

Virtual Reality Explained

What is VR?

VR or Virtual reality is the catch-all term for immersive experiences



Simulated 3D Images or Modeling

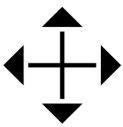


First Person View

Underneath the blanket term, **VR**, there are many types of content:

- 360° Static Photography – Still real-world imagery
- 360° Video – Pre-recorded real-world video
- Computer Generated – Rendered models of either real-world or imagined places
- Hybrid – A mix of any or all of the above

How to Experience VR?



Standard Navigation

Whether on desktop, mobile, or tablet using the device's native navigation to maneuver. **Lowest cost, Lowest Learning Curve**



Phone Gyroscope

Enable your phone's gyroscope to see the content move and respond with the movement of the phone. **Medium Cost, Ease of Interactive**



Head-Mounted Display

From Google Cardboard to Oculus Rift, most commonly thought of as VR, head mounted displays (HMD) allow for the greatest level of immersive. **Highest Cost, Most Immersive**

How to Use VR?



RECRUITMENT



How often do you have a prospective employee you are hoping to join your team but they can't fly out the office to experience the culture and amenities of your company? Imagine they could see, hear and experience **your campus** with under \$20 investment with branded Google Cardboards and a **Xplorer Virtual Tour**

SOURCES

<http://www.goodworklabs.com/what-is-augmented-reality-ar-and-its-latest-trends/>

<https://www.maxboxvr.com/pages/custom-orders>

<http://www.campusbird.com/higher-education-professionals-can-get-started-virtual-reality/>

<https://www.fastcompany.com/everything-you-always-wanted-to-know-about-virtual-reality>

<https://www.foundry.com/industries/virtual-reality/vr-mr-ar-confused>

ACTIVATION

Texas A&M was able to get over **1500** virtual experiences of their campus during the 2017 SXSW. Transporting hundreds of people to have an on-campus experience in a matter of days

What is Augment Reality?

Augmented reality (AR) is an overlay of digital content onto the real world.



Pokémon GO is the most prevalent example, but this is just the beginning.

ENGAGEMENT

VR has an unique reach. With 360° videos and the other forms of VR accessible with a phone and desktop it enables **sharing and socializing**. VR allows you to harness that buzz for your company.

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