

CASE STUDY

Modular Lifts

Immersive Configuration Experience





Project Description

To showcase the innovative modular lift solution developed by Laing O'Rourke and KONE, a Virtual Reality experience was created for Rail Live 2025. The goal was to immerse users in the construction process and demonstrate the benefits of this offsite-manufactured lift system in a compelling, interactive format. Users can experience first-hand, in an interactive and immersive experience, how modular lifts are changing the way we deliver critical infrastructure.

Challenge

Laing O'Rourke and KONE have developed, manufactured and installed the first offsite-constructed lift. Railway stations are among the most complex and constrained environments for construction. Traditional lift installations typically involve:

- Weeks of phased construction near live tracks and passenger areas.
- Heavy machinery, scaffolding, and barriers that disrupt station operations.
- High-risk working conditions, including working at height and in confined spaces.
- Noise, dust, and visual disruption, affecting both passengers and staff.

These challenges not only pose safety risks but also lead to delays, increased costs, and negative public perception. Laing O'Rourke's modular lift solution was designed to address these issues through offsite manufacturing and rapid installation. However, the concept was new and complex, meaning communicating its benefits clearly to stakeholders - especially in a live event setting - was a challenge in itself.

The team needed a way to visually and interactively demonstrate how modular lifts transform the installation process, making it safer, faster, and less disruptive. The solution had to be engaging, intuitive, and capable of conveying technical innovation in a way that resonated with both industry professionals and the general public, all within a 6 week turnaround!

Solution

Juice developed a fully interactive VR experience that allowed users to:

- Witness the contrast between traditional and modular lift installation by animating and narrating the difference in a simple to understand and memorable format.
- Explore the modular lift system in a realistic free-roam and interactive environment, with the ability to interact with others in the experience – creating a fun and memorable experience for users.



- Customise finishes and bridge configurations in real time, demonstrating how the solution is customisable and agnostic to the bridge solution it is coupled with.
- Experience the lift installation process, understand the contrast against traditional construction, and grasp the concept in less than 5 minutes to ensure continual throughput of new users.

The experience was designed to be intuitive and immersive, guiding users through the benefits of offsite construction, improved safety, reduced disruption, and enhanced flexibility.

Impact

The VR experience developed with Juice had a significant and multifaceted impact on how Laing O'Rourke communicated the value of its modular lift solution:

Enhanced Engagement at Rail Live 2025

The immersive nature of the VR experience drew in attendees, creating a buzz around the stand and encouraging deeper conversations. Instead of static displays or brochures, users could walk through the construction process, customise finishes, and even ride the lift—all within a virtual environment. This hands-on interaction made the concept tangible and memorable.

Simplified Complex Engineering Concepts

The modular lift is a highly technical innovation, however the VR experience broke it down into digestible, visual stages with a clear guided narrative. Users could see the contrast between traditional and modular installation methods, understand the safety and efficiency benefits, and appreciate the speed of deployment - all without needing a technical background.

Strengthened Brand Positioning

By showcasing modular lifts through cutting-edge technology, Laing O'Rourke reinforced its reputation as a leader in modern methods of construction and digital innovation. The experience aligned with the company's strategic goals around offsite manufacturing, safety, and sustainability.

Improved Stakeholder Communication

The VR tool proved valuable at Rail Live, and has re-usability for future internal presentations and client meetings. It offered a repeatable, scalable way to demonstrate the product's value, helping stakeholders visualise outcomes and generate meaningful conversations.

Positive Feedback and Future Opportunities

Feedback from Rail Live attendees was overwhelmingly positive. Many expressed surprise at how intuitive and informative the experience was. The success of the



project has opened doors for future collaborations with Juice, including potential VR applications for other modular solutions and infrastructure projects.

"Juice helped us turn a technical innovation into a tangible, interactive experience. Their ability to translate our modular lift system into a compelling VR journey was key to engaging our audience at Rail Live. The feedback was overwhelmingly positive, and the experience truly showcased the future of lift delivery."

Sam Ward, Business Leader – Vertiq, Laing O'Rourke
