



# Is Virtual Reality Still The Future?

## Guest Speakers:

Andrew Shulkind – Director of Content Innovation ([andrewshulkind.com](http://andrewshulkind.com))

Andrew Cochrane – Immersive Content Creator ([theavclub.tv](http://theavclub.tv))

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# Your Host

**Joel E. Welch**

*Director of Education  
SMPTE*



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# Today's Guest Speakers



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**Andrew Shulkind**

*Director of Content  
Innovation*

*Award-winning  
Cinematographer*

*Co-founder of multiple  
technology start-ups*

*Innovation Advisor*



**Andy Cochrane**

*Immersive content creator*

*Recent credits include  
immersive projects for  
Intel, Google, USA Today,  
Mr. Robot, The Strain, GE,  
Disney, and the LVCVA.*



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# Is VR a BUBBLE?

No. But there are reasons people keep asking that:

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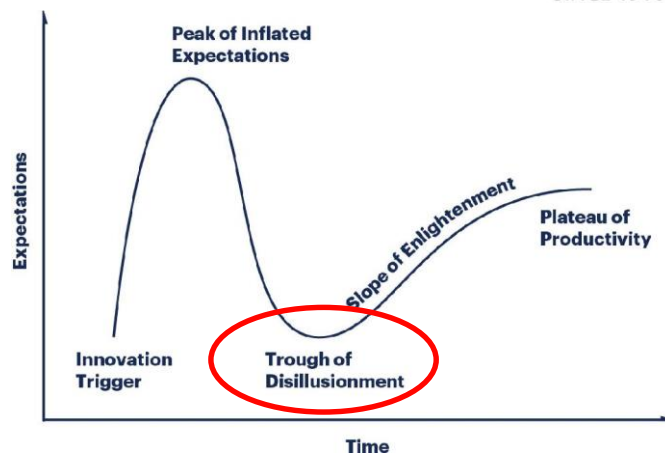
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## The Trough Of Disillusionment:



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- Gartner Hype Cycle - the delta between **hype** and **reality**
- Over-hyping new tech leads to slower adoption
- “You can’t be disillusioned if you haven’t been lied to”

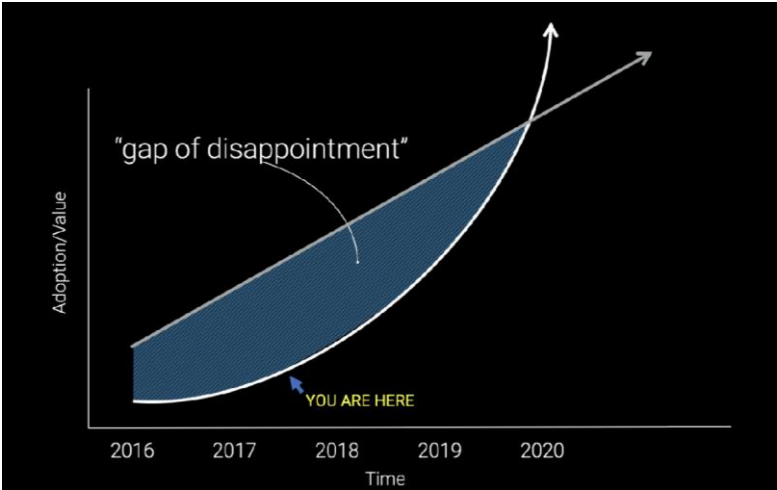


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# 1. THE HYPE MACHINE



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# 2. PERPETUAL BETA

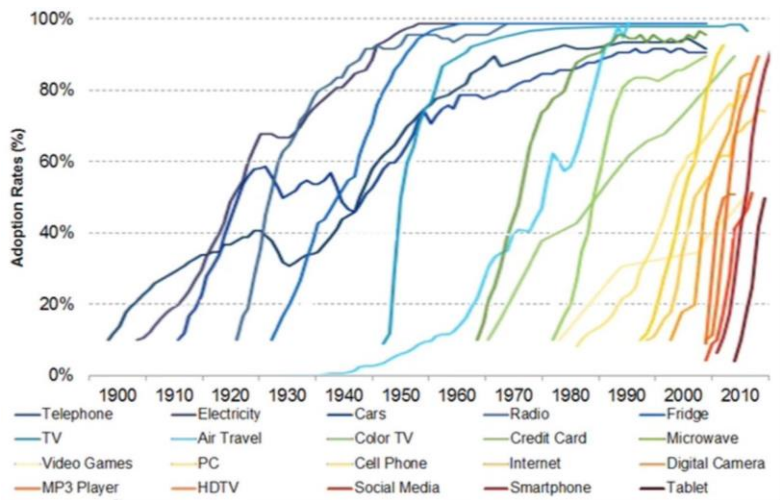


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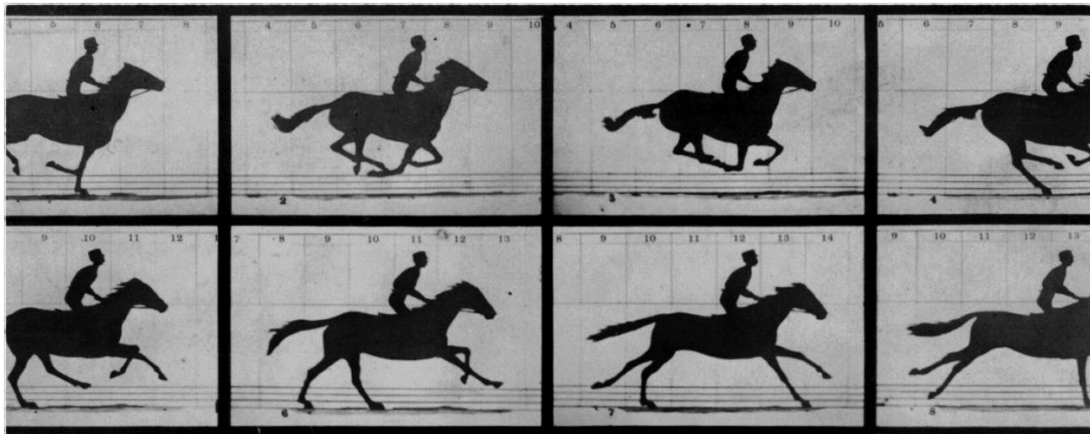
### 3. OVERLY OPTIMISTIC PROJECTIONS



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# MOBILE:



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Fig. 4-41A Control Unit, Typical Installation



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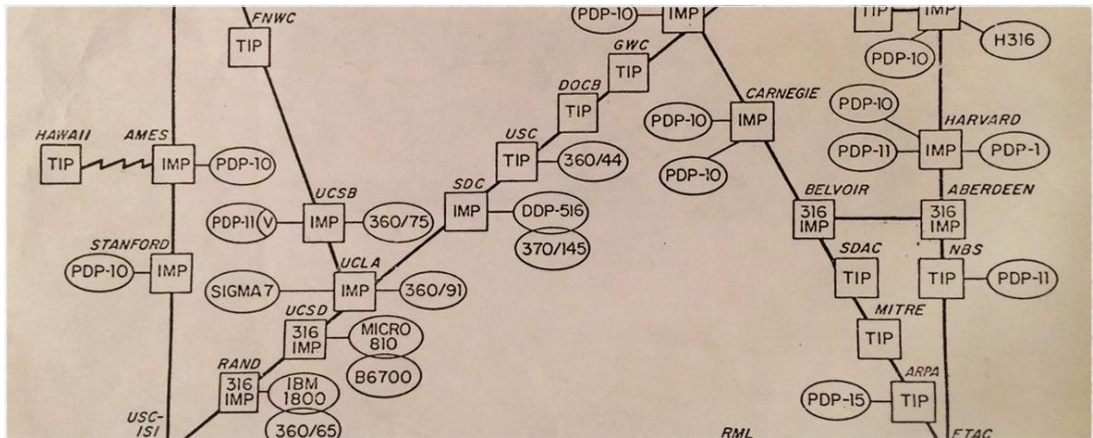
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# THE INTERNET:



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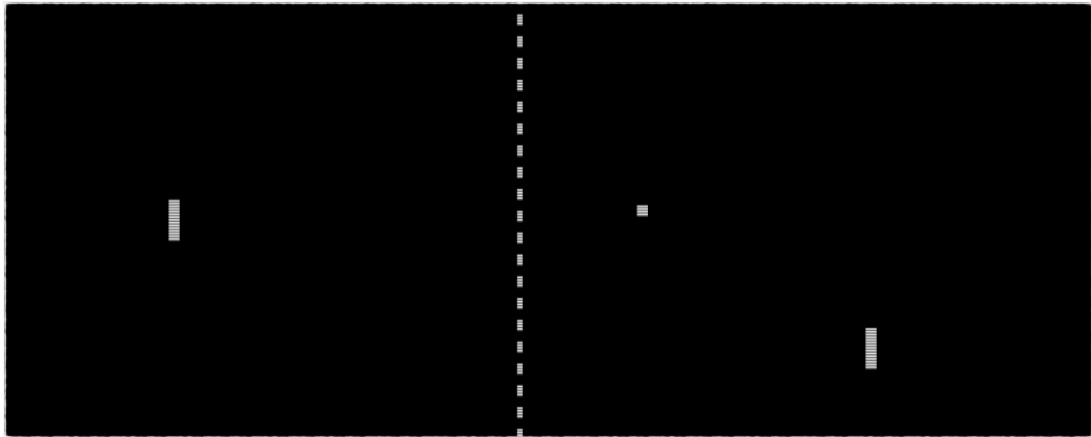
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# VIDEO GAMES:



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# VR:



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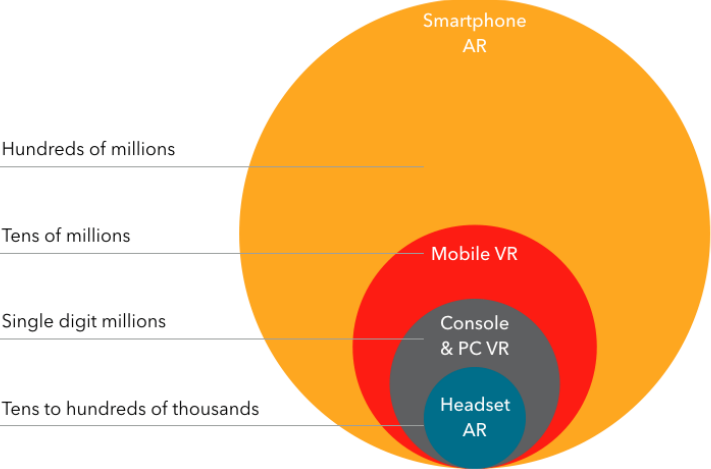
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# 4. DEFINING VR TOO NARROWLY



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# We ARE making progress.



Oculus Rift	306,000
HTC Vive	274,000
Windows MR	47,000
HTC Vive Pro	13,000
Oculus Rift DK2	7,000
TOTAL:	647,000

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# VR Video Games Are Working:

If budgeted appropriately



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# 360° Is Getting Better

Distribution to headsets is still lacking



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# 180° Is Promising

“Immersive Enough”



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# LBE Is Starting To Work

The most promising form of VR



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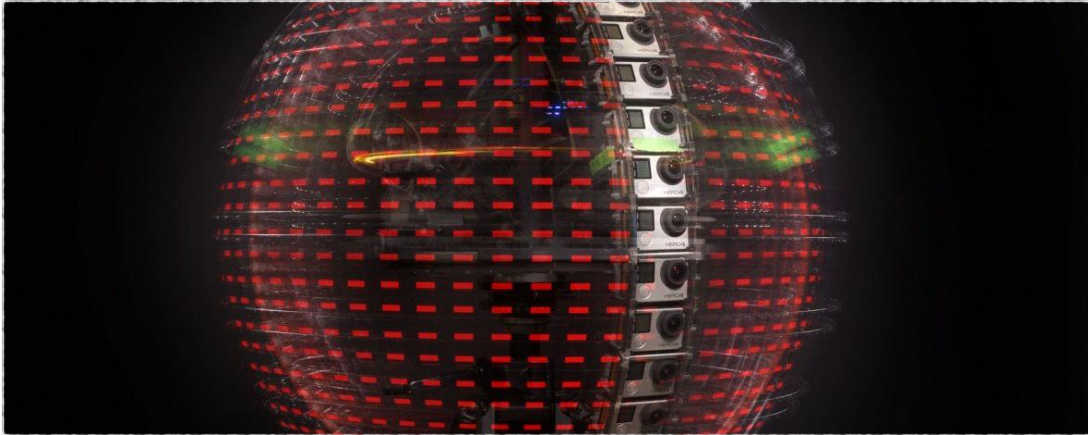
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# Lightfields Are Promising

Google is leading the charge



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# Volumetric Video Is Promising

Just about ready for primetime



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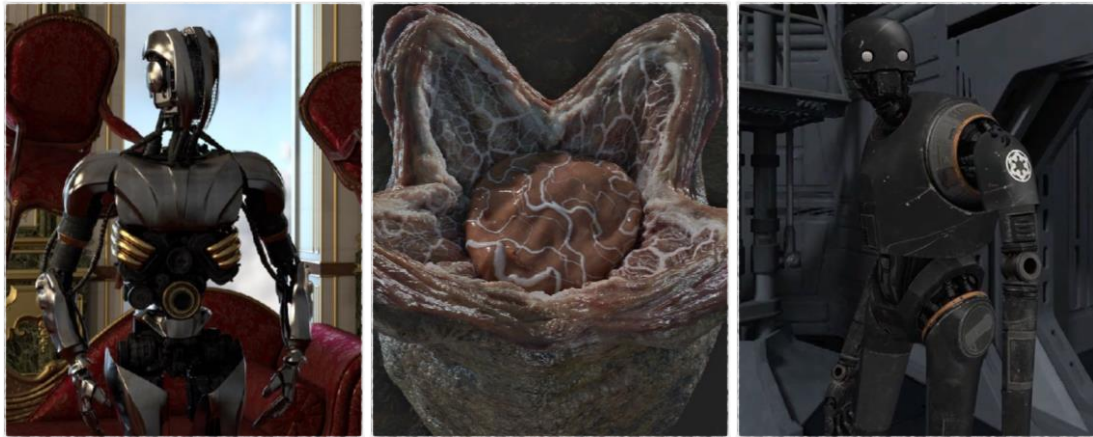


# Rendering Is Evolving

New ways to render 3D imagery are coming to market



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# Domes Are Ascending

Multi-user immersive content is going to be hot



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# Displays Are Getting Better!

Pixel by pixel we are getting clearer



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# AR Is Coming

It's just over the horizon



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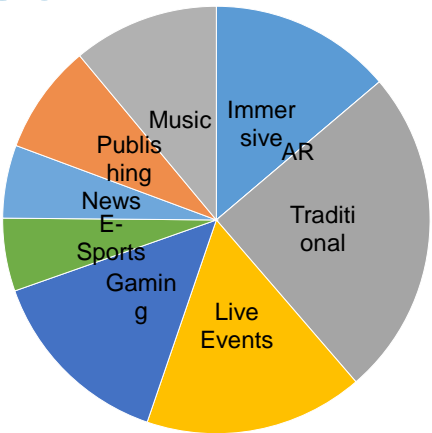


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# Immersive is just a slice of the future content spectrum:

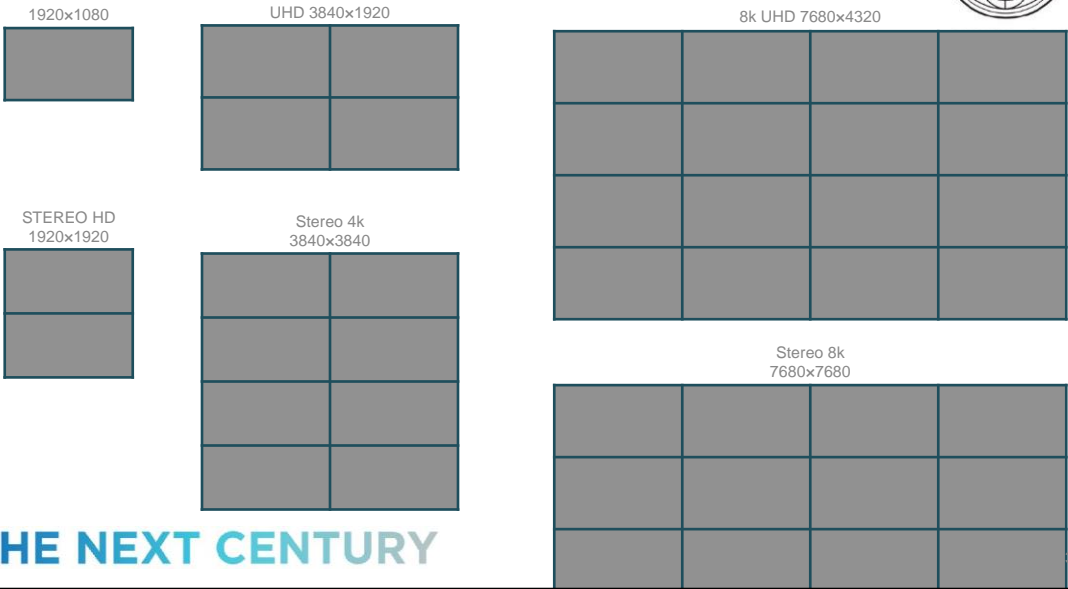


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# Pixels Pixels Pixels...



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# Virtual reality is not a headset



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## Questions?



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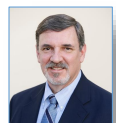


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