cemeteries are still catching-up on improving their overall media presence, so the timing could not be better as Virtual Reality and disruptive technologies will change the sales landscape. The top interest for ICCFA is marketing – which starts with media.

"The need for tools that can bring a 1:1 feeling of being there and making an informed decision for a loved one while at a distance is sorely needed. I am excited to bring this to market," says Jessica Caldwell, Founder of Northwest Home Funerals & Green Burial and Consultant to Hopscotch Interactive.

About Us: Hopscotch Interactive was founded in 2015 to provide clients with 3D | VR | 360° marketing and media services for property marketing. Founder Emily Olman is a graduate of the Haas School of Business at the University of California, Berkeley, and a sales and marketing specialist who spent almost a decade in the video game and Japanese anime industries before devoting herself to new media content services. She is the Co-President of the San Francisco VR/AR Association, and a Board Director of the Robert Bosch Foundation Alumni Association.

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