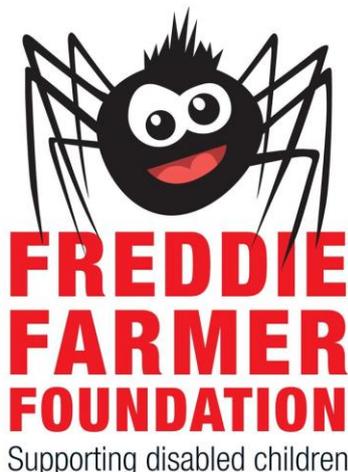


# PRESS RELEASE

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## VR MEDIA COMPANY DONATES 3D SCAN OF THERAPY CENTRE

A VR media company has donated a [3D scan](#) of the Freddie Farmer Foundation's state-of-the-art Physiotherapy Centre for disabled children. The company gave their time and resources for free because they wanted to give the charity the opportunity to show off their services and facilities to a global audience.

BLUR Three Sixty is a Virtual Reality media company using cutting-edge 3D and Virtual Reality technology to provide virtual tours that are effective, user-friendly and realistic that can be experienced anytime, anywhere. They create 360° virtual tours for events, construction, architecture, schools, nurseries, hotels, bars, clubs and holiday villas.

They use a very clever specialist 3D camera and specialist software to map internal and external spaces and then these images are stitched together to create a 360° immersive experience including a dolls house and plan view of the scanned space.

"The result has been fantastic," said Charity Officer, Karen Smith. "BLUR Three Sixty have provided us with a fantastic 3D scan of our Physiotherapy Centre giving new families the opportunity to walk through our centre and see all the equipment we use. It's amazing, we love it. Now people can experience what we do and view our facilities first-hand without having to set foot in the Centre. It's great for those who live further afield."

"I wanted the charity to show off its facilities to people who might not be able to just 'pop in' and visit, plus international clients," said business owner Neil Ferguson.

"The Freddie Farmer Physiotherapy Centre offers excellent services and this is demonstrated by how far people travel to get treatment. BLUR Three Sixty wanted to give them the opportunity to show off their services and facilities globally."

"My son Jack has cerebral palsy and attends the centre and every time he visits we see improvement and a boost in his confidence. Jack loves all the staff and it's like a holiday camp for him, even though he is worked hard! The centre is amazing and sometimes it can be hard to explain the facilities, layout and equipment used by the skilled physios.

"All the staff and fundraisers do an amazing job for the children who visit the centre, including my son Jack. I wanted to give something back and hopefully help the centre."

**TO find out more about BLUR Three Sixty please visit the BLUR Three Sixty website [www.blurthreesixty.co.uk](http://www.blurthreesixty.co.uk) or email Neil Ferguson at [info@blurthreesixty.co.uk](mailto:info@blurthreesixty.co.uk).**

**FOR further information about the Freddie Farmer Foundation please contact charity officer Karen Smith on 020 8313 3707, email [karen@freddiefarmerfoundation.org.uk](mailto:karen@freddiefarmerfoundation.org.uk) or visit the website [www.freddiefarmerfoundation.org.uk](http://www.freddiefarmerfoundation.org.uk).**

**ENDS**

#### **NOTES TO EDITORS**

For more information, image or interview requests, please contact Carol Ann Walters on 020 8289 0460, 07780 703 600 or email [carol@cawpr.co.uk](mailto:carol@cawpr.co.uk).

#### **ABOUT FREDDIE FARMER FOUNDATION**

The Freddie Farmer Foundation physiotherapy centre opened in April 2015 to provide intensive physiotherapy programmes for disabled children. The centre is one of a handful of independent UK therapy centres offering specialist equipment and therapeutic exercises, supporting disabled children from all over London and the South-east.

**To view the 3D scan and to find out more about Freddie Farmer Foundation, please visit [www.freddiefarmerfoundation.org.uk](http://www.freddiefarmerfoundation.org.uk).**