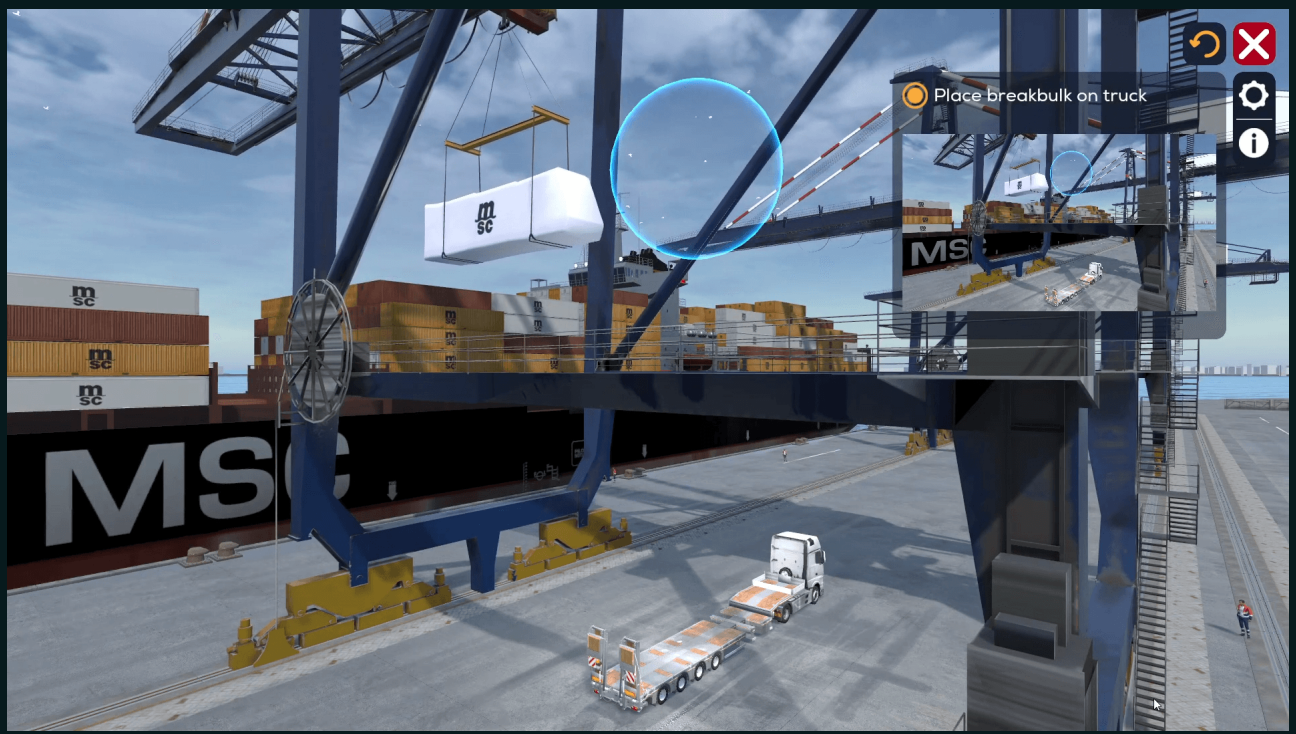
ONEBONSAI

CASE STUDY

Crane Simulator Activation Experience

An immersive VR crane simulator that delivers an engaging event experience with real-world realism.

Platform: VR



Project overview

An immersive VR crane simulator that delivers an engaging event experience with real-world realism.

About the project

OneBonsai developed a VR crane simulator that combines real controls with virtual immersion, letting users experience harbor crane operations. This application was specifically built to be used at events, helping attract booth visitors and provide talking points, while offering an engaging and memorable experience.

Challenge

Creating an Engaging and Safe Crane Operation Experience

Operating cranes is a high-risk activity that requires precision and strong situational awareness. For training and promotional purposes, there was a need to provide people with a realistic crane operation experience without the dangers, costs, and logistical complexity of using real heavy machinery.

> *"We wanted an impactful, relevant and engaging experience for our booths in Antwerp and Houston."*

Solution

Immersive VR Crane Simulator

OneBonsai designed a VR crane simulator that replicates the operation of heavy lifting equipment in a safe, virtual environment. The simulator allows users to practice maneuvering, load handling, and precision tasks with a high degree of realism.

Approach

Combining Real Controls with Virtual Immersion

The system paired VR visuals with a physical crane control setup, ensuring the experience felt authentic and intuitive. It was developed both as a training tool for operators and as an engaging activation experience at events, highlighting safety and innovation in crane operation.

> *"It felt like I was really operating a crane, even the physics were right!"*

Outcome

Safe, Engaging, and Memorable Training & Promotion

The simulator provided a risk-free yet realistic way to experience crane operations, improving safety awareness for professionals while also serving as an attractive activation tool at industry showcases. It successfully demonstrated how immersive technology can educate, engage, and promote in equal measure.

> *"This simulator is both a training tool and a fantastic way to engage people at events."*

Discuss a similar project

Book a 30-minute technical conversation at hq.onebonsai.agency/meet/evarest