



Case Studies

With over 2,500 units shipped to date, the Virtuix Omni™ is the leading and most popular VR platform on the market. Nearly 500 commercial operators around the world use the Omni entertainment system to generate revenues for their business.

PlayTime Crown

Melbourne, Australia | www.playtime.com.au

- Number of Omnis: 5
- Charge per Omni: \$12 per 10 minutes
- Omni gameplay sessions per month: 3,125 (625 per Omni)
- Omni revenues per month: \$26,000 (\$5,200 per Omni)
- Payback period (gross): 3 months*



"I loved the Omni as a VR attraction from the first time I experienced it. It has done exactly what I expected by raising our profile as a world class family entertainment destination providing family-fun, affordability, and a safe environment."

– Ron Mroz, Amusement Division Lead, AMF

Solara-Tec

Tampa, Florida | www.solara-tec.com



- Number of Omnis: 2
- Charge per Omni: \$19 per 30 minutes
- Omni gameplay sessions per month: 210 (105 per Omni)
- Omni revenues per month: \$3,990 (\$1,995 per Omni)
- Payback period (gross): 6 months*

"The Omni is a compact yet incredible attraction for our customers. Our revenues have been peaking up to \$4000 per month for our small, out-of-the-way shop, which is truly remarkable."

– Chris Stauffer, Owner, Solara-Tec

* Based on \$11k capital investment per Omni. Excludes labor costs.

Fort Myers, Florida | www.headpinz.com

- Number of Omnis: 4
- Charge per Omni: \$9 per 10 minutes
- Omni gameplay sessions per month: 680 (170 per Omni)
- Omni revenues per month: \$6,100 (\$1,525 per Omni)
- **Payback period (gross): 7 months***



“The Omni provides a unique experience to our visitors and attracts new customers to our venue. Especially the multiplayer gameplay is very popular. The big benefit of the Omni is that it offers multiplayer action in a safe way and without taking up much space.”

– Eric Osborn, CIO, HeadPinz

* Based on \$11k capital investment per Omni. Excludes labor costs.



Top 5 Omniverse Sites

Store Name	Country	Average Minutes / Day / Omni	Estimated Revenues / Month / Omni*
Location 1	Hong Kong	280	\$4,200
Location 2	Australia	208	\$5,616
Location 3	Hong Kong	197	\$2,955
Location 4	Canada	151	\$3,624
Location 5	USA	132	\$3,960
Average		194	\$4,071

* Based on actual gameplay pricing in N. America and Australia (averaging close to \$1/minute) and an estimated gameplay charge of \$0.50/minute in Asia

"Virtuix proves that the Omni is the real deal. Running around in a 3D environment is more fun than I can describe in words."

tom's
HARDWARE

“...the Omni adds a fantastic new layer of immersion to the virtual reality experience, but in a way that is much more spatially efficient.”



DIGITAL TRENDS

"It all makes for a fascinating additional dimension, and anyone lured to VR may well find the Omni an indispensable part of the experience."

BARRON'S

"This thing is freakin' awesome. Loved it."

engadget

