Virtual Reality

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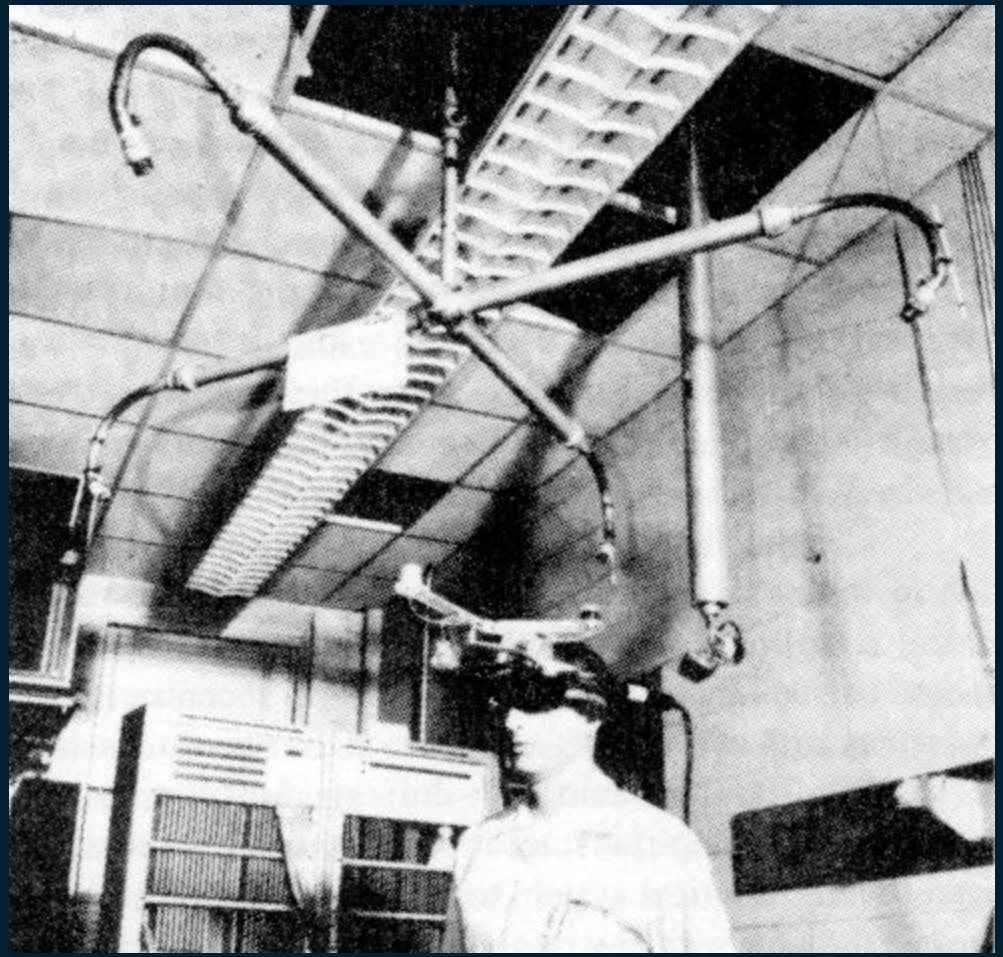
Virtual Reality, Semiotics, Multi-narrative Design

http://futurism.com/wp-content/uploads/2014/10/parallel-universe-world.jpg

http://vignette2.wikia.nocookie.net/matrix/images/d/df/Thematrixincode99.jpg/revision/latest?cb=20140425045724

http://www.roadtovr.com/wp-content/uploads/2016/05/ultimate-display.jpg

https://qph.ec.quoracdn.net/main-qimg-192de954a61992fc1cb9818d2b4489fb?convert_to_webp=true



http://sm.pcmag.com/pcmag_au/photo/t/the-ultimate-display-1968/the-ultimate-display-1968_mehk.jpg

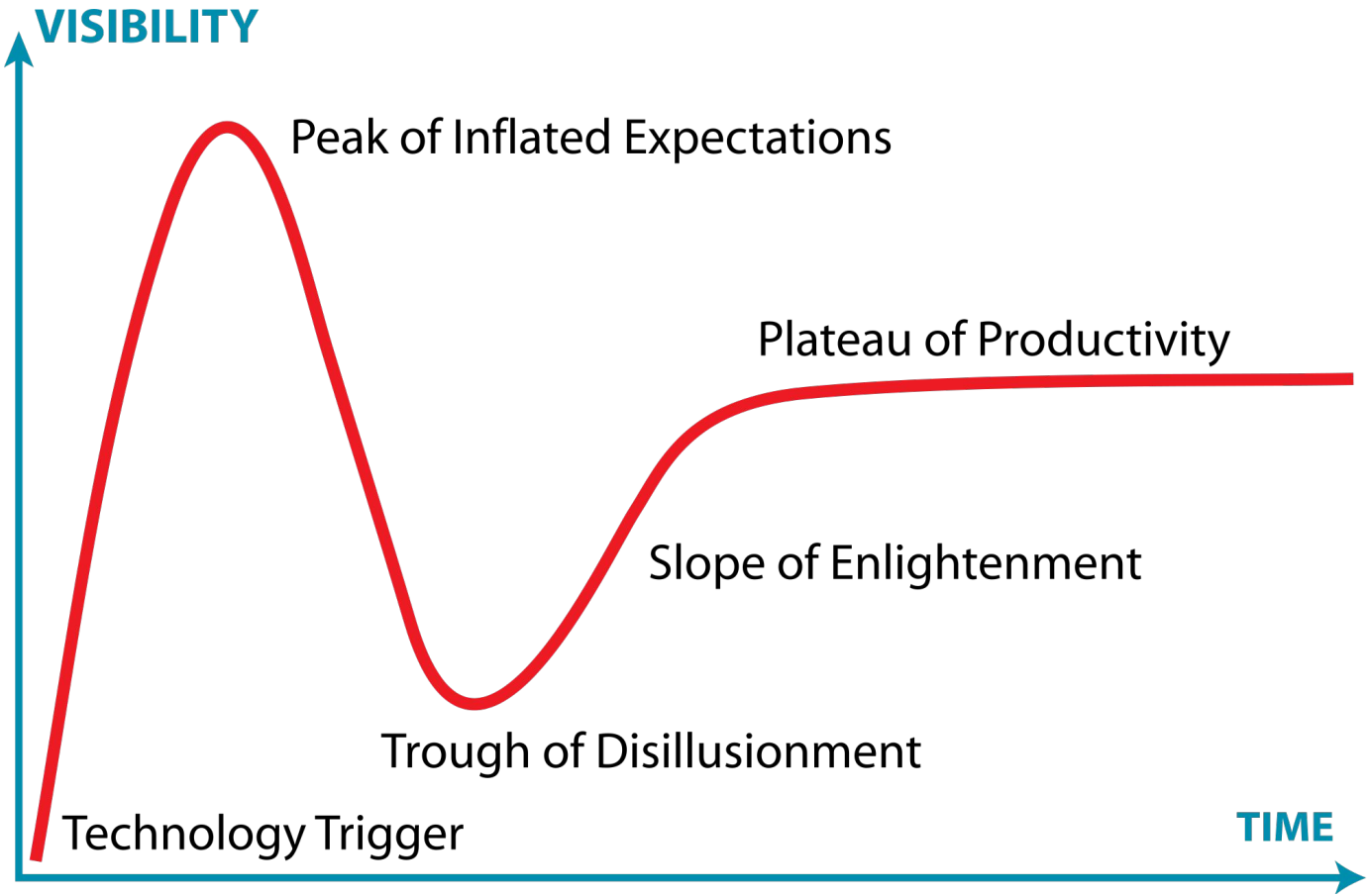
https://upload.wikimedia.org/wikipedia/commons/1/1f/Virtual_reality_training_130416-A-BZ540-058.jpg

VR industry

- Tourism
- Health
- Education
- Gaming
- Entertainment

http://i.amz.mshcdn.com/YXyjfwHUYqsn-3bFzDH2zteLs2U=/950x534/2015%2F12%2F28%2Fc0%2Fgrmdmavr.c02ae.jpg

Gartner Hype Cycle


VISIBILITY
Peak of Inflated Expectations
Plateau of Productivity
Slope of Enlightenment
Trough of Disillusionment
Technology Trigger
TIME

Technology Trigger

- Early proof of concept
- No real product
- No business model

- Kickstarter campaigns

Peak of inflated expectations

- Proof of concept
- Expectations to business and consumer are set
- Some companies jump on the bandwagon

Trough of disillusionment

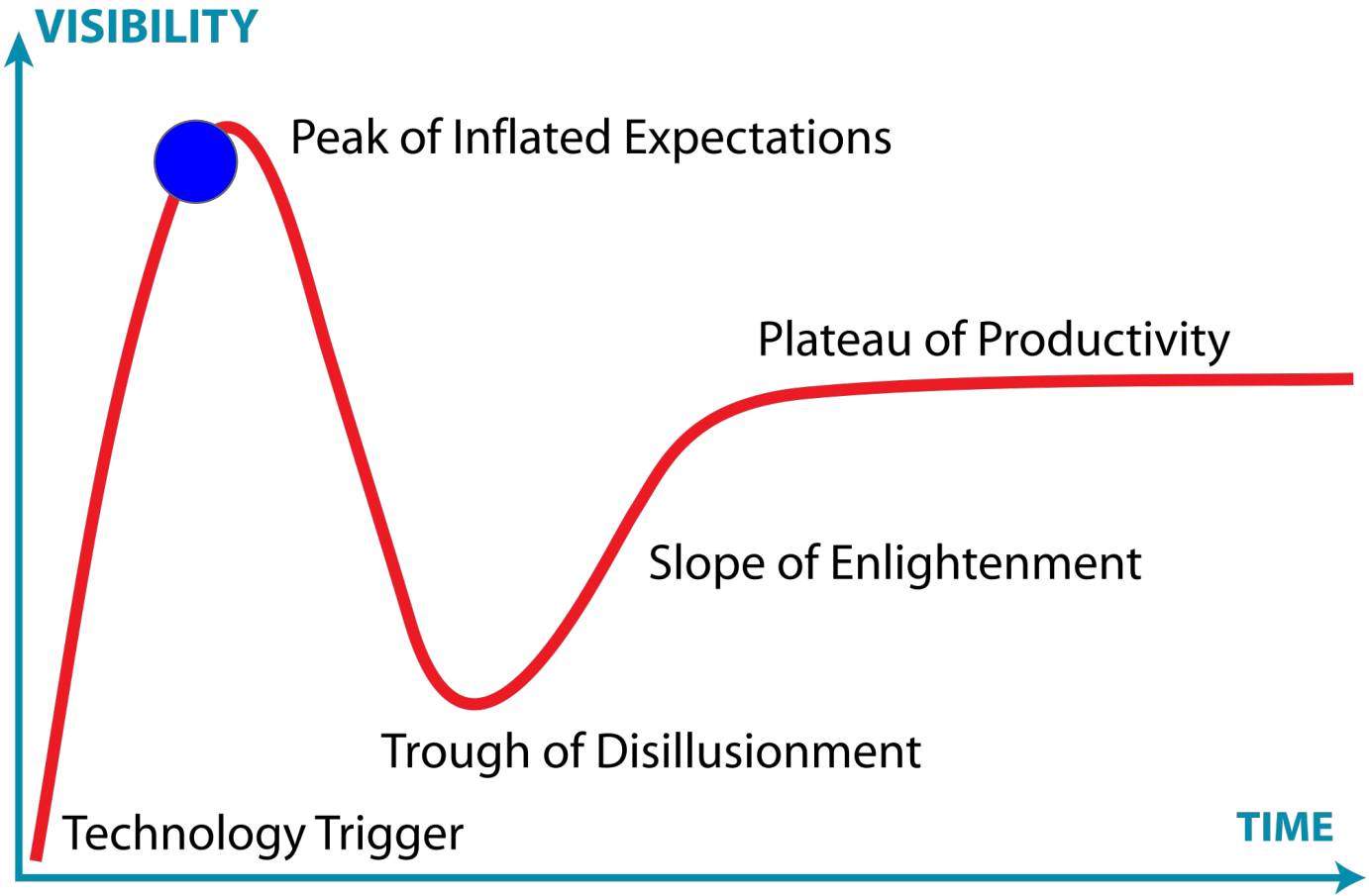
- Interest wanes
- Product does not meet expectations/demands of the consumer

Slope of enlightenment

- Applications more clear
- Clear added benefit
- Second and third generation models

Plateau of productivity

- Mainstream adoption
- Clear expectations and criteria
- Sustainable business (models)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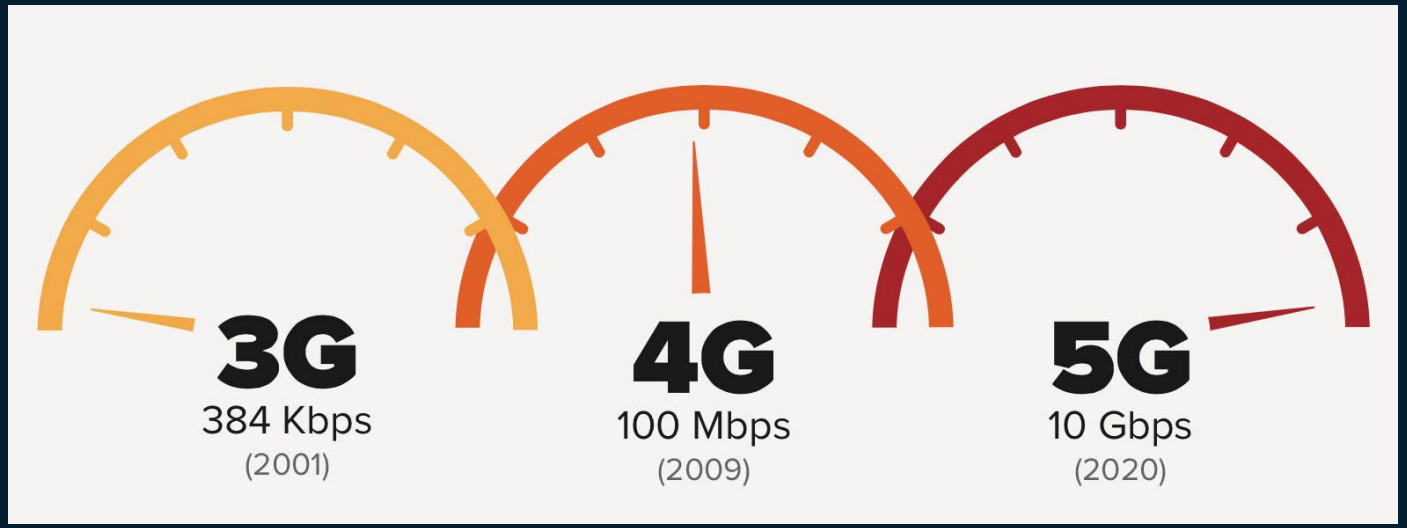
https://cdn0.vox-cdn.com/thumbor/aotdquRv2ZmMp1l-NTU_HrHcQtA=/cdn0.vox-cdn.com/uploads/chorus_asset/file/3327268/a67d3d33-e1e5-4cf7-bf3d-dbe1befc8d8c.0.jpg

https://vr.google.com/daydream/static/images/pages/home/home-phones.jpg

Bandwidth



Where will it settle?

Entertainment?
Health?
Training?

Content is king

Technology leads

WHY

Thanks

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