

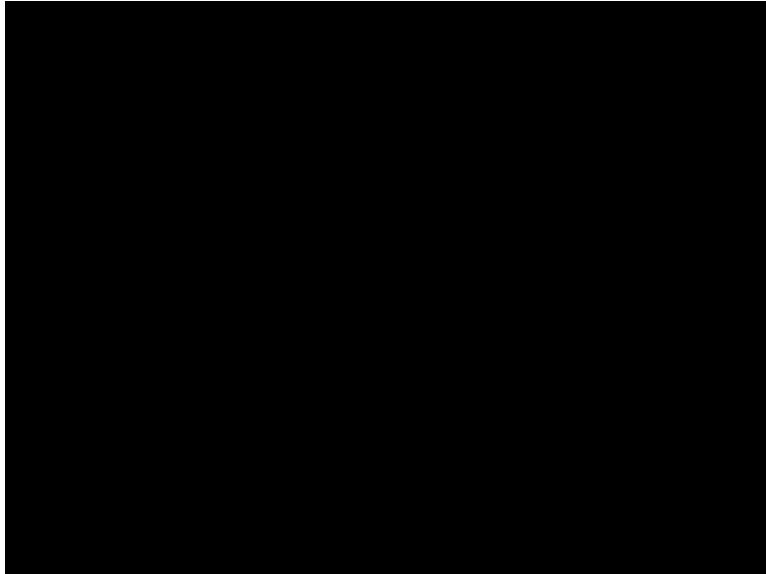
Is Virtual Reality the New Reality?

Lauren Weinberger



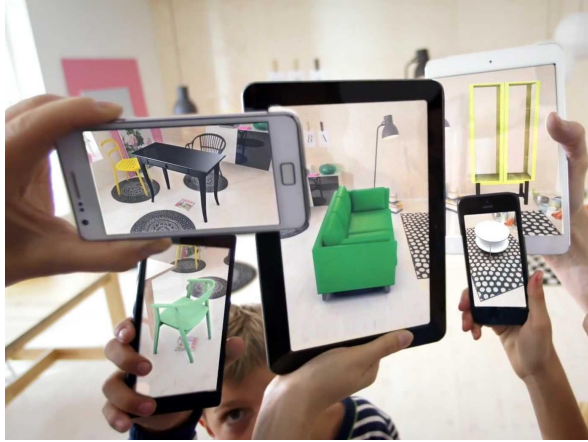
Overview

- What is VR?
- Types of VR?
- Why Now?
- VR used in Treatment
- VR used in Training
- VR used in Design
- Now What?
- Short term predictions
- Long term predictions
- Key to implementing VR
- Questions



BACK TO BASICS

What is Virtual Reality?

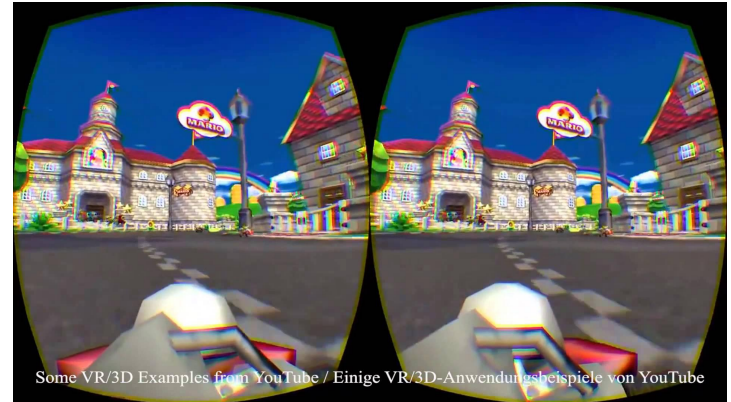


Augmented Reality

The blending of virtual reality and real life, as developers can create images within applications that blend in with contents in the real world. With AR, users are able to interact with virtual contents in the real world, and are able to distinguish between the two.

Virtual Reality

The computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person.



Some VR/3D Examples from YouTube / Einige VR/3D-Anwendungsbeispiele von YouTube

Types of VR



Mobile



Console

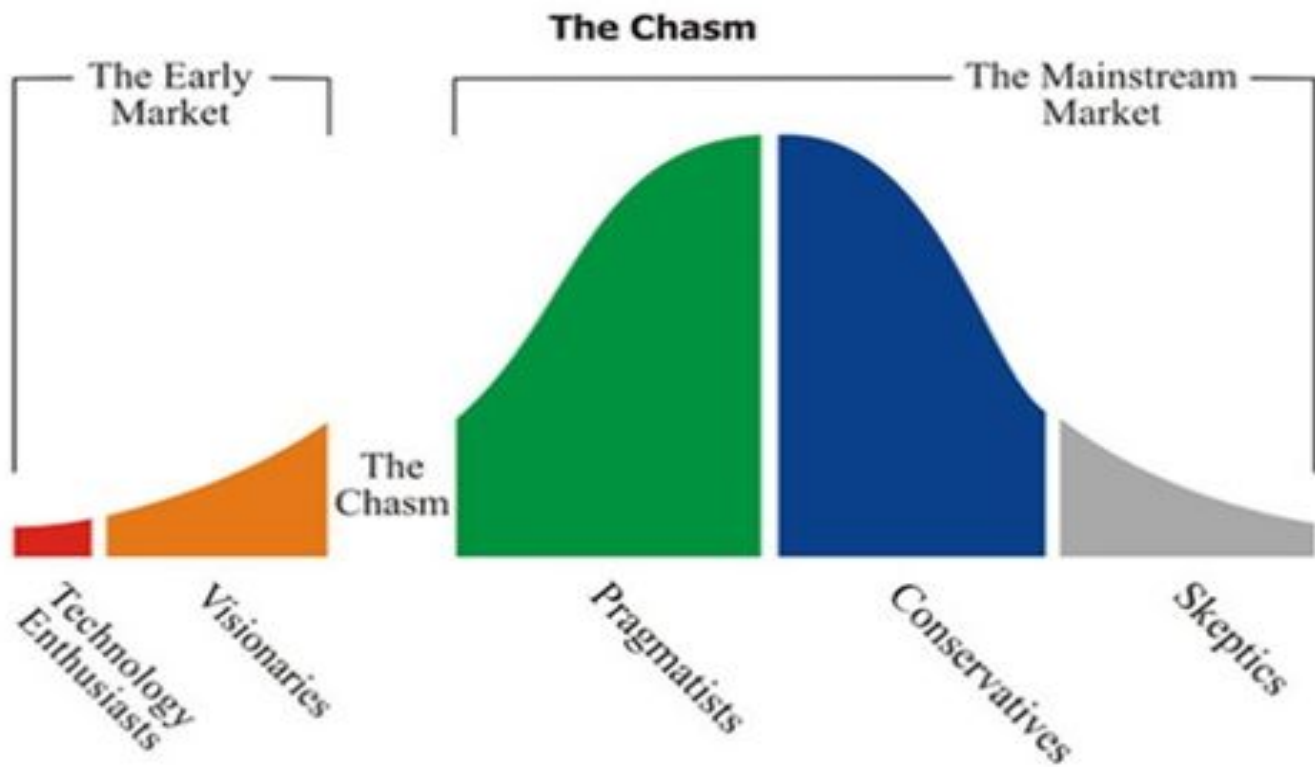
Why Now?

Intense & Personal

Gaming Industry

New Tech Developments

**Facebook Purchasing
Oculus**



NOW TO THE FUN STUFF

Virtual Reality Used in Treatment

- Therapy for fears such as public speaking
- Physical therapy and occupational therapy



Virtual Reality Used in Education

- Medical school
- Historical tours (Lithodomos VR)
- Military combat



Virtual Reality Used for Design

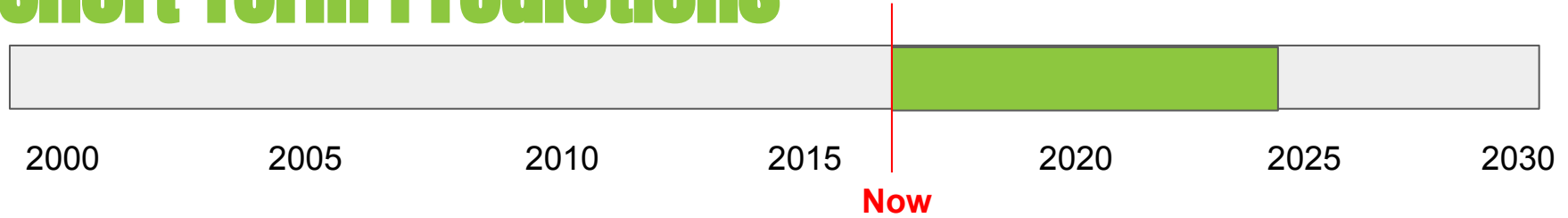
- Dunkin' Donuts
- Store Layout
- Real estate



Now What?

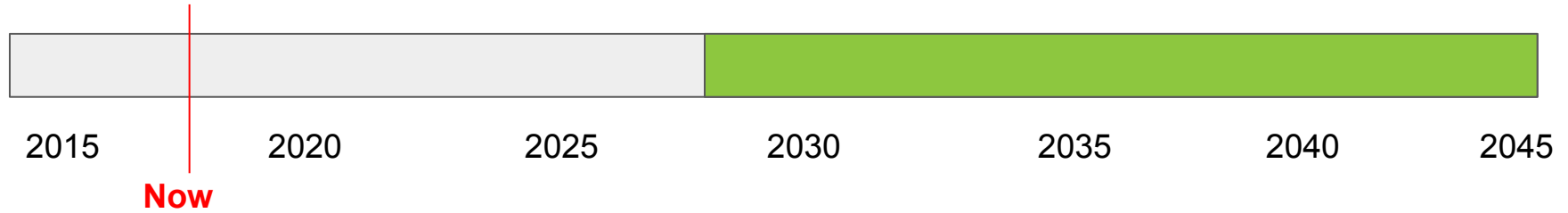
- With advances in VR occurring at an accelerated pace, the gaming industry is going to continue to be a catalyst for the progression of VR.
- VR used to be seen as sci-fi, which makes the phenomena even more interesting, because it could be reality.

Short Term Predictions



- With Facebook's purchase of Oculus, both VR hardware and software will advance quickly and become integrated into a social aspect.
- Once companies such as Apple and Facebook make an investment in VR, the technology will become more mainstream and more consumers will adopt the technology.
- Mobile VR is going to continue to have a high market share, but will have less of an immersive experience.
- Time lapse for the positive effects of a drug.

Long Term Predictions



- Facebook is now working to track eye movement in VR headsets. Once that technology is finalized, the creation of avatars will make VR a more personal experience. (Like real life Sims...)
- VR movies; both homemade and TV channels
- VR video chatting via avatars will be the newest form of facetime and video conferencing.
- Hardware will be hands-free and not as bulky, for consumers to use on the go. (Like spectacles)



To Implementing VR

- **The Concern:** the audience for VR is very small and very expensive to execute
- Imperative to pinpoint and understand who your target audience is before suggesting VR as a strategy

Thank You!

Questions?