



AVENUES VRL CANNES AWARD ENTRY

VIDEO TRANSCRIPT

[NEWS CLIP]

This is the story about the challenges facing men and women tasked with ensuring the safety of children across this country...

[NEWS CLIP]

This case worker actually quit because she was so frustrated with the system...

[NEWS CLIP]

This former worker blames mistakes on a lack of accountability...

VO: No amount of traditional training can prepare front line workers quite like real-world experience. But the time it takes to learn these skills, in the real world, comes at the cost of the people they're trying to help.

Introducing Avenues VRL, the first-ever Visceral Reality Learning platform. An immersive storytelling experience so real, well, there's nothing virtual feeling about it.

[ACTOR]

Did you call these people? I'm talking to you!

[ACTOR]

It wasn't violence.

[ACTOR]

Like I said, it was an accident.

VO: By creating in-the-field learning experiences without the risks of being in the field, VRL builds empathy and reduces bias.

With 36 chances to interact, 3 questions to choose from every time, there are 16 quadrillion possible scenarios in a single lesson. A lifetime's

worth of valuable field experience that, until now, could only be learned on the job.

An experience so visceral, learners will wonder how Alayna is doing long after. Even though they knew going in that Alayna is only an actor.

[ACTOR]

I feel like there wasn't nobody ready to behave when I was born.

VO: That's the power of Visceral Reality Learning — you become emotionally invested in the Story, and that's when the real learning kicks in.

Since launch, Avenues VRL impact has changed the game for trainees across nine jurisdictions. Starting a reduction in workforce turnover, fewer mistakes made on the job, and an increased confidence that can only come from experience.

And that's just the beginning. With plans to double their library of lessons this year, Avenues VRL will help police officers draw guns less. And healthcare workers and first responders save more lives.

Imagine how much safer the world will be when we all learn through Visceral Reality.

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