Virtual, Augmented, Mixed Reality

...and *us*

Discussion Topics

» Terms and definitions

» State of technologies and current applications

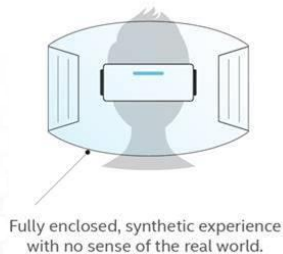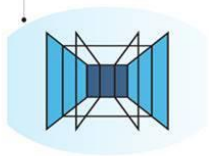» The direction we're headed

» Potential for the credentialing world

Level setting on terms

» AR vs VR vs Mixed/Merged Reality

  • No universally agreed-upon terminology ("xR" as catchall?)

VIRTUAL REALITY (VR)
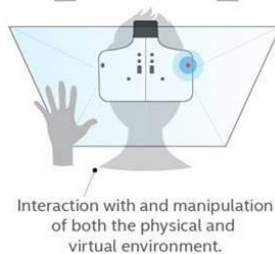Completely digital environment
Fully enclosed, synthetic experience with no sense of the real world.

AUGMENTED REALITY (AR)
Real world with digital information overlay
45°F
Real world remains central to the experience, enhanced by virtual details.

MERGED REALITY (MR)
Real and the virtual are intertwined
Interaction with and manipulation of both the physical and virtual environment.
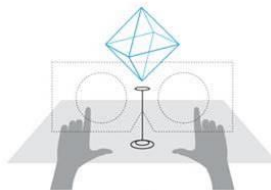
Level setting on terms

» Viewed as a continuum

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Current state of xR equipment

What this makes me think of

Current uses

- Examples of job applications
  - On-line meetings
  - Inventory tracking
  - Medical transcription
  - Architecture
  - Psychological disorder assessment
- Training/learning
  - Tasks requiring physical interaction that require different PoV
    - E.g.,
      - Installing helicopter rotor assemblies
  - Tasks requiring interpersonal interaction
    - Live actor-based role playing
  - Tasks requiring decision making
    - E.g.,
      - NFL QBs 3D video
      - Emergency service training
- Testing
  HR; recruitment

Will xR change our industry?

» New communication medium

  • Has the potential to change *everything*, not just our industry

» Let your imagination run wild:

  • Work

  • Training

  • Medicine

  • Dating

  • Sports

  • Movies

A taste of what's to come

Consider...

The Motley Fool, LLC [US] | https://www.fool.com/investing/2018/07/08/facebook-aiming-for-virtual-reality-dominance.aspx

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Facebook Aiming For Virtual Reality Dominance

Sony is in the driver's seat right now, but Facebook is the company to watch in VR.

Travis Hoium (TMFFlushDraw)
Jul 8, 2018 at 4:56PM

Virtual reality is still in its infancy, but the companies who can capture a significant share of the market could become leaders in the next major computing market. According to SuperData Research, VR is going to grow from a $4.5 billion business in 2018 to $19.0 billion of revenue by 2021. Early movers see the opportunity in VR and are eager to capture market share.

As big as the VR market is expected to be, there are only a few companies in a viable position to build a platform the industry will grow from for years to come. So far, it's **Sony's** (NYSE:SNE) PlayStation VR that has a big head start in virtual reality, with over 2 million units sold. But **HTC's** Vive and **Facebook's** (NASDAQ:FB) Oculus Rift are trying to catch up quickly.

What could reshape the VR landscape in 2018 is Facebook untethering itself from PCs and gaming consoles to make VR mobile. Here's why I think Facebook can take a leadership position in this booming market.

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AUTHOR

Travis Hoium
(TMFFlushDraw)

BUSINESS ▾   SHOP ▾

...nted-and-virtual-re

:on's Big

Virtual

ent platform for building
cters called 'hosts.'

So what can AR/VR/MR provide for us?

» Higher fidelity simulations

» "Safe" mechanism to observe actual job performance

» As a potential virtual delivery mechanism

» …?