Virtual Reality

SAMSUNG Gear VR with Controller
Powered by oculus
Evolution of Media Consumption

- More Immersive and Realistic Experience

Text → Photo → Video → Reality → VR

Fully Immersive & Realistic
Definition of VR

**VR (Virtual Reality)**

“Computer-generated scenario that simulates a realistic experience”
→ Teleports you to a whole virtual new world
  ※ Completely covers your eyes to display virtual world

**AR (Augmented Reality)**

“Direct or indirect live view of a physical, real-world environment whose elements are ‘augmented’ by computer-generated graphic”

**HMD (Head Mounted Display)**

“Display device worn on the head”
※ Indicates the form factor of a device, usually used in VR and AR
Current VR Devices

**Mobile**

- Samsung Gear VR with Controller
- Google Daydream

**PC / Game Console**

- oculus rift
- HTC Vive
- PlayStation VR
- Microsoft Windows Mixed Reality
Market Prospect

“Technology’s Next Big Wave – Virtual Reality”
- Forbes

“VR is the next big thing for brands”
- TechCrunch

“Virtual Reality is the next platform”
- Mark Zuckerberg, Founder of Facebook
"OUR GOAL : 1 Billion People in Virtual Reality"
- Mark Zuckerberg

(Oculus Connect 4 Keynote, 2017/10)
Use Case - Game

VR Shooting Game, “Gun Jack”  VR Shooting Game, “Drop Dead”

VR Fishing Game, “Bait!”  VR thriller Game, “Dead Secret”
Use Case - Education/Training

- Samsung eMotion Project @ Santa Maria Goretti Hospital
- Samsung Drive for Driver Education at Austria
- President Obama, Intro to Yosemite through the Age
- VR Factory Tour by Samsung BIOEPIS
Use Case - Simulator

Gear VR Space Racing @ CES

Gear VR Astro Ship @ MWC

Gear VR Kayaking @ IFA

Gear VR Bungee @ IFA
Use Case - Amusement Park

Everland

VR Coaster @ Six Flags

Bandai Namco VR Arcade

Zero Latency
Use Case - Small-scale ‘VR Room’

- Dating
- Single Player
- Play with Friends
- Family Time
Upcoming VR devices

Built-in Motion Tracking

1. No External Setup

2. Freely Move Around
360 Camera

**Personal**

- **SAMSUNG Gear 360**
- **RICOH THETA**

**Professional**

- **SAMSUNG 360 Round**
- **Google JUMP**
- **GoPro OMNI**
Use case - Family/Friend Gathering

1. Capture every angle

2. Record in 360
Use case - Tourism/Real Estate

1. Relive your travel moments

2. Spot every corner of your home