

Joe Nattress - Lead Generation Funnel Campaign
Product: Virtual Reality (VR) Construction Safety Training
Sample: Advertorial

- Advertisement -

Advanced Video Game Technology Transforms Construction Safety Training

Contractors are saving millions of dollars
and making job sites safer

By Joe Nattress

High-rise disaster

The crane shudders. Cold wind gusts across the 82nd floor. A steel girder dangling from its cables swings to the side.

John, the new crane operator, strains to see the signalman. Thickening fog obscures much of the steel frame building.

“Damn wind!” he yells to himself in the cab of the crane. He feels his heart pounding in his chest.

It’s only the second time he’s tried to set a girder on a top floor. And today the weather’s hell...

This could have turned out badly for workers on the 82nd floor. Or for anyone on the street below. But no one was injured, no materials were lost, and no equipment was damaged.

This was a virtual reality (VR) training simulation. It's similar to a state-of-the-art video game. In it, John experienced the very real sensations of being in a crane in bad weather.

It's part of a program designed by VRST, Inc. in Chicago. They create construction safety training software. They're on the cutting edge of VR crane operator training.

From video games to job site

Virtual reality simulates real-world environments on a computer and displays them in viewer headsets. Viewers can see anywhere they turn their heads in the 360° 3D environment. They sense motion, distance, and height. It's as if they were in the real world. It's also possible for viewers to interact with elements within this simulated environment.

VR technology has improved rapidly in the video game industry. In the newest games, players are immersed in life-like artificial worlds.

Life-like worlds are now being created from real world construction sites and equipment. This gives construction trainees an opportunity to feel the sensations of actually being on a job site. They can virtually operate expensive construction equipment. They're able to learn potentially hazardous operations in the safety of a training center.

International research shows that VR trainees are better trained in shorter time than traditionally trained workers. And they retain training knowledge longer.

VR training costs significantly less than hands on training, too.

Saving lives and saving money

“We’ve seen an 73% decrease in worker accidents this year,” said Tom Reynolds, V.P. of Safety Training for RCV Contractors in Raleigh, NC. “We’ve been using VR operator training and job site safety programs.”

He’s not alone. Research studies confirm that many construction firms report fewer accidents when using VR training.

Fewer accidents mean fewer workers’ compensation claims. This can lead to lower insurance premiums. Construction companies can save millions of dollars a year.

“Protecting our people on the job is our number one concern,” said Val Hernandez, Site Supervisor of Minneapolis based Jensen Industries. “The really exciting thing about VR training is that our workers are better trained. And we’ve cut our training budget by 67% this year by using VR.”

Tailored VR construction safety training

Developers can create specialized VR training programs at a competitive price. They can create custom training programs no matter the specialty of the builder, or the hazards involved.

Program creators have designed training programs to give potential high-rise workers the sensation of working on the 100th floor. Others train workers for pouring foundations on a mountainside, building a 12 pitch roof, or welding underwater bridge columns.

One benefit of these specialized programs is that trainees experience them in the safety of a virtual world. They can learn hazardous operations in a low risk environment. This eliminates the risk of trainees being injured, or injuring someone else during training.

Another benefit is cost. Training workers in VR is much cheaper than training inexperienced workers in hazardous conditions. Companies save on transportation costs, materials, and wear on equipment. And the risk of accidents during training is eliminated.

What about your company? Can VR construction safety training improve your safety record and save you money? The answer is yes.

If you're serious about the safety of your workers, and saving money is important to your company, consider VR construction safety training.

Finding the right VR construction safety training program

Here are a few tips for choosing the right VR training company.

First, consider their construction training experience. There are many new startups entering the VR training field. Many of them are capable of creating detailed VR experiences using the newest technology. But few have an extensive background in construction training.

VRST, Inc. is an exception. They've been designing construction training programs for 43 years.

In 2016 they began integrating cutting edge VR gaming technology into their programs. That's when they hired former Casbah Games lead developer Brian Salisbury. He also brought several of his key designers with him.

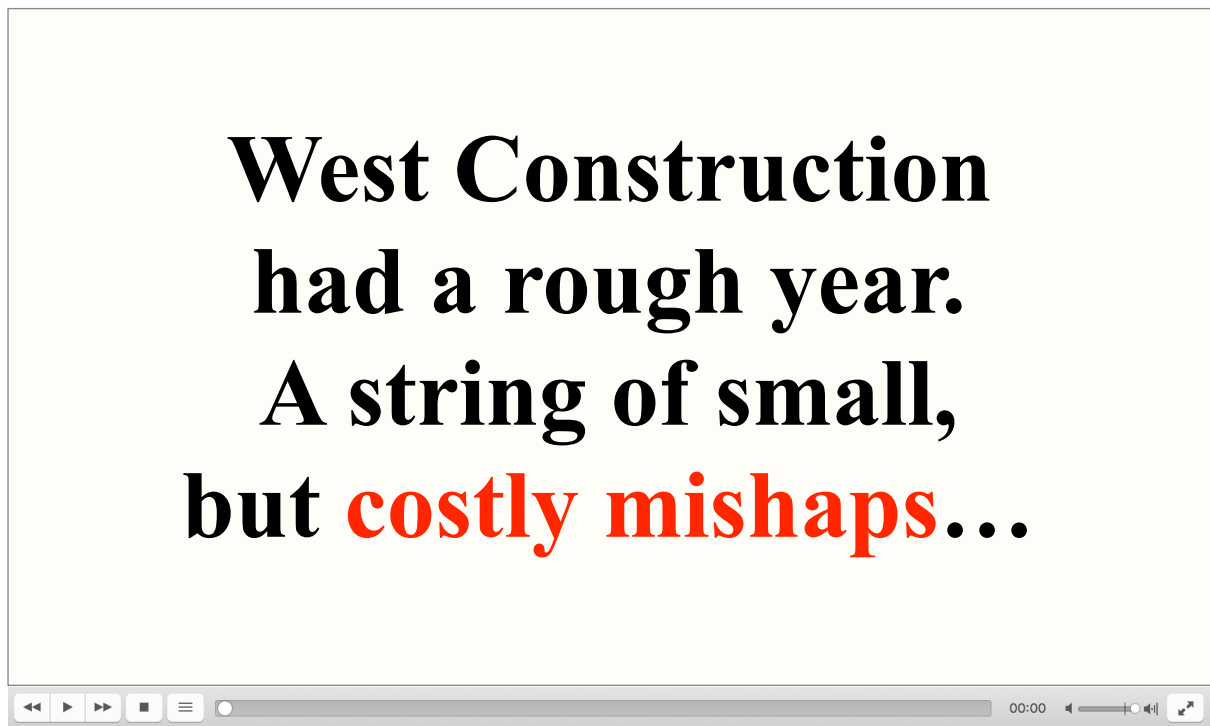
VRST has been in construction safety training for years. And they've got a staff of the finest game developers. They're a leader in VR construction safety training.

You can see several of VRST's customized training programs [here in this video](#). These programs are helping construction companies cut costs and save lives.

[In this video](#), you'll learn how:

- VRST developers design custom training packages
- VRST's Elite 3.0 training software creates life-like simulations of the newest construction equipment
- Construction firms have benefited from specialized VRST training programs
- How you can save money with customized training programs

Start saving money today with cutting edge VR construction safety training. Training that's tailor to fit your company's special needs. Your workers and your accountant will be glad you did.



[Watch the video here.](#)