

**BECOMING AN  
EDUCATIONAL PARTNER  
WITH vrSOFTWARE**



**March 2011**

## **BECOMING AN EDUCATIONAL PARTNER WITH vrSOFTWARE**

This document looks at what is involved in becoming an educational partner with vrSoftware. It should, naturally, be read in conjunction with the education license (see Appendix for a copy of this) which any partner will have to sign before we move on with the partnership. But first, let's answer two burning questions.

### **What's In It For You?**

- free software for internal use (our core Mockshop offering)
- remote training and installation plus on-going support
- direct feedback to the software authors
- input into future developments
- potential support for sponsorship, competitions and other image raising activities
- a link to your own webpage from our webpage
- networking through our contacts and our community pages
- publicity opportunities for your school, college or university

There is also a potential to become an "Associate" which would lead you to earning an income from the software for introductions to users; we are also looking to develop "Educational Centres of Excellence" in each territory which will be held up as models for the education and business community.

### **What's In It For Us?**

- direct, cutting edge feedback from users
- potential to network with industry contacts at educational level
- an army of advocates for our software
- publicity and exposure in a key field of retail
- a warm glow in the realisation that we are helping to educate a new generation of visual merchandisers (and beyond!)

## WHAT YOU GET

When you sign up to be an Education Partner, you will get the following:

### 1. The Mockshop Software

This is the core element of the software, known as Mockshop. This equates to approximately £10,000 worth of software per license.

This is made up of the following:

Core applications

<b>Visual Login</b>	Provides access to the VR database and manages individual preferences
<b>Visual Administrator</b>	Sets and manages user permissions, system wide preferences and listings such as colours and product group hierarchies
<b>Visual Range</b>	Database browser and data management tools for merchandise and point of sale records
<b>Visual Library</b>	Database browser and data management tools for fixtures, materials and templates
<b>Visual Storyboard</b>	Free-format storyboarding tool typically used to create planogram documents and mood boards
<b>Visual Fixture</b>	3D fixture modelling and 2D planogram schematic creation and management tool
<b>Visual Store</b>	Virtual reality 3D shop modelling system

These elements will give your tutors and students the ability to:

- build stores
- populate the stores with pre-loaded fixtures and garments
- build planograms
- build their own range
- design their own 3D store/department/window space

This should give tutors and pupils alike the enhanced ability to broaden their experience of store design and merchandising with virtual Mockshops.

This is the software that is totally free of charge (this will be reviewed annually, which will also give us the opportunity to update the software based on our own new releases). There are other applications available which, we feel, do not fit into current curricula. Should other applications be required we may have to make a charge or we may consider that any extra applications may be included in the package.

### 2. On-Line Training & Installation

The software needs to be installed either on a server or individual machines. This will be covered remotely although we do have expert support at our International Helpdesk to help you through the process, should this be required.

The installation is covered in the installation document which we send to your IT department.

Training will also be covered remotely. We have a selection of methods to help you along, from on-line demos to Distance Learning Material (DLM), and will find the best way to help you understand the software.

Most of the applications are, once you have been set up, intuitive and our experience shows that most people pick up the core applications quickly and easily. More detailed and intense training is available but is not covered by the free offer.

### 3. Sponsorship, competitions and support

We are very interested in supporting tutors, students, educational initiatives, competitions and anything else that helps develop students, tutors and the curriculum, as well as helping both organisations in terms of publicity and development.

We do not have a prescribed list of activities we are interested in, though student competitions, sponsorship and the like are obvious activities for us to be involved with. We are open to ideas that are genuinely useful for the educational establishment and vrSoftware.

### 4. Networking

Networking is vital to business and a healthy web of contacts is something that successful organisations and individuals have. We obviously have a worldwide network of users which we will, shortly, want to connect to and communicate with. We will facilitate contact with our users throughout the world so you can pick brains, get new ideas, find jobs, spot placement opportunities and generally make new friends.

We already have a presence on FaceBook and Twitter and soon we will have our own community sight where you can find like-minded individuals both in education and in business.

Your own establishment will also have a web-link on our webpage (as long as you want one!) so visitors to our page can access your own page with ease.

In 2011, we will have a regular e-magazine for users which will keep you up-to-date not only with our software but also with the retail and fashion industries, along with anything else that people ask for. This can also be a showcase for your own students and tutors activities, especially when linked to uses of the software and beyond.

### 5. Associate Status

Some educational users may want to develop the relationship into the Associate status, which can lead to introducing business to us and, in some cases, being responsible for that process and therefore earning an income from sales generated. This will not appeal to all; we will discuss this option once we have developed a relationship and explain the rewards involved and only if people are genuinely interested in this direction.



## WHAT WE WANT FROM YOU

When you sign up, we do expect certain things (some of which are listed in the full license).

Really, all we want is for your establishment to actively use the software and give us feedback.

But we want other things, too. These include:

- Providing proof that you are a non-profit educational establishment. Qualification for free software is at the sole discretion of VRSL (if you do run commercial courses at commercial rates, you may need to purchase a "Training" license instead)
- Submitting contact details of all authorised teachers/lecturers and support staff that will be involved with the training and support of the software
- Submitting a curriculum of the educational organisation that clearly shows that Mockshop is part, or will be part, of the curriculum
- Providing list of students, or numbers of students if this isn't possible, that are enrolled on the courses and that will require access to Mockshop (together with updates and amendments from time to time)
- Providing feedback on how you use the software in the curriculum, any areas you would like to see developed, examples of student use of the software when appropriate and to use these for publicity for all parties
- Providing a contact point, to ensure that installation is quick and secure, along with the location of the installation of the software and a logo of the establishment for license reasons
- Above all, we want to communicate with you regularly, visit you from time to time and ask you to give us honest, open feedback especially in the areas of software development

We naturally need a signed license agreement to start all of this process, this is merely to protect us and you. (An example license is in Appendix "A"; once you are happy that you want the software, we will issue you with a personalised version.)

## THE STEPS INVOLVED

Here are the steps involved:

1. Agree and sign license agreement
2. Install the software remotely
3. Agree any training (DLM or on-line)
4. Use the software

And then we ensure that both parties communicate and make the most of the partnership.

## WHAT WE GET

*“Why are we giving away our software?”*

This is a question we are always asked when we talk to education and we understand any scepticism about this offer.

To re-state, we only offer this to genuine, non-profit-making educational establishments. We do not offer it to anyone who will be directly making a profit out of the software.

We offer the software free as we want to secure the hearts and minds of future generations of visual merchandisers and to generate stories of interest for the media of our target markets. We have found that educational institutions are early adopters of new ideas, are quick to embrace new technology and talk with enthusiasm about products to industry, media and prospective clients which is all great news for our products and services.

As such we see educational establishments as key partners in opening up and developing market territories and, therefore, we want to seed our software onto their core curriculum.

We see our software as a vital tool for all in retail (and even beyond) but we want it being used; by getting more users we get more direct feedback and by giving it to education we hope we are training up a future generation of visual merchandisers (amongst others) who love our software and want to use it in the “real world”. We want an army of advocates through their use the software in their education.

Obviously, we want publicity and PR. The offer of free software in itself is newsworthy but we want to do more than this by being genuine partners to education throughout the world and supporting and helping students and tutors through sponsorship, competition and the other areas we have mentioned above.

So, this is not just a philanthropic view from us, we feel it is a vital plank in our development. But we also like putting something into a sector which, as we write this in 2011, is suffering more than most from budget cuts.



## SOME OF OUR USERS

Educational users include:

- Alexandria Technical College (USA)
- Artidi (Spain)
- Central Michigan University (USA)
- De Montfort University (UK)
- Drexel University (USA)
- Fashion Retail Academy (UK)
- Highstead Grammar School (UK)
- Hochschule Niederrhein (Germany)
- Iowa State University (USA)
- Illinois State University (USA)
- Sydney Tafe
- Rockhampton Sate School (Australia)
- Academy of Applied Arts (India)
- FDDI, India
- Nova College (The Netherlands)
- TMO Fashion Management (Netherlands)
- Laboratory Institute of Merchandising (USA)
- University of Minnesota (USA)
- University of Arkansas (USA)
- London College of Fashion (UK)
- Northfleet School for Girls (UK)
- Thanet College (UK)
- West Herts College (UK)
- Yakima schools
- Fashion Retail Academy (UK)
- Manchester Metropolitan University (UK)
- University of Creative Arts (UK)
- Caledonian Business School (UK)
- Southampton Solent University (UK)
- Hugh Baird College (UK)
- Cardiff School of C&C (UK)
- Skillsmart Retail, 28 plus venues including The Source, Lakeside, Leeds College, Academy One Liverpool, Futureshop, etc.

This list is by no means exhaustive and is growing each and every day; we have around 200 plus educational users currently. You can check up an up-to-date list on our website [www.visualretailing.com](http://www.visualretailing.com) where you will also be able to see our retail users.



## APPENDIX “A”

The education license (this will be personalised for your own establishment).

# LICENCE

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This licence agreement (**Licence**) is a legal agreement between **YOUR NAME** and vrSoftware for the Mockshop software product[s] (**Software**), and the electronic and/or printed documentation provided with it (**Documentation**).

### Preamble:

The “Education” License has been specifically designed to provide state funded educational establishments with access to our software applications free of charge. Our objective is to provide your students, who are our future clients, with access to our tools in an environment where they can freely evaluate the advantages of using our software to plan and communicate retail propositions.

VR Software Ltd., (VRSL) recognises that the normal retail price paid by clients is out of reach for state funded educational establishments and, therefore, provides the software and all future updates completely free of charge.

In addition to the educational license, VRSL also provide licenses for individual students. These licenses are free of charge whilst the student is enrolled on a course. Upon completion of the course, the student can have free access to the license for a further six months. This is to provide the student with the ability to present their coursework to potential employers. (Please see the Student license for more details.)

### Content of this Agreement:

The License: This defines the terms of the software license agreement between the Educational establishment, the VR-SP and VR Software Ltd.

Appendix 1: Description of the Education license.

Appendix 2: A schedule of the fees due under this license agreement.

Appendix 3: A list of the software applications that you are being licensed to use.

Appendix 4: A schedule of the services that the Solution Provider is providing.

## 1 Definitions

In this Licence:

**VRSL** means VR Software Limited (UK Company No. 05110381).

**Licence Fee** means such sums as are or were payable by you to us to license the Software and Documentation.

**Term** means the term of this licence shall be one year from the start date subject to the contractual terms of this agreement. In the event that the licensee continues to comply with the requirements the term shall renew perpetually for a further term.

**Start Date** \*\*\*\*\*

**Territory** means \*\*\*\*\* *only*

## 2 Grant and scope of Licence

2.1 In consideration of the Licence Fee, we hereby grant to you a non-exclusive, non-transferable licence to use the Software and the Documentation on the terms of this Licence subject to the preconditions and conditions of Appendix 1.

2.2 You may:

- (a) install and use the Software, for your internal (business) purposes only, and only in the Territory, and only for the number of users created in the database within the Software, by you or persons employed by you or engaged by you for your internal (business) purposes only, such purposes complying with the strict criteria as set out in Appendix 1;
- (b) make up to 2 copies of the Software for back-up purposes only, provided that this is necessary for the activities permitted by this Licence; and
- (c) use the Documentation in support of the use of the Software.

2.3 Furthermore, while you continue to pay us such sums as we and you have agreed are payable for maintenance and support:

- (a) we will attempt to resolve "reproducible" bugs in the Software ("reproducible" means that VRSL or one of its licensees can reproduce the bug when required by following the same steps that caused it to occur, as opposed to bugs which occur randomly, which are not regarded as "reproducible");
- (b) we will provide you with reasonable assistance to familiarise you with new features introduced in new versions of the Software, for a period of 3 months from their launch; and
- (c) you are entitled to use any new versions of and service packs for the Software, as are issued by VRSL from time to time (on the same terms as set out in this Licence in respect of the Software being supplemented or updated).

2.4 You acknowledge that, while you have direct access to the database contained within the Software, any modifications to the database or data contained within it may invalidate any warranty you have been given and may mean that you have to pay increased or additional support charges.

### **3 Your undertakings**

3.1 Except as expressly set out in this Licence or as permitted by any local law, you undertake:

- (a) not to copy the Software or Documentation except where such copying is incidental to normal and permitted use of the Software;
- (b) not to rent, lease, sub-license, loan, translate, merge, adapt, vary or modify the Software or Documentation (save that you may modify the Documentation in order to create user guides for your internal business use);
- (c) not to make alterations to, or modifications of, the whole or any part of the Software;
- (d) not to disassemble, de-compile, reverse engineer or create derivative works based on the whole or any part of the Software nor attempt to do any such things except to the extent you are permitted to do so by law (and where you are so permitted, you shall in any event only use the information obtained by you during such activities to the extent permitted by law and shall not disclose or communicate it to any third party to whom it is not necessary to disclose or communicate it, and shall not use it to create any software which is substantially similar to the Software);
- (e) to keep confidential the licence key and activation code you are given in relation to the Software;
- (f) to ensure that the Software is used by your employees and representatives in accordance with the terms of this Licence; and
- (g) not to provide, or otherwise make available, the Software in any form, in whole or in part (including, but not limited to, program listings, object and source program listings, object code and source code) to any person other than authorised users without our prior written consent.

### **4 Intellectual Property Rights and Confidentiality**

4.1 You acknowledge that all intellectual property rights in the Software and the Documentation throughout the world belong to VRSL (or its licensors), that rights in the Software are licensed (not sold) to you, and that you have no rights in, or to, the Software or the Documentation other than the right to use them in accordance with the terms of this Licence.

4.2 You acknowledge that you have no right to have access to the Software in source code form or in unlocked coding or with comments.

4.3 You agree that you shall not (yourself or through any agent) modify, vary, enhance, copy, sell, lease, licence, sub-licence or otherwise deal with the Software and/or Documentation or any part or parts or copies thereof, or have any software or other program written or developed for you based on the Software and/or Documentation or any confidential information supplied to you by us.

### **5 Our liability**

5.1 We shall not be liable to you for any loss or damage whatsoever or howsoever caused arising directly or indirectly in connection with this Licence, the Software, its use or otherwise, except to the extent that such liability may not be lawfully excluded.

5.2 Notwithstanding the generality of clause 5.1 above, we expressly exclude liability for any:

- (a) direct, indirect, special, incidental and/or consequential loss or damage; or

(b) for loss of profit, business, revenue, goodwill or anticipated savings which may arise in respect of the Software, its possession or use, the computer system on which the Software is installed and/or run, or in respect of other equipment or property,

5.3 In the event that any exclusion or other provision contained in this Licence shall be held to be invalid for any reason and we become liable for loss or damage that could otherwise have been lawfully limited, such liability shall be limited to the Licence Fee.

5.4 We do not exclude liability for fraudulent misrepresentation nor for death or personal injury (but only to the extent that the same arises as a result of the negligence of us, our employees, agents or authorised representatives).

5.5 This Licence sets out the full extent of our obligations and liabilities in respect of the supply of the Software and Documentation. In particular, there are no conditions, warranties, representations or other terms, express or implied, that are binding on us except as specifically stated in this Licence. Any condition, warranty, representation or other term concerning the supply of the Software and Documentation which might otherwise be implied into, or incorporated in, this Licence, or any collateral contract, whether by statute, common law or otherwise, is hereby excluded to the fullest extent permitted by law.

5.6 You acknowledge that the Software has not been developed to meet your individual requirements and that it is therefore your responsibility to ensure that the facilities and functions of the Software as described in the Documentation meet your requirements.

5.7 You acknowledge that the Software may not be free of bugs or errors and you agree that the existence of any minor errors shall not constitute a breach of this Licence.

5.8 You acknowledge and agree that the limitations contained in this clause are reasonable in the light of all the circumstances.

## **6 Termination**

6.1 This Licence will automatically terminate, with immediate effect, if:

(a) you commit a material or persistent breach of this Licence which (i) is not remediable or (ii) is remediable and you fail to remedy it within 14 days after the service on you of written notice requiring you to do so; or

(b) a petition for a bankruptcy order to be made against you has been presented to the court, or you become insolvent or unable to pay your debts (within the meaning of section 123 of the Insolvency Act 1986), enter into liquidation, whether voluntary or compulsory (other than for reasons of bona fide amalgamation or reconstruction), pass a resolution for your winding-up, have a receiver or administrator manager, trustee, liquidator or similar officer appointed over the whole or any part of your assets, make any composition or arrangement with your creditors or take or suffers any similar action in consequence of your debt, or become unable to pay your debts (within the meaning of section 123 of the Insolvency Act 1986), or where any similar or analogous event happens in any jurisdiction.

6.2 You may terminate this Licence by notifying us at any time. We shall not be liable to pay any sums to you by way of refund of licence fees in the event that you do so.

6.3 Upon termination for any reason:

(a) all rights granted to you under this Licence shall cease;

- (b) you must cease all activities authorised by this Licence; and
- (c) you must immediately delete or remove the Software from all computer equipment in your possession and immediately destroy or return to us (at our option) all copies of the Software then in your possession, custody or control and, in the case of destruction, certify to us that you have done so.

## **7 Transfer of rights and obligations**

- 7.1 This Licence is binding on you and us and on our respective successors and assigns.
- 7.2 You may not transfer, assign, charge or otherwise dispose of this Licence, or any of your rights or obligations arising under it, without our prior written consent.
- 7.3 We may transfer, assign, charge, sub-contract or otherwise dispose of this Licence, or any of our rights or obligations arising under it, and any of our rights in and to the Software, at any time during the term of the Licence.

## **8 General**

- 8.1 If we fail at any time during the term of this Licence, to insist on strict performance of any of your obligations under this Licence, or if we fail to exercise any of the rights or remedies to which we are entitled under this Licence, this shall not constitute a waiver of such rights or remedies and shall not relieve you from compliance with such obligations.
- 8.2 A waiver by us of any default shall not constitute a waiver of any subsequent default.
- 8.3 No waiver by us of any of these terms and conditions shall be effective unless it is expressly stated to be a waiver and is communicated to you in writing.
- 8.4 If any of the terms of this Licence are determined by any competent authority to be invalid, unlawful or unenforceable to any extent, such term, condition or provision will to that extent be severed from the remaining terms, conditions and provisions which will continue to be valid to the fullest extent permitted by law.
- 8.5 This Licence and any document expressly referred to in it represents the entire agreement between us in relation to the licensing of the Software and Documentation and supersedes any prior agreement, understanding or arrangement between us and you, whether oral or in writing (including any licence embedded in any trial version of the Software which you have previously used).
- 8.6 We and you each acknowledge that, in entering into this Licence, neither has relied on any representation, undertaking or promise given by the other or implied from anything said or written in negotiations between us before entering into this Licence except as expressly stated in this Licence.
- 8.7 Neither we or you shall have any remedy in respect of any untrue statement made by the other, whether orally or in writing, prior to the date we and you entered into this Licence (unless such untrue statement was made fraudulently) and the other party's only remedy shall be for breach of contract as provided in this Licence.
- 8.8 This Licence is governed by English law. Any dispute arising from, or related to, any term of this Licence shall be subject to the non-exclusive jurisdiction of the courts of England and Wales.

If you have any queries regarding this Licence, please contact us or VR Software Limited ([vrHelpDesk@vrsoftware.com](mailto:vrHelpDesk@vrsoftware.com)).

Signed by..... ) .....

[duly authorised for and on behalf of]..... )

**vrSoftware**..... ) .....

Signed by..... ) .....

[duly authorised for and on behalf of]..... )

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# Appendix 1 – License Type

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## **Education License**

VRSL supply software to qualifying establishments free of charge. Implementation, training and support however may to be purchased from an authorised Solution Provider (“VR-SP”).

VRSL do not sell licenses or services directly to end users of any nature - including educational establishments.

## **Requirements**

To qualify for the Free of Charge Educational License, the educational establishment must comply with the following:

1. You need to prove to VRSL’s satisfaction or warrant in writing that you are a non-profit educational establishment. Qualification for free software is at the sole discretion of VRSL (Note: if you do run commercial courses at commercial rates, you will need to purchase a "Training" license instead); and

2. Teachers/lecturers of the educational organisation

We would like names and email details of all authorised teachers/lecturers and support staff that will be involved with the training and support of the software; and

3. Curriculum of the educational organisation

We would like to see a course schedule that shows where Mockshop is part, or will be part, of the curriculum; and

4. Student list of the applicant educational organisation

You are to provide estimated numbers of students enrolled who will have access to Mockshop.

5. Feedback, Publicity & Student Examples

As part of this agreement, we will ask you to provide feedback on how you use the software in the curriculum, any areas you would like to see developed, to see examples of student use of the software when appropriate and to use these for publicity for all parties.

6. Email, location and logo

To ensure that installation is quick and secure, we require a contact point, the location of the installation of the software and a logo of the establishment for license reasons

## Appendix 2 – Education License Fee

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Software licenses and all future updates are provided free of charge subject to the terms of this agreement.

## Appendix 3 – The Software Schedule

Mockshop Version 4.50 software applications

Core applications

<b>Visual Login</b>	Provides access to the VR database and manages individual preferences
<b>Visual Administrator</b>	Sets and manages user permissions, system wide preferences and listings such as colours and product group hierarchies
<b>Visual Range</b>	Database browser and data management tools for merchandise and point of sale records
<b>Visual Library</b>	Database browser and data management tools for fixtures, materials and templates
<b>Visual Storyboard</b>	Free-format storyboarding tool typically used to create planogram documents and mood boards
<b>Visual Fixture</b>	3D fixture modelling and 2D planogram schematic creation and management tool
<b>Visual Store</b>	Virtual reality 3D shop modelling system

## Appendix 4 – Services

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VRSL does not sell services direct to end users or educational establishments. All services must be purchased from either a VR-SP or a VAD (Value Added Distributor) that has been authorised and licensed by VRSL to provide such services.

**Training:**

To be carried out through DLM and on-line where possible.

**Implementation:**

To be carried out through our FTP site and downloads where required.

**Consultancy:**

To be carried out when required through on-line meetings and face-to-face if required.

## APPENDIX “B”

### LICENSE REQUIREMENTS CHECKLIST

Once we have your license, there are three simple steps to get you up and running.

<b>1</b>	<p>First, we need the following from you:</p> <ol style="list-style-type: none"><li>1. the location for the installation</li><li>2. the number of machines the software is to be installed on</li><li>3. the number of users (to help organise databases)</li><li>4. a contact from your IT department (or whoever will be involved in the install)</li><li>5. a logo for your establishment (for security purposes)</li></ol>
<b>2</b>	<p>Then we will send you the following:</p> <ol style="list-style-type: none"><li>1. an installation document</li><li>2. a user name and password for access to our ftp site</li><li>3. a license ID and password for the installation of the software</li><li>4. a license file for the use of the software</li></ol>
<b>3</b>	<p>We will then arrange any training that is required but, at the very least we will arrange:</p> <ol style="list-style-type: none"><li>1. a short on-line demo</li><li>2. access to our distance learning material</li></ol>

***And that should be it, you will be off and running with our Mockshop software!***

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## APPENDIX “B”

### SYSTEM REQUIREMENTS

The basic machine requirements are as follows dependent upon whether you are a stand user or a network user (through a server):

#### Minimum and recommended PC Workstation specification to run Mockshop

*N.B. to get the best out of the software, the “recommended” level is the preferred option!*

##### Minimum:

1Ghz processor

1Gb RAM

10Gb disk with MS Windows 32-bit operating system.

Windows 2000, XP, Vista or Windows 7

OpenGL graphics accelerator card is highly recommended

No additional client software required

##### Recommended:

2Ghz processor or greater

3Gb RAM

20Gb disk ,

XP or Windows 7

OpenGL graphics accelerator with nVidia (preferred) or ATI

chipset and 256 or 512Mb RAM

#### Minimum and recommended Server specification of the server required to run the application

The vrDatabase runs on Microsoft SQL Server 2000, 2005, 2008, MSDE and SQL Express. Please refer to Microsoft’s hardware recommendations for your version of SQL server.

*N.B. this varies dependent upon your own uses and users*

##### Minimum:

Pentium III 500MHz

2Gb RAM

40GB Disk

Windows 2000 Server

Microsoft SQL Server 2000, 2005, 2008, MSDE and SQL Express

##### Recommended:

Pentium IV 2Ghz or greater

3Gb RAM,

80GB Disk

Windows 2000 Server or higher

Microsoft SQL Server 2005, 2008 (full or express version)

Step one is to install a database server (if you don’t already have one) and step two is to install the Mockshop software and local databases.

*If you don’t have a database server you can download a free one from Microsoft or from our own FTP site where you can also get the latest versions of our software.*



## Some User Testimonials

- ***“Visual merchandising is growing as a profession throughout India and worldwide. By including Mockshop in our curriculum we will upgrade our course content and provide the Institute with a clear USP. In addition, creating our dedicated Mockshop Suite will help to establish the FDDI as a visual merchandising Centre of Excellence.”***  
**Anil Kumar Sharma, Chief Retail Consultant at the FDDI.**
- ***“I’d heard about this software before and I was absolutely wowed at how easy it was to use. In the blink of an eye, I was designing really stunning retail environments. My students love it, too, and are way ahead of me!”***  
**Esther Pugh, Lecturer, Leeds Metropolitan Univ**
- ***“It’s wonderful to have an established worldwide brand such as Mockshop supporting out student competition. This, alongside the confirmation that Mary Portas will be at the final to award prizes to our winners, provides an amazing opportunity for retail students to show off their skills before this country’s most respected VM experts.”***  
**skillVM Competition Coordinator Sasha de Caires at Skillsmart Retail**
- ***“There seems to be a growing need by the retail industry for visualisation software that can be used as a tool for planning shop floor and shelf layout. Mockshop meets this need very well, because once it’s set up it’s very easy to drag and drop fixtures and products and quickly experiment with different scenarios, allowing not only the visual aspect to be evaluated but also various quantitative data.”***  
**Jason de Donno, Apsero Kompetens, Sweden**
- ***“Producing a 3D floor plan with Mockshop will give students a sense of scale and perspective that other programmes do not offer. Having the chance to design their own ‘virtual’ store is critical when demonstrating their creativity. Just as importantly, seeing how their collections can be displayed in those stores will allow them to consider the commercial aspects of their designs too. It will help them to deliver great work and produce it to a high industry standard.”***  
**Tony Morgan, Head of Visual Merchandising, The Fashion Retail Academy**
- ***“We have been using Mockshop for a few years now within adidas Sport Style for Store Planning and New store opening guidelines. Mockshop truly is changing the way we work in VM & store planning with adidas Sport Style Retail.”***  
**Trevor Wintersgill, adidas Sport Style**

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