



PRESS RELEASE

JANUARY 2023

Lagoon catamarans looks to the future and offers a virtual reality space at Boot Düsseldorf.

Victoria VR and Lagoon creating a Lagoon 55 in the virtual world.

It all began in 2021, when Libor Spacek, creator of the Escape to Nature project, and Lagoon announced their collaboration. With the aim of raising awareness of environmental initiatives, Escape to Nature - a major player in the photography and film production industry - is working with Lagoon to organize a voyage of several years' duration involving actions at sea for the preservation of the underwater world.

The project

The Escape to Nature project has a great ambition that can be discovered in two worlds. In the real world, as well as the virtual world, the project is to follow a Lagoon 55 and its crew through a series of documentaries that will raise awareness about the fragility of our planet.

Known for creating virtual ecosystems with pro-realistic and highly aesthetic graphics, Victoria VR has been chosen to invest in the Escape to Nature project. This was an opportunity for Lagoon to test a new process and offer the public the option of discovering catamarans from a new point of view.

The Lagoon 55, the first Lagoon catamaran you can visit in virtual reality

After many discussions about the Lagoon 55 - its volumes, its layout, its materials - the very first Lagoon catamaran that could be visited in virtual reality came into being. With the help of Oculus headsets and controllers, immersion was total, simply being invited to appreciate the spaces, the woodwork and the upholstery. The visit went beyond any expectations. The Lagoon teams were won over.

The virtual experience shared at Boot Düsseldorf

Victoria VR and Lagoon catamarans are proud to have presented this new technology at the Düsseldorf Boat Show: the possibility to visit, in an ultra-realistic way and in the smallest details, a Lagoon 55. Equipped with Oculus and small remote controls, visitors were able to move around the interior of the catamaran, discover the 5-cabin version presented for the first time, admire the size of the aft cockpit and its terrace on the sea, or go on the vast Flybridge and admire the 360° view.

A new step towards the future, which Lagoon intends to pursue in the development and presentation of its range.



About Escape to Nature:

Escape to Nature is a film and photographic production company with a project of a series of documentary films born in 2008. Its authors, Libor Spacek and Petra Dolezalova, are filmmakers, photographers, divers, travelers and nature conservationists. Their films have won over not only spectators but also juries of major international film festivals, from which they have received nine dozen awards.

About Lagoon Catamarans:

Lagoon, a Beneteau Group brand, is the world leader in the cruising catamaran market. With more than 6,000 catamarans built, Lagoon offers a range of boats from 40 to 78 feet.

Since 1984, the brand has been opening up the 7 seas of the world to the insatiable curiosity of mankind, in complete safety. Elegant, comfortable and reliable, Lagoon catamarans are designed to cross the oceans.

With an international network of dealers and services, eco-responsible solutions and an extensive community of owners, Lagoon's top-of-the-line catamarans are carefully built by the teams to reach the most beautiful destinations.

Lagoon Press Contact

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