Virtual Reality: a user approach

Stéphane Cambier

Virtual Reality is a **medium** composed of "interactive" simulations giving the users the feeling of **being present** in the simulations.

Spatialized audio

It brings a total experience by fooling the mind Immersion Proprioceptive cues





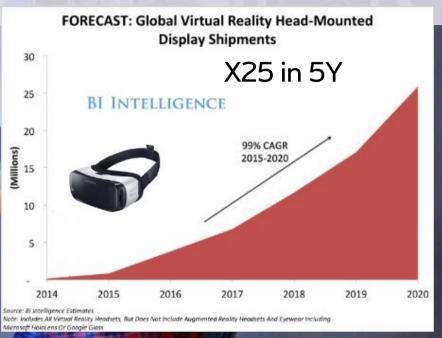


VR Cube @ Tilburg

Compound Annual Growth Rate

Market comparison





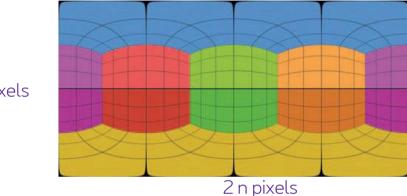
VR activity in Brussels = 1200 people; 40 firms concerned

The technology.

Let's geek !



Equirectangular pictures



n pixels



Equirectangular movies









Some amazing transformations (done with pano2VR)

You can even print your pano in 3D (Scandy)



Some VR cameras



Some VR cameras

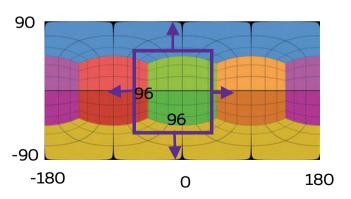








Best in 4K or 8K 90-120 fps 50-80 Mbps Lagtime<20 ms





Accessories





controllers

Occulus toybox

Some VR headsets (basic)





Stereoscope 19th century Viewmaster 1939



Google cardboard DIY 3-15€

Some VR headsets (better)





Google Daydream

LG / G3





Samsung VR Gear

S6/7 100€

Oculus store

Huawei

Some VR headsets (best)





Some VR headsets (ideal)



Human eyes

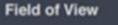


Pimax 8K

Oculus Rift



Pixels in Total (millions) 32 220 16 200 2 110



Startbreeze (IMAX)

Pimax (4K/eye, 200°)

Price ?

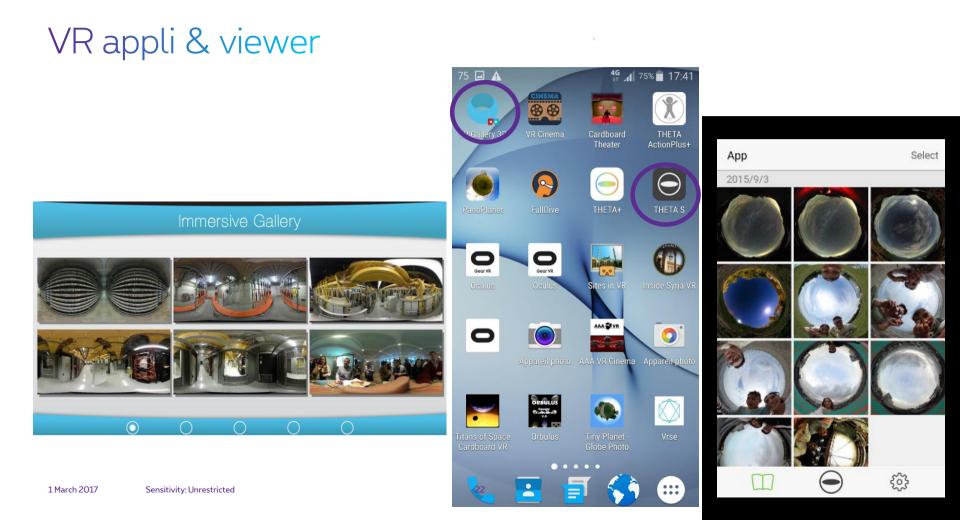
PC processor?

VR appli & viewer

- Android VR (Nougat), iOS ...
- Virtual visit e.g <u>roundme</u>

• Social network : Altspace VR

NSDOUSS			•_•	Discovery					0			VR
nsidious VR focus Features	VR Roller Coaster Frag	VR Cinema for Care Mobius Networks	Cardboard Google Inc.	Discovery VR Discovery Communicat	Roller Coaster VR a FIBRUM	InMind VR (Cardboning)	VR Bike POLYNOTES	Fulldive VR - Virtus Fulldive Corp.	Cardboard Camera Google Inc.	Jurrasic VR - Googli Lunagames Fun & Gam	Zombie Shooter VF FIBRUM	VR Youtube 3D Vic FUTURE-APPS
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Imagine ...

What could be possible if VR was available some years earlier







Obvious benefit of immersion for some movies







399€

13 Oct 2016

for some games



and some events





Leisure Park in VR







1 March 2017 Sensitivity: Unrestricted

MK2VR



faire de l'escalade, visiter des fonds marins, faire des courses de rameur interplanétaires, se promener aux côtés des dinosaures voler comme un oiseau avec le fameux *Birdy* (sensations garanties) être dans la peau d'un assassin dans *Assassin's Creed* 28 chasser les impériaux aux commandes d'un X-Wing dans *Star Wars Battlefront*.



Every important event, personal or societal, could become an incredible immersive experience



Opportunities



Virtual visit -> roundme



Branded cardboard

Cardboard used as

packing to sell

smartphone



Shot for iPhone



VR integration in smartphones

1 March 2017

Where to find VR content ?

#360Video Accueil Vidéos Playlists	Chaînes	À propos		
Trending 360° Videos		PXS Pro	r tunities : omo movie gallery on f etflix)	lic

(360 channel on Proximus TV, with smartphone remote control) ...





1 March 2017

