Extending The Brand Experience/Storytelling in Virtual Reality

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Virtual Reality is…

- :an artificial environment which is experienced through sensory stimuli (as sights and sounds) provided by a computer and in which one's actions partially determine what happens in the environment —Webster's

- "Virtual reality was once the dream of science fiction. But the internet was also once a dream, and so were computers and smartphones. The future is coming."
  —Mark Zuckerberg

- "Virtual reality is like dreaming with your eyes open."
  —Brennan Spiegel

- "What is it like to walk in someone else's shoes? Books allow us to imagine it, and movies allow us to see it, but VR is the first medium that actually allows us to experience it."
  —Nick Mokey

VR Then






3D
View-Master

VR Today






oot Wars

How did we get here?

-5 million Gear VR headsets in the marketplace

-10,000 hours & counting of video played on Gear VR

-550+ apps in Oculus store & counting on Gear VR

-1200+ videos in Samsung VR







In less than 6 months













Where is VR Headed?

- Tourism & Real Estate
- Medical Treatment (PTSD, Curing Phobias)
- Education/Future of VR in the Classroom
- Live Sports/Concerts
- VR & AR estimated to drive $28bn in revenue by 2020
  $45B by 2025 (Source-Goldman Sachs VR Report)

A snapshot of our journey this past year…

Samsung x Six Flags





Samsung x VICELAND

THIS

Samsung x FOX

Samsung x FOX



Samsung x SANTA

JOURNALISM BY

The New York Times

TECHNOLOGY BY

SAMSUNG

Samsung x The New York Times



Five Things to Remember…

1. Look to put the viewer at the center of the experience—VR can let us enter a story in ways we've never been able to

2. What works in 2D doesn’t necessarily work in VR (encourage exploration/play w/field of vision and perspective)

3. Make it compelling—strong subject matter/powerful IP helps (what provides the best world to put the viewer INTO)

4. There’s no rulebook—everyone is experimenting right now

5. Don’t be afraid to try/have an open mind!

Obviously no-one knows what VR will become in 2017,

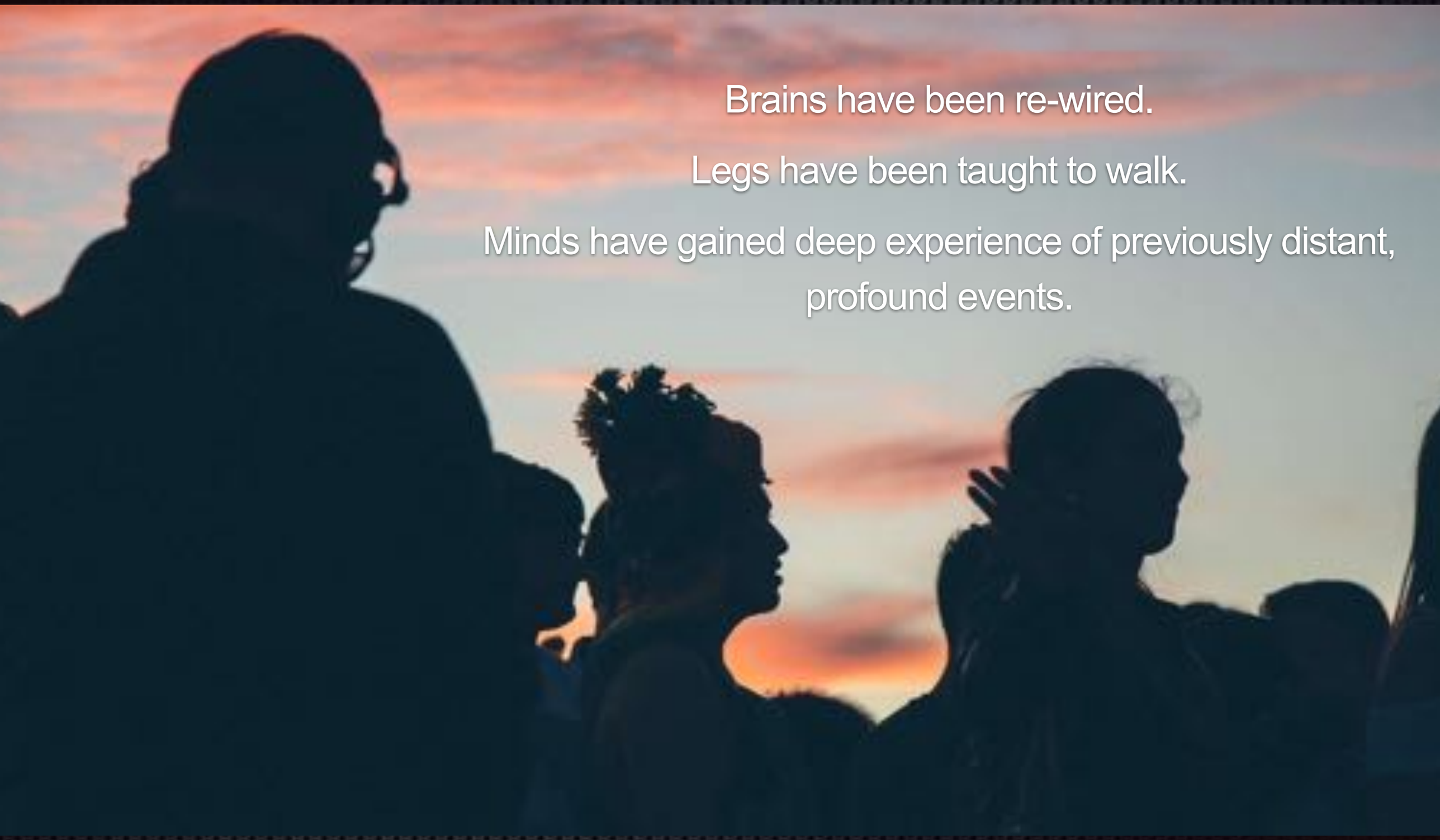
but here is what we deeply believe in



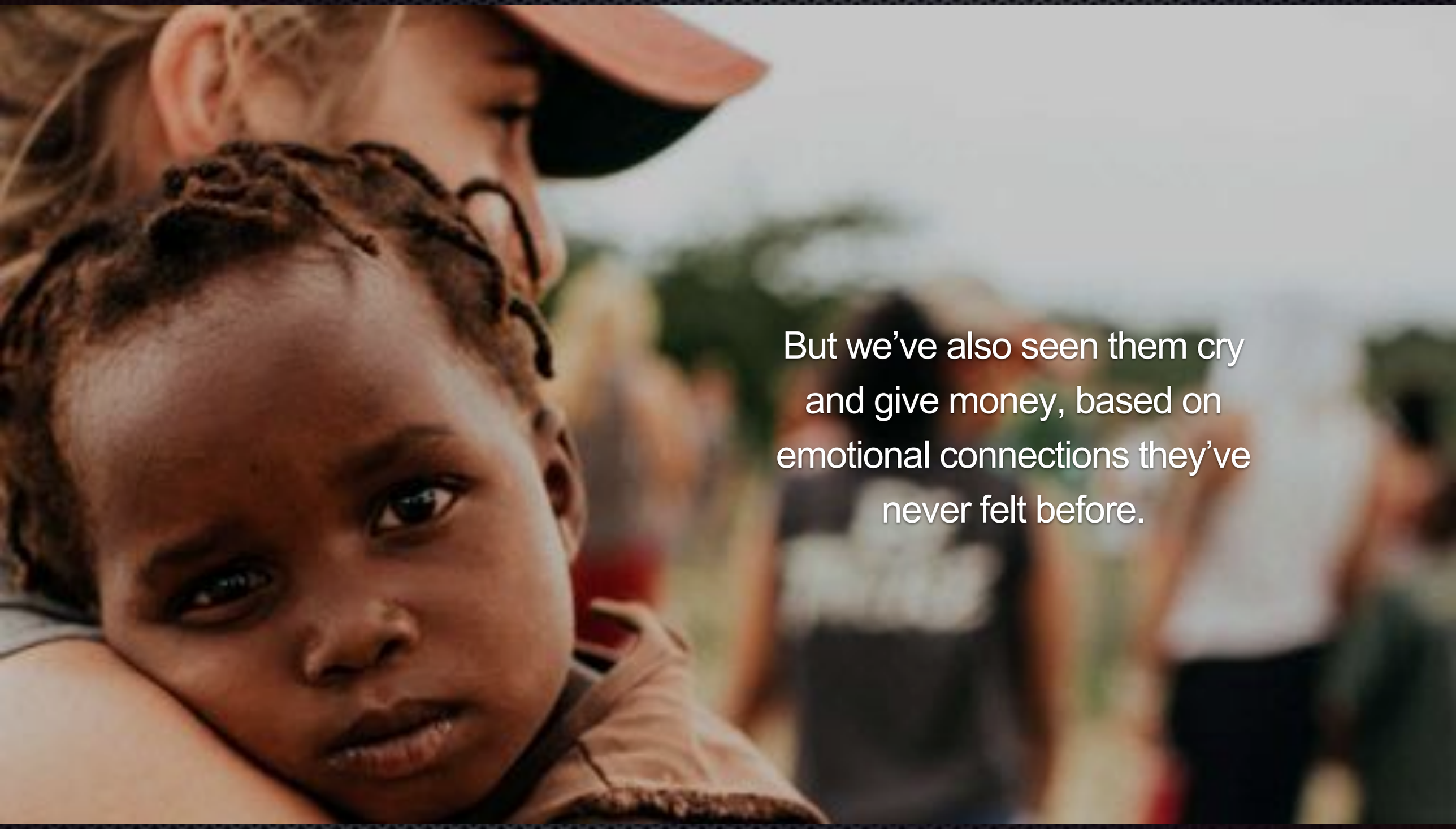
Virtual Reality is the start of shared consciousness; the foundation of a democratized experience; and the birth of communication beyond language.



Yes VR is still in its infancy, but what
a precocious childhood it’s had:

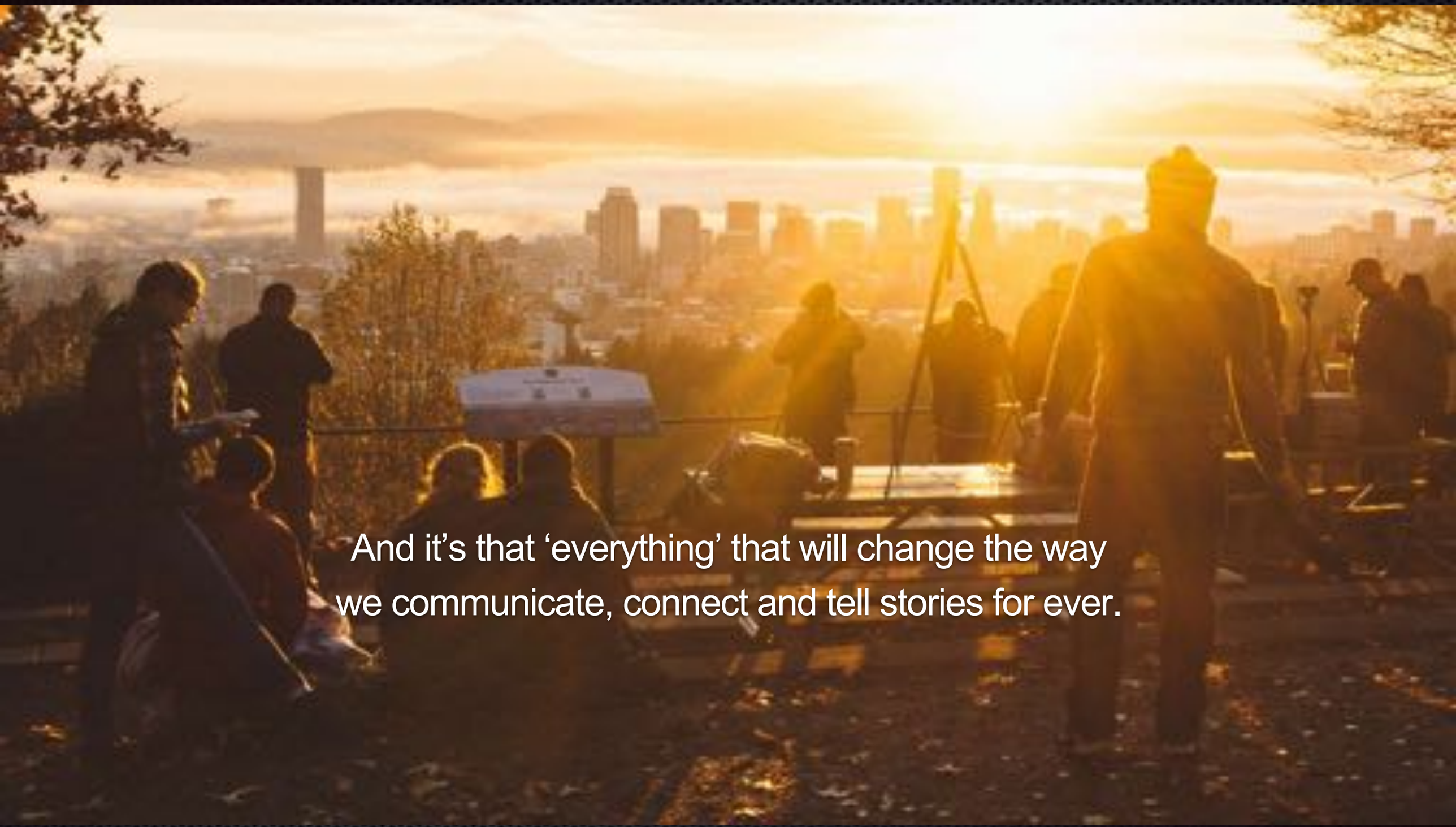

Brains have been re-wired.
Legs have been taught to walk.
Minds have gained deep experience of previously distant, profound events.


We’ve seen grown adults whoop and scream
sitting in a window on Washington Street.

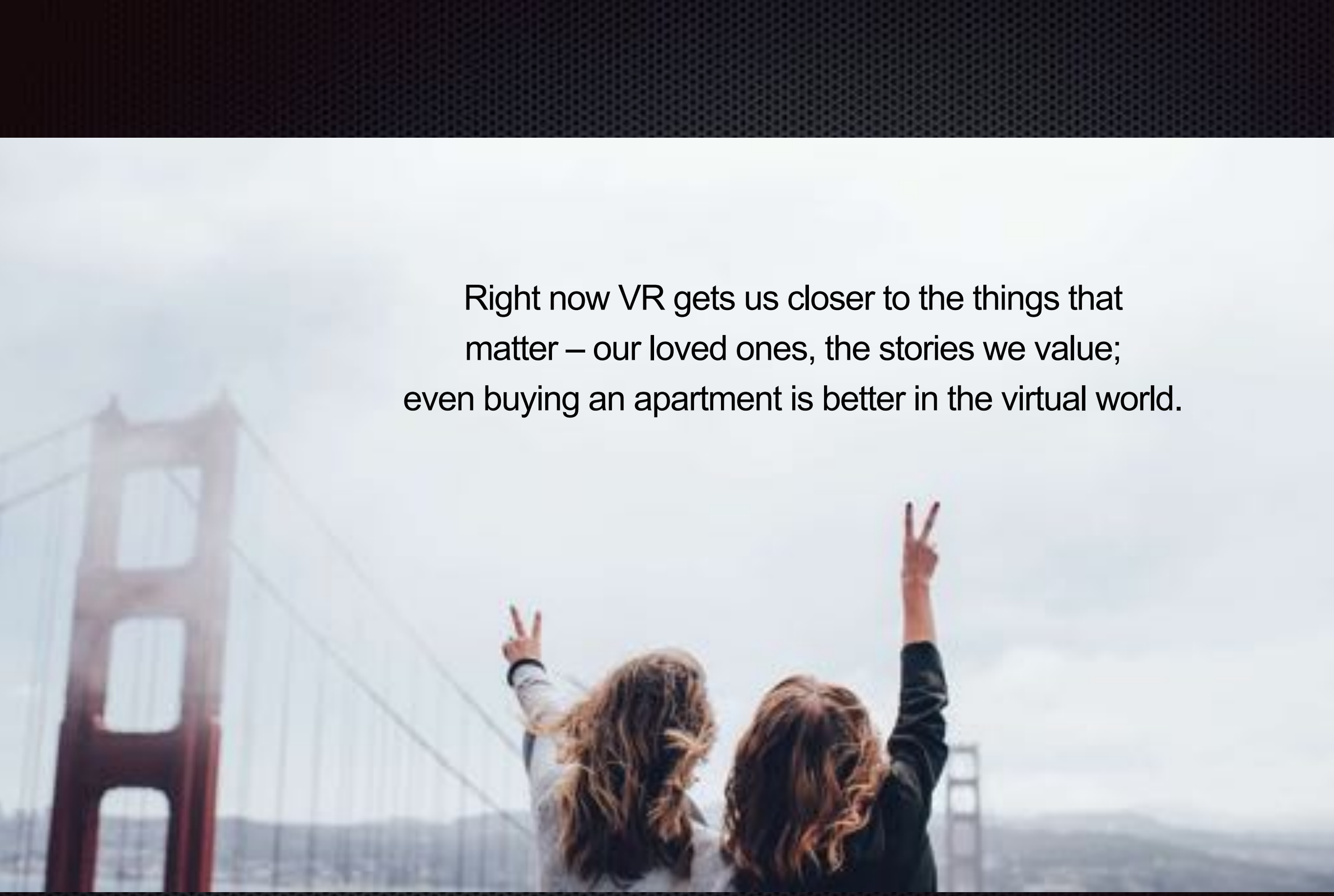

But we’ve also seen them cry
and give money, based on
emotional connections they’ve
never felt before.

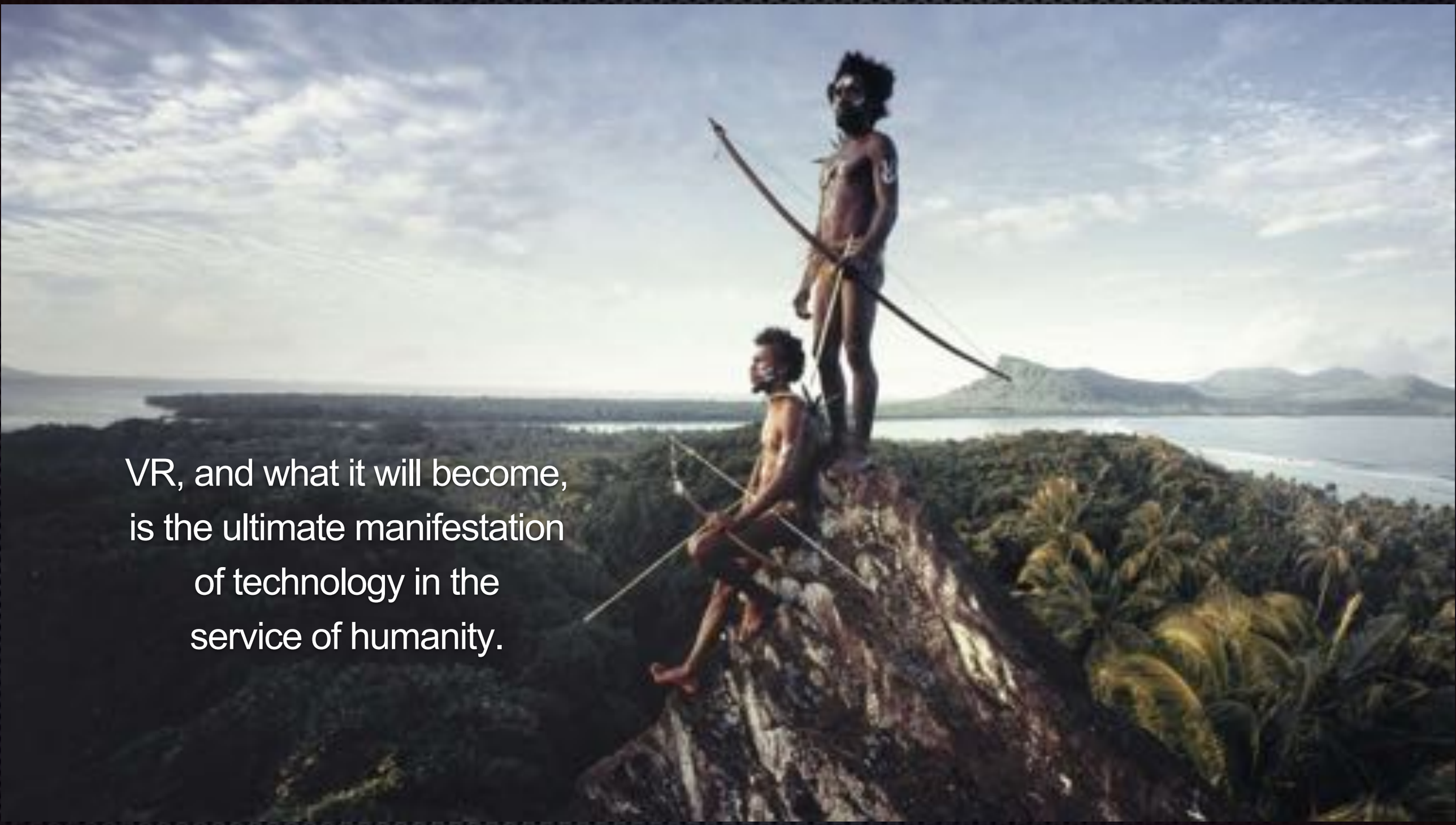


This is because in VR, everything is there,
nothing is left behind.


And it’s that ‘everything’ that will change the way
we communicate, connect and tell stories for ever.

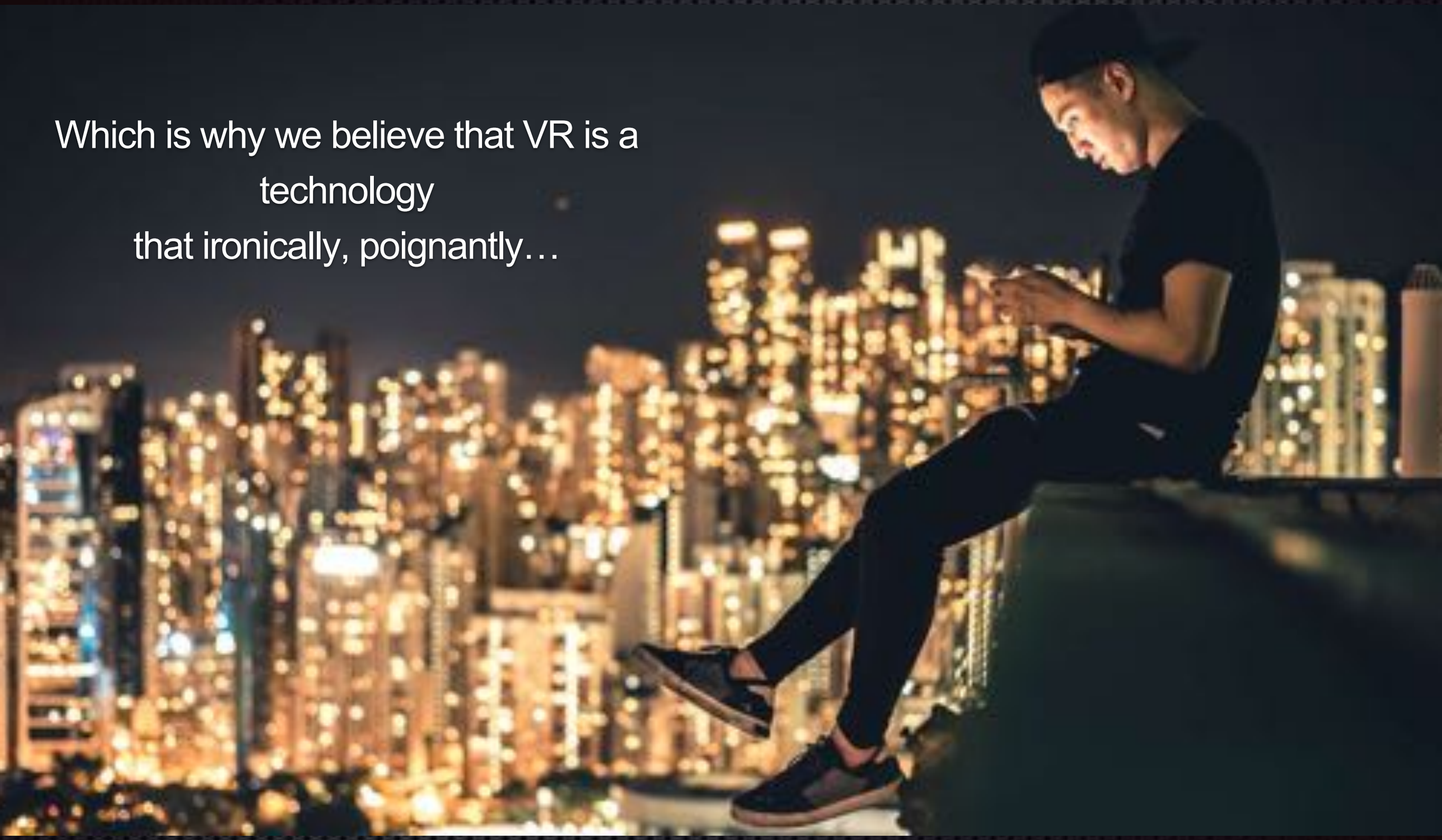
Right now VR gets us closer to the things that
matter – our loved ones, the stories we value;
even buying an apartment is better in the virtual world.

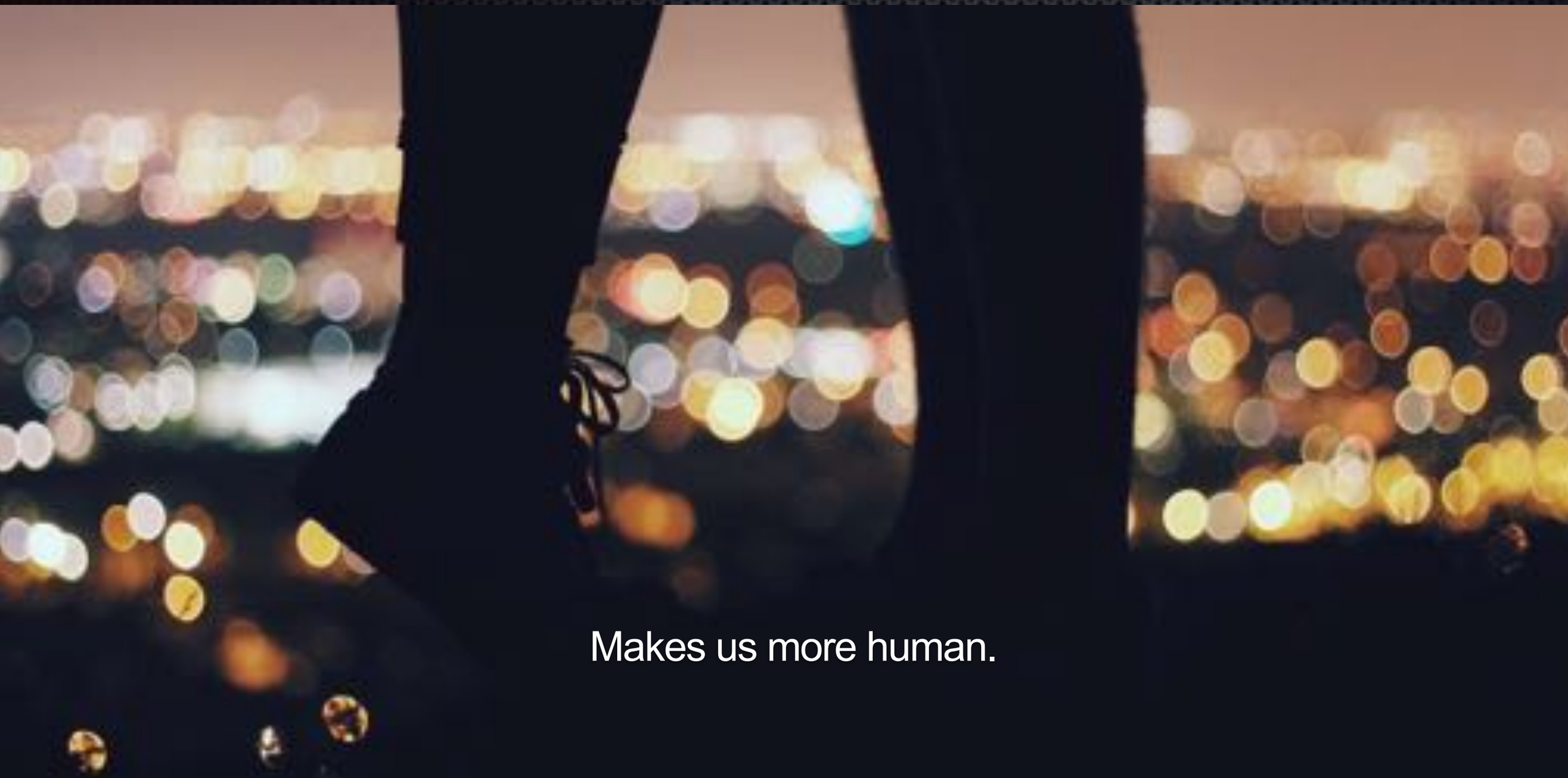



VR, and what it will become,
is the ultimate manifestation
of technology in the
service of humanity.


In VR we see more, we do more,
we experience more and we feel more.

Which is why we believe that VR is a
technology
that ironically, poignantly…





Makes us more human.

VR, and what it will become, makes us more human.

Thank you.