

HELLO

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Interactive Media Consultant

4 years in VR

3 years in R&D

6 months VR consulting



**OKAT
BEST**



(@OKatBEST)

PRACTICAL VR USE CASES

QUICK WARNING

- ◆ Images are for illustration only.
- ◆ This is my personal experience/opinions.
- ◆ I might be wrong.
- ◆ There is a lot more.

“VIRTUAL REALITY”



- ✦ AKA Desktop VR
- ✦ 6 degrees of freedom.
- ✦ Motion-tracked controllers.
- ✦ Oculus Rift or HTC Vive.
(currently)



INDUSTRY



TECHNOLOGY



COMMUNICATION



MEDICAL



ENTERTAINMENT



INDUSTRY



TRAINING

- ✦ Safe experimentation.
- ✦ Autonomous learning.
- ✦ Interactive and augmented.
- ✦ Usable anywhere.

An architectural floor plan drawing is shown on the left side of the image. A ruler is placed over the drawing, with the numbers 5, 6, and 7 visible. The drawing includes various geometric shapes and lines representing a building layout. Some dimensions are labeled, such as '580' and '350'. The drawing is in black ink on a light background.

PLANNING

- ✦ Spatial understanding.
- ✦ Line of sight.
- ✦ Interactions planning.
- ✦ User research.

TECHNOLOGY





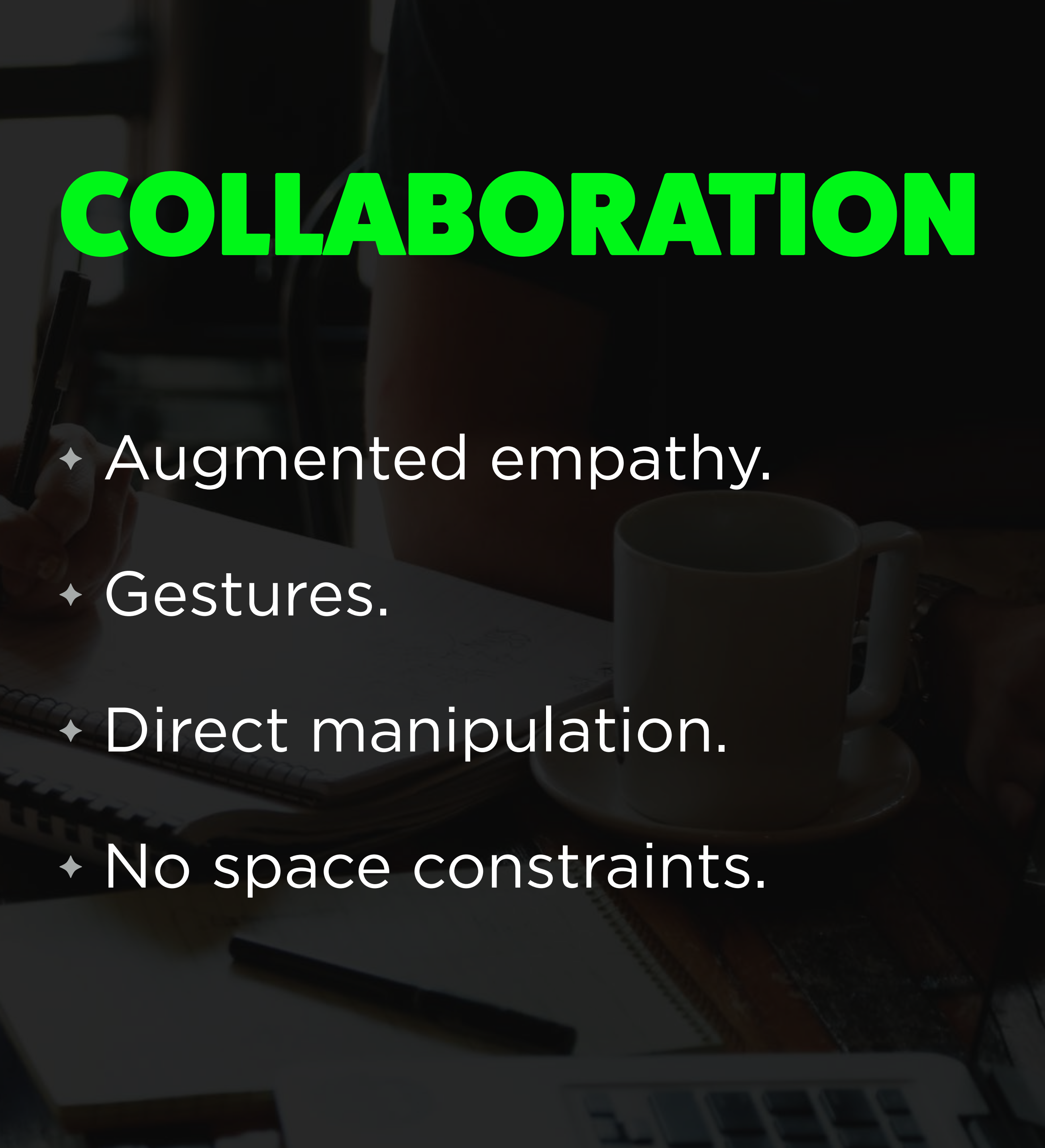
DATAVIZ

- ✦ Another dimension.
- ✦ Easier understanding.
- ✦ Hands on data manipulation.
- ✦ Pattern recognition.



COLLABORATION

- ✦ Augmented empathy.
- ✦ Gestures.
- ✦ Direct manipulation.
- ✦ No space constraints.





DESIGN

- ✦ Life scale previews.
- ✦ Instant feedback.
- ✦ User testing.
- ✦ Contextual tools.

COMMUNICATION





SALES

- ◆ See a product that doesn't exist.
- ◆ Instant customization feedback.
- ◆ Easily reusable.
- ◆ High engagement.



ADVERTISING

- ◆ Very personal experience.
- ◆ Unique creative opportunities.
- ◆ Low operating cost.
- ◆ Viral opportunity.





EDUCATION

- ◆ On demand classes.
- ◆ Easily deployable.
- ◆ Potentially at home.
- ◆ May drive other sales.



MEDICAL



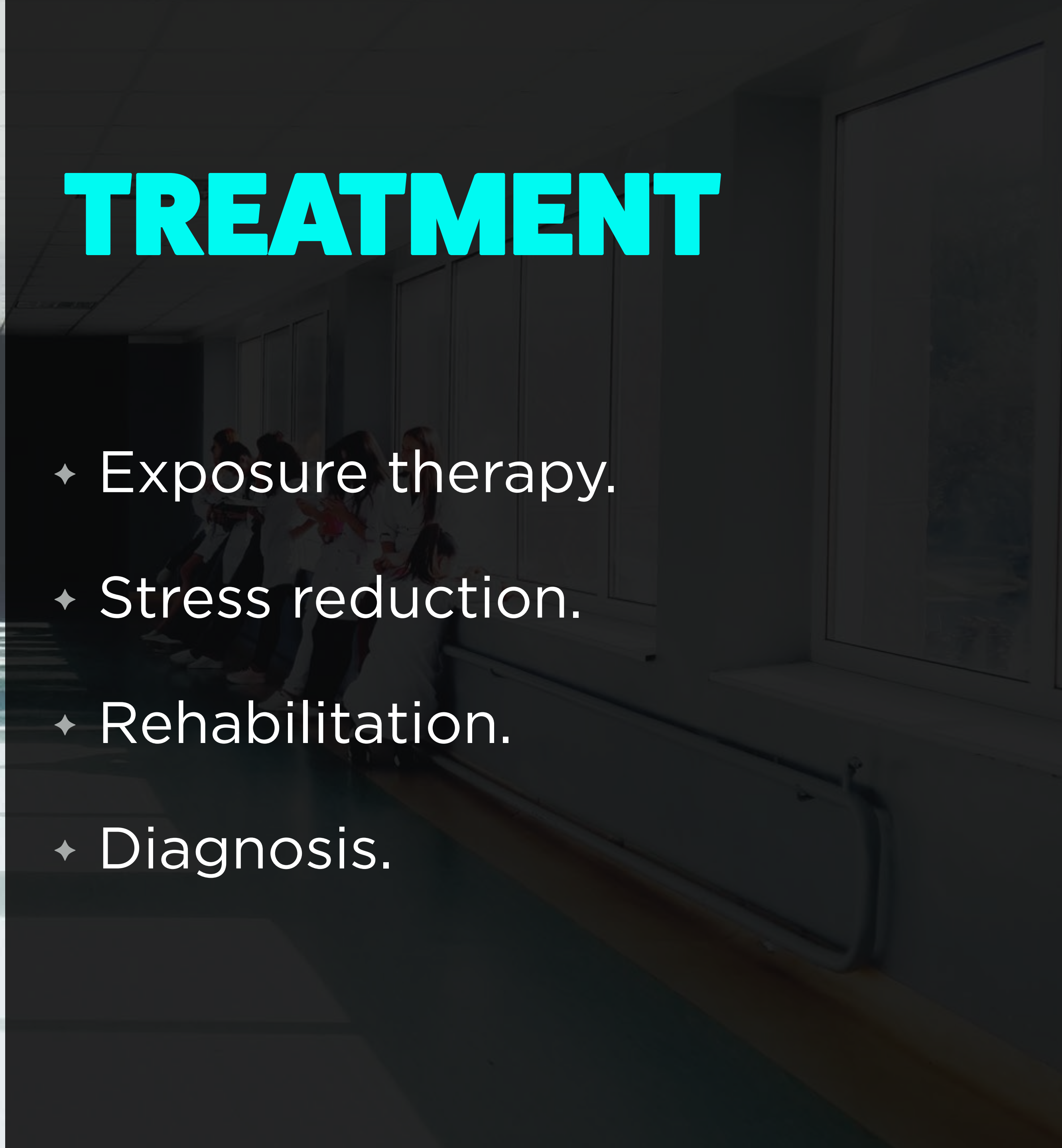
DATA MANIPULATION

- ✦ Visualize 3D scans.
- ✦ Fold proteins.
- ✦ Digital staining.
- ✦ Volumetric playback.



TREATMENT

- ◆ Exposure therapy.
- ◆ Stress reduction.
- ◆ Rehabilitation.
- ◆ Diagnosis.



A row of several popcorn buckets filled with popcorn. The buckets are white with black vertical stripes and a black oval logo at the bottom containing the words 'POP CORN' in a stylized font. The word 'ENTERTAINMENT' is overlaid in large, bold, white capital letters across the center of the image.

ENTERTAINMENT

ARCADES

- ◆ Social experience.
- ◆ Casual use.
- ◆ Better conditions.
- ◆ Great for multiplayer.



TRAVEL

- ◆ Learn history and culture.
- ◆ Visit hotels, places.
- ◆ Visualize road.
- ◆ Have a virtual trip.



PRODUCTION

- ◆ Interactive Previz.
- ◆ Immersive motion capture.
- ◆ Virtual camera handling.
- ◆ In-context voice acting.



(AND A LOT MORE)



VIEW



EDIT



LEARN



PLAY

GETTING STARTED

SET YOUR STANDARDS

- ♦ User experience.
- ♦ Interaction patterns.
- ♦ Design and models library.
- ♦ Reusable modular components.

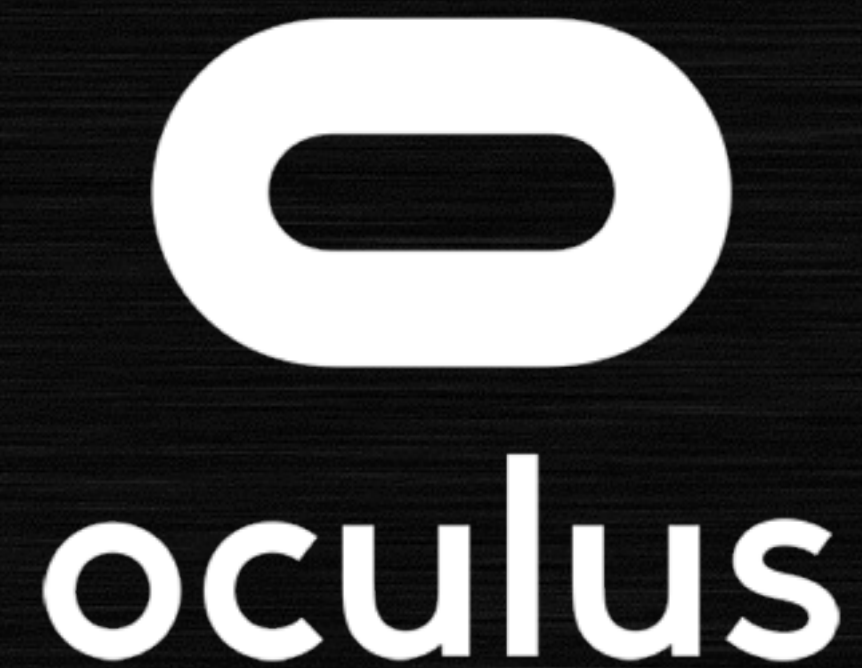


CHOOSE A TECH

- ♦ Unreal or Unity.



- ♦ Oculus or Vive.



- ♦ Do some research.

- ♦ No wrong answer.

CHALLENGES

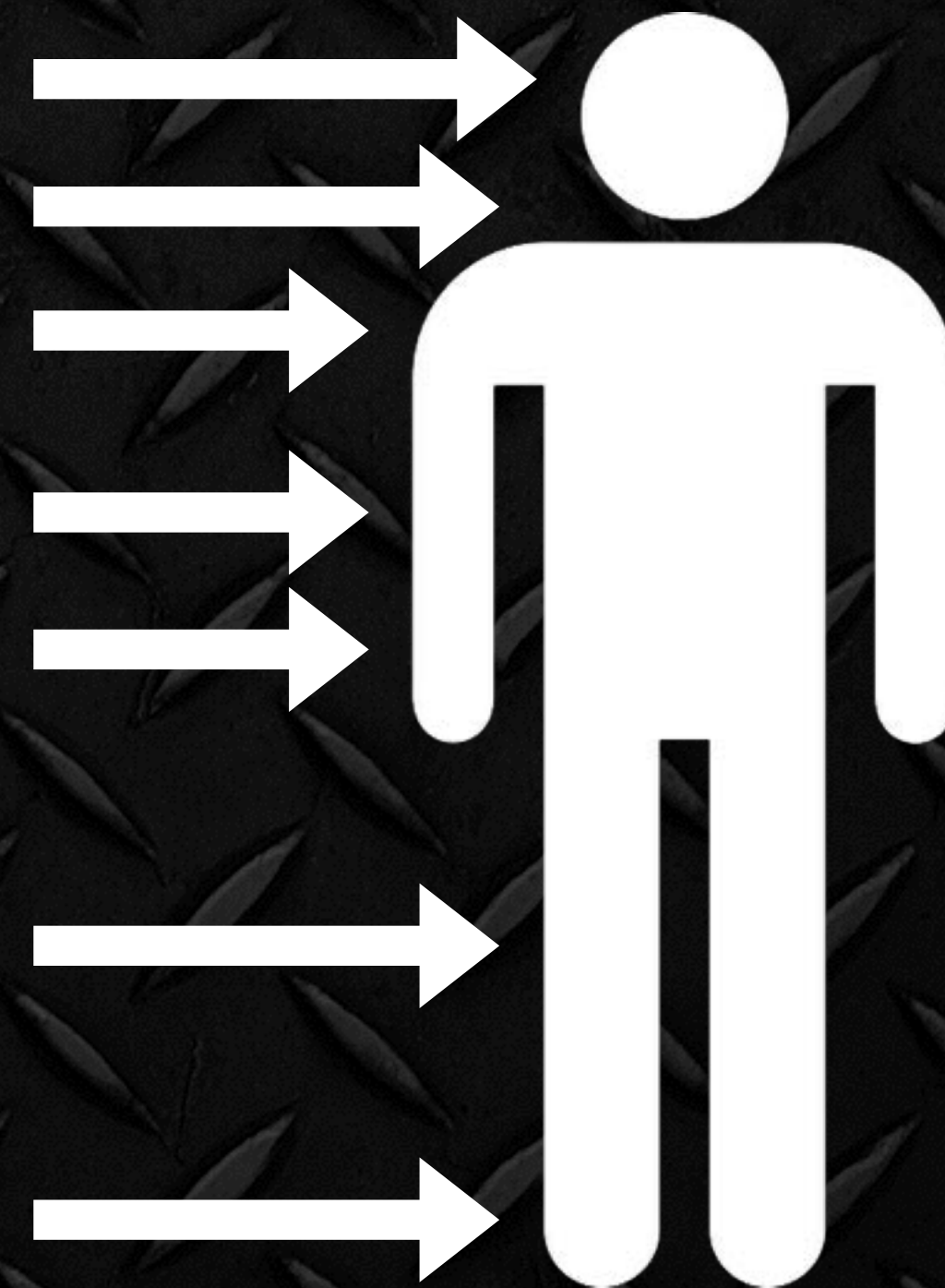
ONBOARDING

- ♦ Assume no experience.
- ♦ Teach interactions.
- ♦ Encourage experimentation.
- ♦ Allow mistakes.



USER STRAIN

- ◆ Back and neck.
- ◆ Arms and legs.
- ◆ Eyes.
- ◆ Face.



ACCESSIBILITY

- ✦ Seated option.
- ✦ Reduced range of motion.
- ✦ Limited eyesight.
- ✦ Subtitles.



CONTEXT

- ◆ Safety.
- ◆ Privacy.
- ◆ Comfort.
- ◆ Cleanliness.



SHOULD YOU DO IT?

YES.

UNDER ONE CONDITION.

Ask yourself this :

DOES THIS PROJECT NEED VR?

“NO”

- ✦ VR does not add value.
- ✦ Project is inherently 2D.
- ✦ VR is an afterthought.
- ✦ VR gets in the way of productivity.



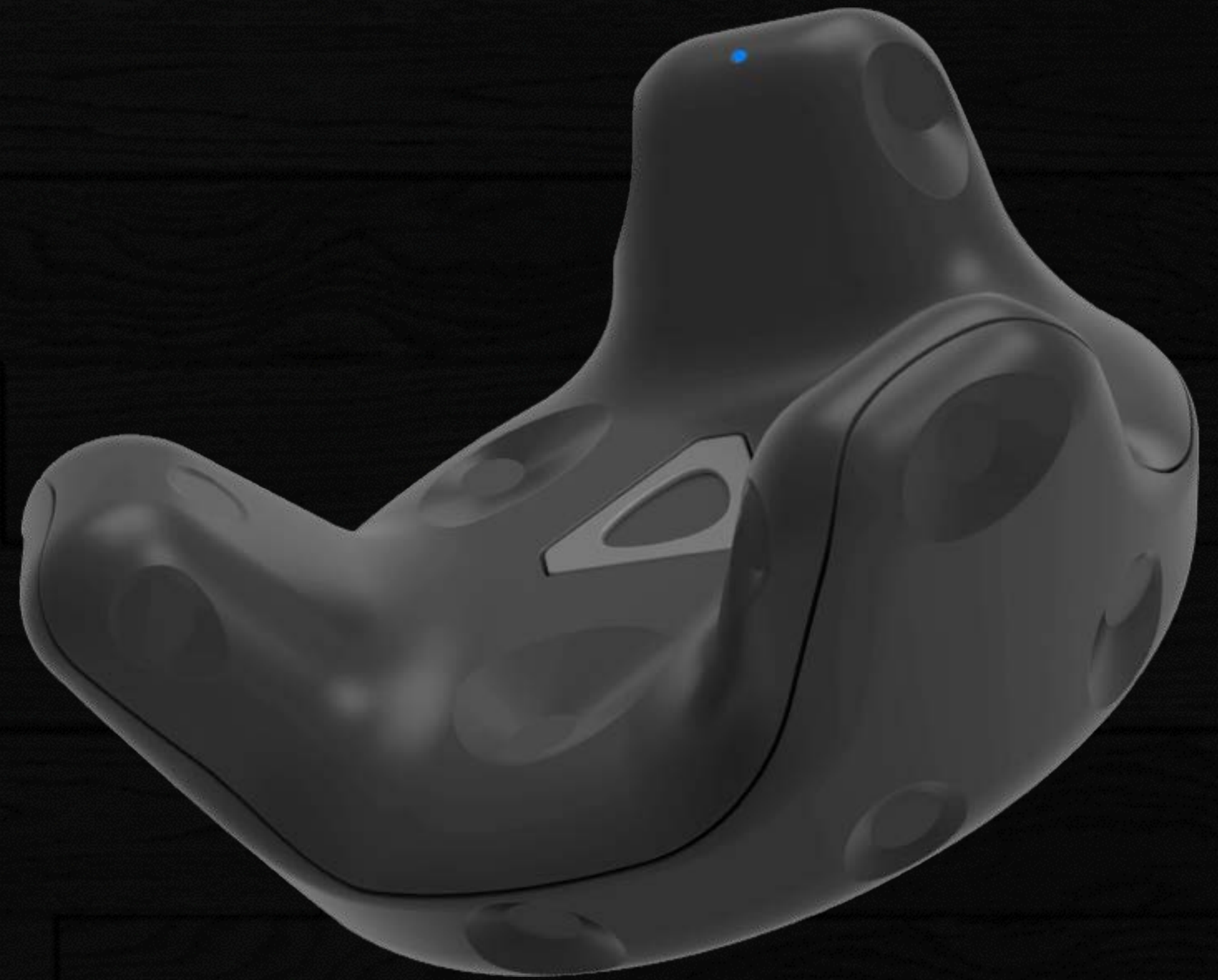
Else,

DO IT.

CONSIDER THIS

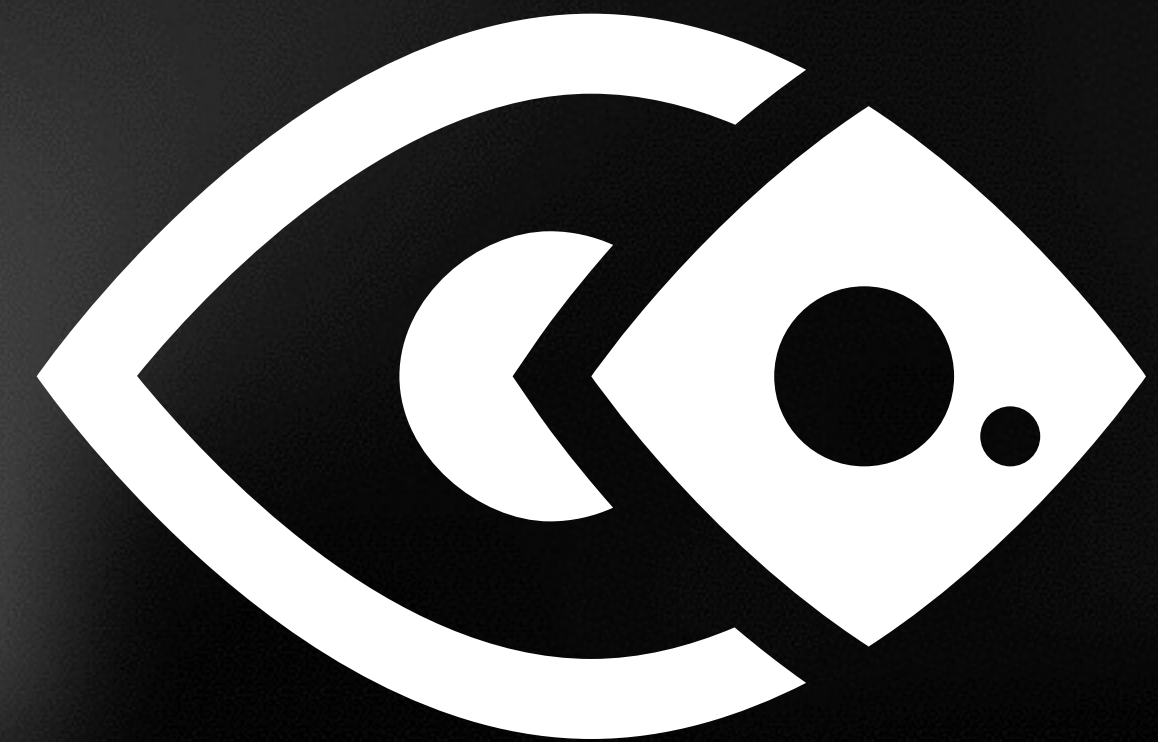
GO BEYOND CONTROLLERS

- ◆ Physical environments.
- ◆ Tracked objects.
- ◆ Existing simulators.
- ◆ Keyboard/Mouse controls



AUGMENTED REALITY

- ♦ More use cases.
- ♦ Less disruptive.
- ♦ Cheaper hardware.
- ♦ Not widely available yet.



THANK YOU

Sources, credits, slides, contact :

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