

## Smarter Simulated Forces

Visual authoring of CGF AI for training and wargaming

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Lori Kozlowski (<http://www.forbes.com/sites/lorikozlowski/>) Contributor

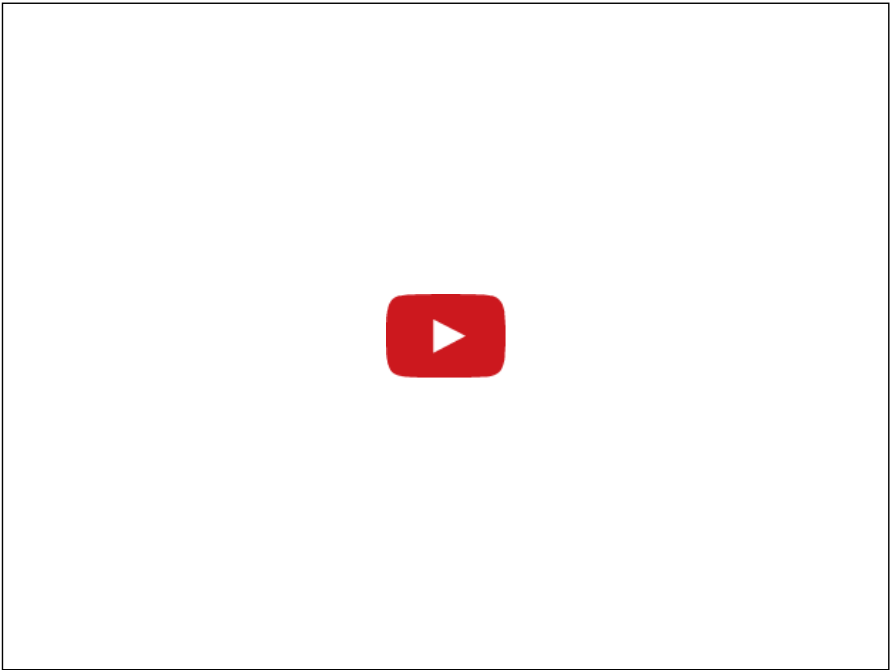
*I write about entrepreneurs, start-ups and the tech scene in L.A.*

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# The Future Is In Motion: Virtual Reality Glove Puts Control In Your Hands

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To many, virtual reality seems like something only for gamers. The idea of

immersing yourself in a virtual (or digital) environment can seem like a fun video game concept. But soon, we could see a leap forward from gaming alone to other business (<http://www.forbes.com/business/>) sectors that adopt the technology.

According to Business Insider (<http://www.businessinsider.com/google-glass-sales-projections-2013-11>) and TechSci Research (<http://www.marketwatch.com/story/united-states-augmented-virtual-reality-market-to-grow-at-30-cagr-till-2018-says-techsci-research-2014-01-17-1183340>), virtual reality will have more than 25 million users by 2018, cementing it as a critical part of both gaming and communications.

Whereas Oculus Rift, the headset company recently purchased this year by Facebook (<http://www.forbes.com/facebook-ipo/>) for \$2 billion, created a headset that allows you to look around and feel as if you are in a virtual reality environment, a new company and product called Control VR (<http://controlvr.com/>) wants to take virtual reality even farther by allowing you to control the environment around you with a glove.

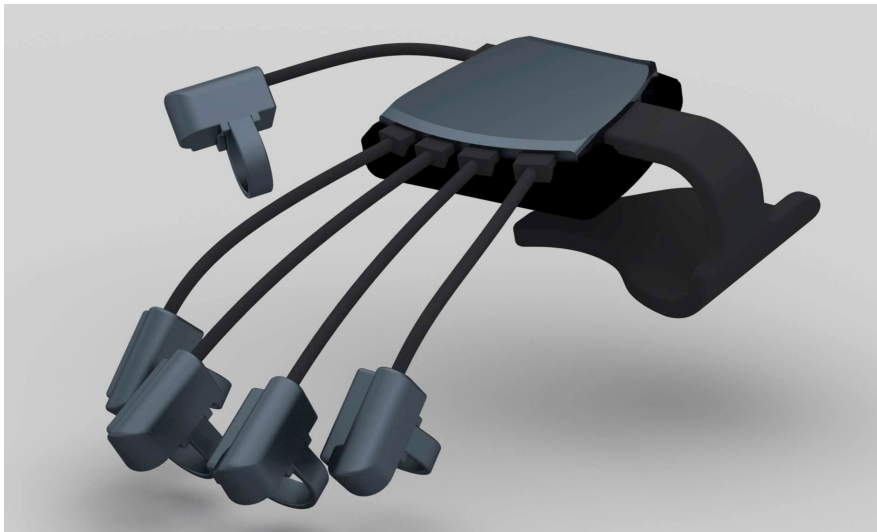
Their product would allow your fingers, hands, and arms to move within the virtual environment you see, and to move objects around within that virtual environment.

Control VR CEO Alex Sarnoff said, "There's a reason Oculus sold for \$2 billion. The founders of our company saw the vision of virtual reality and what it could be 20 years ago. Now it's becoming reality. Gaming is just a start. Where can you take this beyond video games? When you think about social media and where it's gone, and imagine two different people across the world joining each other in a virtual environment. You can put two people in the Sistine Chapel together, and we can both be looking around, all while I'm still sitting on my couch in L.A."

"It allows social communication to go to that next level," he said.

The startup's goal, at present, is to make their new technology (which can cost \$14,000 or more) affordable for average users and the developer community. This week the company is launching a Kickstarter campaign to help drive developers to the product. The glove and a developer's kit will cost \$350.

"We want to create an open source platform, and put this in the hands of real people and developers. We want to build a community of developers, and figure out what's possible," said Sarnoff.



*The Control VR virtual reality glove will help to change the way users' interact with virtual reality. The company's aim is to first improve gaming, but then to move on to other market sectors, including healthcare, robotics, and military operations. (Credit: Control VR)*

In an extended interview with Control VR, we learned how the company wants to push the bounds of what is possible with virtual reality, their plans for other markets, and how the technology has implications for health, education, robotics, and the military.

**Lori Kozlowski:** What sparked your interest in animation, in improving games, and in making a virtual reality glove specifically?

**Alex Sarnoff:** My time at major talent agencies, such as William Morris, exposed me to a changing media landscape, many new technologies and the importance of delivering compelling content through storytelling including animation, which is the backbone of gaming.

Every generation there are a few technologies that change the cultural landscape. The late 19th century brought us the telephone. The 20th century brought us radio, television and the computer. We are now witnessing the growth of the most important electronic innovation yet of the 21st century with virtual reality.

I saw such potential for world-changing consumer applications if the technology (inertial motion capture) could be paired with existing visual displays and sold at an affordable price. We decided now is the time to bring this previously exclusive technology to the public and created Control VR, which is an assembly of the leading minds in inertial motion sensor technology, motion capture software systems, as well as gaming, entertainment and military veterans from around the world.

We are about to witness the procreation of new systems and applications that will change the way the world communicates, entertains, and improves itself. Virtual Reality will change the way we play games, watch movies, socialize, and connect with others in foreign lands.

**Kozlowski:** With the purchase of Oculus Rift by Facebook, where is virtual reality industry headed?

**Sarnoff:** Timing is really important when it comes to the successful adoption of new technologies. The purchase of Oculus by Facebook expands the virtual reality marketplace, which can also be seen by [Microsoft \(/companies/microsoft/\)](#) MSFT -1.2% (/companies/microsoft/), [Sony \(/companies/sony/\)](#) and Samsung developing their own systems. This validation should provide comfort to developers and early adopters that virtual reality will be ubiquitous in the near future. Secondly, it shows that virtual reality will be an important

part of social interaction and communication in the future. Facebook’s interest demonstrates that gaming is only the first application of this powerful technology. Ultimately, we can look forward to virtual social interactive experiences.



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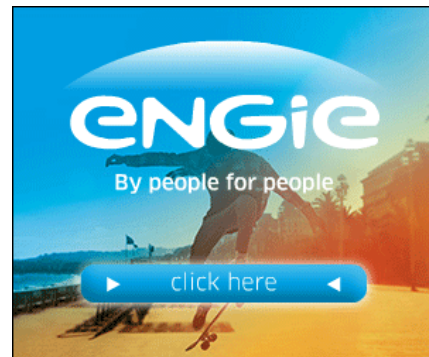
# Made By Artists, Technologists, And Startups: Los Angeles As Platform And Palette

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In Los Angeles, over more than two years, we've seen immense technology growth, and a deeper exploration of disciplines and industries that already exist here.

In many ways, this city is a platform that we are building on top of.

With a rich history in the arts, in aerospace, in movies, music, and every kind of content — there exists already a bedrock of creativity that powers everything else.



One example of spurring ideation forward: Last week an “Instagram Mini Marathon” was held in Downtown Los Angeles. It was a discussion by artists, all talking about different ways they produce and examine art on Instagram.

Held in the Million Dollar Theater, built in 1918 as one of the first grand movie palaces in the United States, when going to the movies was like going to the opera — the event explored all the things that can happen within the mobile photography app: Activism, branding, a demonstration, a gallery opening, a private picture show, fleeting moments you want to keep, one big illusion.

“There is a long relationship between art and technology in Los Angeles. The communication that happens between the edges of generally silo-ed fields like these paves the way for tectonic shifts,” said Bettina Korek, founder of ForYourArt (<http://foryourart.com/>), a startup and focused specifically on engaging the public in greater ways with art and the art institutions around them.

ForYourArt sponsored the event, and fosters discussions like these across the city.

“Can I communicate in a way that’s raw and pedestrian and pop?” asked artist and professor Frances Stark, who has posted over 1,600 photos.

She showed, on screen, various pictures from her feed, all set to music by The Velvet Underground.

Boychild, a performance artist, who only takes self-portraits in costume, said, “This thing is almost like a notebook. It’s a marking of experience. Being that people have a phone in their hands at all times to mark all their moments, it makes me think about the moment of living today.”

Korek summed up the overall effect of bringing technology and artistry together.

“Technology provides tools for art, dissemination, and interaction. It flattens the playing field. An artist may not have had a gallery show, but can be famous on Instagram,” she said.

“Los Angeles will continue to be known for its community of artists, and the more we foster their interaction with our other industries, the more innovation we can count on.”

The event was, in many ways, a symbol for what is happening in Los Angeles wholesale: Artists iterating on top of technology. And technology iterating on top of artistry. (i.e. In this example, Instagram was a mobile technology built

on top of the art of photography; currently, and for some time, artists have been seeing what kind of art they can make on top of the application).

It's this volleying back and forth between art and technology that is inspiring new ideas and products we put out into the world.

Some even consider the disciplines un-distinguishable at times, with lines becoming blurred, as more artists, technologists, and entrepreneurs all learn from each other and often partner on new types of projects.

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