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Comcast Corporation - Comcast NBCUniversal to Provide Live 8K Virtual Reality Coverage of the 2022 Winter Olympics

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4 February 2022

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Comcast NBCUniversal to Provide Live 8K Virtual Reality Coverage of the 2022 Winter Olympics

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Press Release: Comcast NBCUniversal to Provide Live 8K Virtual Reality Coverage of the 2022 Winter Olympics

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4 February 2022

20:01

Dow Jones Institutional News

DJDN

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Comcast NBCUniversal to Provide Live 8K Virtual Reality Coverage of the 2022 Winter Olympics

Through the NBC Olympics VR by Xfinity App, Viewers Can Watch 150+ Hours of Olympic VR Coverage in Spectacular 8K Resolution

VR Coverage of Opening and Closing Ceremonies, Figure Skating, Ice Hockey, Snowboarding and More

PHILADELPHIA--(BUSINESS WIRE)--February 04, 2022--

Comcast NBCUniversal today announced the launch of the NBC Olympics VR by Xfinity app. Available for the first time in stunning 8K resolution, the app will feature more than 150 hours of live and on demand interactive virtual reality coverage of the Beijing Olympic Games, bringing viewers across the nation closer than ever to Team USA and the world's athletes.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20220204005283/en/>

(Photo: Business Wire)

"We strive to create innovative viewing experiences so immersive it rivals being at the Winter Olympics live," said Sophia Ahmad, Executive Vice President, Xfinity Consumer Services. "Our robust network makes it possible for Xfinity customers to get closer to the action than ever before, experiencing for the first-time ever, the Games in 8K VR."

Developed in collaboration with product and technical teams across NBCU and Comcast, the app leverages innovations from our global company, bringing industry-leading VR technology to the U.S. through the lens of the Olympic Games.

"Partnering with global colleagues across Comcast, our 8K virtual reality experience for the Winter Games will offer fans a one-of-a-kind viewing experience where they feel as if they're fully immersed in their favorite sports, cheering Team USA athletes to victory," said Gary Zenkel, President, NBC Olympics.

All pay-TV customers in the U.S. can authenticate with their TV Everywhere credentials and enjoy more than 150 hours of immersive 8K coverage including:

- Live and on-demand coverage of six popular sports including figure skating, hockey and snowboarding in an immersive 180-degree environment. Select events will offer viewers the option to switch between different cameras to get alternative vantage points.
- Live and on-demand coverage of the Opening Ceremony, where viewers will have an athlete-level view of the event and get to experience the rush of walking for their country as an Olympian.
- Features and highlights from 10 additional sports throughout the Games, including alpine skiing, bobsled and speed skating.
- Live and on-demand coverage of the Closing Ceremony.
- Pre-Games features leading up to the Opening Ceremony.

Viewers can also host a virtual Olympics watch party and invite up to three friends to join their virtual suite where they can interact together and enjoy immersive live coverage of Olympic events as if they were in the same room.

The NBC Olympics VR by Xfinity app is now available to download from the Meta Quest 2 app store.

About Comcast

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company that connects people to moments that matter. We are principally focused on broadband, aggregation, and streaming with over 56 million customer relationships across the United States and Europe. We deliver broadband, wireless, and video through our Xfinity, Comcast Business, and Sky brands; create, distribute, and stream leading entertainment, sports, and news through Universal Filmed Entertainment Group, Universal Studio Group, Sky Studios, the NBC and Telemundo broadcast networks, multiple cable networks, Peacock, NBCUniversal News Group, NBC Sports, Sky News, and Sky Sports; and provide memorable experiences at Universal Parks and Resorts in the United States and Asia. Visit www.comcastcorporation.com for more information.

About NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a premium ad-supported streaming service. NBCUniversal is a subsidiary of Comcast Corporation.

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CONTACT:
Debbie Frey
debbie_frey@comcast.com

(215) 983-0563

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February 04, 2022 09:31 ET (14:31 GMT)

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Comcast successfully tests prototype modem in race to 10G internet and the '**metaverse**'

Kennedy Rose

609 words

13 January 2022

Philadelphia Business Journal

PHIL

English

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Comcast Corp. is gearing up for a future spent online. The Philadelphia media and broadband giant successfully tested a modem that can bring users to the next phase of the internet — the "metaverse."

Comcast (NASDAQ: CMCSA) announced Thursday that the company was able to achieve multi-gigabit internet speeds on a prototype modem, a promising sign for the company's plans for high-speed internet in the race to 10G. The world is transitioning to being fully virtual, and multi-gigabit internet will open customers up to technologies in the metaverse while allowing society to continue working, learning and communicating remotely through the internet, said Elad Nafshi, senior vice president of next generation access networks at Comcast Cable.

Comcast's current internet speed has "plenty of legs," Nafshi said, but internet users will transition into deeper virtual experiences and continue to evolve how they interact with entertainment and information. Facebook parent company Meta brought the metaverse into the public consciousness in late 2021, identifying it as the future of interacting with the internet through technologies like virtual reality, augmented reality, video games, virtual avatar identities, e-commerce and more.

"That's just the beginning," Nafshi said. "Because this is where the applications that will take advantage of these super high speeds with low latency, which is also very important to those types of experiences, would really benefit from it."

The fastest internet speed that Comcast's broadband arm Xfinity currently offers clocks in with speeds at just over 1 gigabit per second. It is intended for homes with unlimited devices and "pro-level gaming." The pursuit of 10G brings the company to the "next frontier" of internet speeds as fast as 10 gigabits per second, Nafshi said.

The test Comcast recently conducted demonstrated that the prototype DOCSIS 4.0 cable modem — a product similar to the DOCSIS 3.1 modem Comcast customers are using at home now — was uploading and downloading content faster than 4 gigabits per second.

"It's never fast enough. It's never robust enough. It's never reliable enough, right?" Nafshi said. "We need to continue to make sure that we're innovating on the network to really drive that future consumer need."

Multi-gigabit internet service will be available not only to residential Comcast customers, but also its growing business and industry sector, Nafshi said. The company recently [invested \\$26 million](#) into building out its business internet infrastructure in Greater Philadelphia and New Jersey.

Comcast doesn't have a definitive timeline for when the technology will roll out, he said.

Research and development for the 10G project started about two to three years ago, Nafshi said, prior to the Covid-19 pandemic and long before Facebook's rebrand increased awareness of the metaverse. Comcast released its DOCSIS 3.1 modem, the first modem in the country to introduce gigabit internet speeds to customers, [in 2016](#).

Development of a viable 10G system is like a space race for high-speed internet. Other broadband providers like Charter Communications and Cox Communications [are investing billions](#) into building 10G systems, and Nafshi said Comcast is working to make sure it is the first company to achieve the milestone of getting 10G to customers.

"We're always going to strive to be the absolute best and the fastest, and we're going to work very hard to make sure that — similar to the DOCSIS 3.1 modem — the first DOCSIS 4.0 in homes will be ours," he said.

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Comcast's Internet Essentials Partners with Gaming Personality Marcel Cunningham to Bring a Surprise to his Hometown Boys & Girls Club of South Puget Sound

Comcast Corporation

251 words

20 October 2021

3BL Media

BLMD

English

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On August 4, international gaming personality Marcel Cunningham, who goes by the name of BasicallyIDoWrk, returned to his hometown of Tacoma, Washington. In partnership with Comcast, Marcel surprised the students of the Boys & Girls Club of South Puget Sound Al Davies club, where Marcel spent much of his time growing up.

The day began with a conversation around healthy gaming habits, character and team building skills, and bullying prevention, which prepared the students for a fun, interactive video game competition between Marcel and the students. Afterwards, Marcel surprised the students by giving them each a free Dell laptop to take home, along with six months of free Internet service courtesy of Comcast and its [Internet Essentials](#) program.

Comcast also announced grants and technology donations to the Al Davies club in Tacoma as part of its ongoing commitment to help connect more students and families to the Internet.

Marcel, who has been a Comcast Business customer for over 10 years, is also part of Team Xfinity, a collection of streamers, content creators, and gamers who rely on Xfinity Internet to power all their gaming and streaming needs, connecting them with audiences across the world.

Tweet me: [.@BasicallyIDoWrk partners with @comcast #InternetEssentials to surprise his hometown's Boys & Girls Club of South Puget Sound with Free Laptops & Internet. https://bit.ly/3jhesmK](#)

[Click to view video.](#)

Document BLMD000020211020ehak0005r

DEADLINE

Breaking News -

Comcast Spectacor Taps Warner Bros. Digital Exec Russell Arons To Lead G4 **Gaming**, Fandom Network

Jill Goldsmith

268 words

27 September 2021

Deadline

DLINE

English

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Comcast Spectacor Monday named longtime digital entertainment executive Russell Arons president of G4, the content studio and network for comedy, gaming and pop culture fandoms.

It said Arons, most recently general manager of Machinima, previously a division of Warner Bros. Digital Networks, will usher in a new phase of G4 when it officially returns on linear, OTT, and streaming channels later this year. Comcast Spectator is the sports and entertainment division of Comcast Corp. Its CEO Dave Scott called Arons "exceptionally poised to lead the launch and growth of the return of G4 with a new, digital-first approach.

She will oversee all key business functions including advertising sales, programming and content, operations, marketing, finance, IT and HR. And she will manage the launch, growth and day-to-day operations of the network through content licensing, programming and production, development of content distribution and partnership deals.

"I'm thrilled to join the team at G4 and help bring the legendary brand back to the forefront of popular culture," said Arons, promising a diverse programming slate "that is authentic, funny, relevant and interactive."

Arons was previously senior VP of Worldwide Marketing for Warner Bros. Interactive Entertainment. Before that, at Electronic Arts, she led marketing and product development for the Sims and casual games.

Comcast Spectacor is the media giant's sports division, overseeing the Wells Fargo Center arena and complex, the Spectacor Gaming division and a portfolio of professional sports teams that include the National Hockey League's Philadelphia Flyers.

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Comcast Corporation - Comcast and Internet Essentials Partner with Gaming Personality, Marcel Cunningham to Bring a Surprise to his Hometown Boys & Girls Club of South Puget Sound

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PRESS RELEASE: Comcast's Internet Essentials Program, Tacoma Mayor, and Local Gaming Personality Marcel Cunningham Partner to Address Digital Divide for Students at Al Davies Boys & Girls Club

1,185 words

4 August 2021

18:27

Dow Jones Institutional News

DJDN

English

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DGAP-News: Comcast Washington Comcast's Internet Essentials Program, Tacoma Mayor, and Local Gaming Personality Marcel Cunningham Partner to Address Digital Divide for Students at Al Davies Boys & Girls Club 2021-08-04 / 14:57 The issuer is solely responsible for the content of this announcement.

Comcast today announced grants and technology donations to the Al Davies Club in Tacoma as part of its ongoing commitment to help connect more low-income students and families to the Internet. The announcement was made at an event with former Al Davies Club Member and international gaming influencer Marcel Cunningham, who goes by the name of BasicallyDoWrk, and the Mayor of Tacoma, Victoria Woodards.

In collaboration with Cunningham, Comcast contributed \$10,000 and 40 laptop computers to the Boys & Girls Clubs of South Puget Sound. Sixty students also received free laptop computers to keep along with 12 months of home Internet service for eligible families through Comcast's Internet Essentials program. The funds and computer equipment will help the club better serve its members and provide additional resources to families in need.

Thirty kids attending summer camp at the Al Davies Boys & Girls Club also had the opportunity to play with Cunningham in a fun, interactive video game competition at the event. Afterwards, Cunningham, Mayor Woodards, and Comcast surprised the students by handing out the free laptops and a gift card good for a year of Internet Essentials Internet service.

"It is extraordinary to be able to come back and bring resources to the Club I spent so much time at as a kid. Boys & Girls Clubs are special places that help so many kids and families, and I wouldn't be who I am today without the experiences I had at the Al Davies Club," said Cunningham. "I appreciate the opportunity to partner with Comcast and Mayor Woodards to bring these resources to the Boys & Girls Club, the students, and their families."

"When private companies and organizations like ours can come together it can truly create something special for our community. These funds, access to internet and technology donations will have a tremendous impact on our local Clubs, the members we serve, and their families" said Carrie Holden, President/CEO, Boys & Girls Clubs of South Puget Sound. "We are grateful to Comcast for its contributions and to our alum Marcel for continuing to stay engaged with the Club and our kids."

"The COVID-19 pandemic has shed light on many of the inequities in our society, including the digital divide. In Tacoma and across the South Puget Sound, we are fortunate to have organizations like our local Boys & Girls Clubs which serve as central meeting places and can help address the issues of access and equity if they have the resources," said Tacoma's Mayor Victoria Woodards. "This is why it is exciting to see Comcast and Marcel collaborating with our local Clubs to support youth and their families and fill an important community need by providing crucial technology resources across our region."

As a former member of the Al Davies Boys & Girls Club, Cunningham previously received the Key to the City of Tacoma Award for his work in the local community and support of his childhood club. Cunningham continues to support the club via his foundation TeamWrk, which focuses on challenging youth to reach their full potential by teaching healthy gaming habits, character and team-building skills, and bullying prevention.

Cunningham recently became a member of 'Team Xfinity', a collection of streamers, content creators, and gamers who rely on Xfinity Internet to power all their gaming and streaming needs, connecting them with audiences across the world.

"We're thrilled to partner with Marcel to help give Boys & Girls Club students and families the resources to access the Internet to participate in online learning," said Carla Carrell, Senior Director of External Affairs, Comcast Washington. "The pandemic put many vulnerable students and families at risk of being left behind, accelerating the need for comprehensive digital equity and Internet adoption programs to support them."

Today's announcement comes on the heels of Comcast's recent \$1 billion commitment over the next 10 years to help further close the digital divide and give even more low-income students and families the tools and resources they need to succeed in a digital world.

About Internet Essentials

Internet Essentials is Comcast's signature digital equity initiative and the nation's largest and most comprehensive broadband adoption program. In 10 years, it has helped connect 10 million low-income Americans to broadband Internet at home, most for the very first time. Internet Essentials has a comprehensive design that addresses each of the three major barriers to broadband adoption. This includes: multiple options to access free digital literacy training in print, online, and in person; the option to purchase a heavily subsidized, low-cost Internet-ready computer; and low-cost, high-speed Internet service for \$9.95 a month, plus tax. The program is structured as a partnership between Comcast and tens of thousands of school districts, libraries, elected officials, and nonprofit community partners. Comcast has never raised the price of the program. For more information about Internet Essentials and Comcast's commitment to education and digital equity, please visit <https://corporate.comcast.com/impact/digital-equity/> internet-essentials To apply, visit www.internetessentials.com or call 1-855-846-8376 for English or 1-855-765-6995 for Spanish.

About Comcast Corporation

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Comcast

Nick McDonald

+1 425-977-5565

Nick_McDonald@Comcast.com

Comcast

Andy Colley

+1 425-248-5438

Andy_Colley@Comcast.com Company Website

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PRESS RELEASE: Comcast's Internet Essentials Program, Tacoma Mayor, and Local Gaming Personality Marcel Cunningham Partner to Address Digital Divide for Students at Al Davies Boys & Girls Club

1,180 words

4 August 2021

18:27

Dow Jones Newswires German

RTDJGE

English

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Comcast

Nick McDonald

+1 425-977-5565

Nick_McDonald@Comcast.com

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NBC Olympics Selects Comcast Technology Solutions To Manage And Deliver Multi-screen Assets Across NBCU Digital Properties During The Olympic Games Tokyo 2020

761 words

3 August 2021

09:31

PR Newswire

PRN

English

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STAMFORD, Conn. and DENVER, Aug. 3, 2021 /PRNewswire/ -- NBC Olympics, a division of the NBC Sports Group, and Peacock selected Comcast Technology Solutions (CTS) to provide multi-screen video management and delivery for its production of the Olympic Games Tokyo 2020, which is taking place from July 23 -- August 8, 2021. The announcement was made today by Bart Spriester, Vice President and General Manager of Content and Streaming Provider Suite at Comcast Technology Solutions, and David Wilburn, Vice President, Technical and Digital Operations, NBC Sports Group.

CTS is being used to help power digital video experiences across multiple NBCUniversal platforms, including NBC Sports, NBCOlympics.com, Peacock, and NBC affiliates SHYSHY-- and across websites, apps, and set-top box VOD services. Notably, CTSuite services used by NBC Olympics include CTS' Content Delivery Suite, Direct to Consumer (D2C) Suite, Live Linear Suite, and Video on Demand Suite.

"NBC Olympics created an immersive, high-quality, and technically-complex sports programming experience, which is entertaining and inspiring millions of viewers across the country," said Spriester. "Our role at Comcast Technology Solutions is to remove much of that back-end complexity and enable NBC Olympics to deliver on its vision, delight viewing audiences, and support business partners and advertisers. We are thrilled to be entrusted by NBC Olympics to play such a central and multifaceted role in helping them manage, monetize, and deliver this epic video experience."

"Together with Comcast Technology Solutions, we are providing unprecedented coverage of the much-anticipated Tokyo Olympics, which captivates audiences across multiple platforms and devices," said Wilburn. "We selected Comcast Technology Solutions to help us manage execution of the Games because of their proven track record and ability to power exceptional digital experiences at scale. Our joint-mission is to deliver one of the most meaningful and anticipated Olympics ever and provide viewers with as many ways to connect as possible."

Specifically, NBC Olympics is using CTSuite to provide centralized ingest of video assets; workflow management; video processing; linear and VOD metadata management; availability windows, content protection, and ad policies; content delivery services (CDN); video player technology with closed captioning and accessibility enhancements; and publishing across devices, sites, and apps. CTSuite is also providing the NBC Olympics team with comprehensive video data analytics and insights, along with a dedicated support and operations team committed to the success of NBC Sports' role in the Games.

Hundreds of media and entertainment companies around the world count on CTS to provide the innovation, scale, and expertise to succeed -- anywhere and in any way that people use technology to connect. CTS is a true end-to-end partner that makes media brands more competitive today, and more prepared for the future.

About NBC Olympics

A division of NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBCUniversal's coverage of the Olympic Games. NBC Olympics is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S. television history. NBCUniversal owns the U.S. media rights on all platforms to all Olympic Games through 2032. NBC Olympics also produces thousands of hours of Olympic sports programming throughout the year, which is presented on NBC, NBCSN, Olympic Channel: Home of Team USA, Peacock and NBC Sports digital platforms.

About Comcast Technology Solutions

Comcast Technology Solutions offers a portfolio of technology solutions, the CTSuite, that provides the industry with the technology, scale and expertise to expand and navigate the rapidly-changing media and entertainment technology landscape. We invent technology that solves industry challenges, reimagines what

is possible, and transforms businesses for an ever-changing world. Built on Comcast's know-how, proven facilities, scalable platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of reliable real-world broadcast and digital experience. We partner with customers to redefine expectations and deliver the future to global audiences. For more information, visit www.comcasttechnologysolutions.com.

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SOURCE Comcast Technology Solutions

/CONTACT: CONTACTS: Comcast Technology Solutions, Lynn Green, 720-413-4108, lynn_green@comcast.com; JLM Partners for Comcast Technology Solutions, Jeremy Pemble, 206-930-7998, jeremy@jlmpartners.com; or Renee Burch, 425-220-1104, renee@jlmpartners.com

/Web site: <http://www.comcasttechnologysolutions.com>

(END)

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Comcast Cable Communications LLC; Researchers Submit Patent Application, "User Interface And Functions For Virtual Reality And Augmented Reality", for Approval (USPTO 20210090354)

2,078 words

8 April 2021

Computer Weekly News

COMWKN

3103

English

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2021 APR 14 (VerticalNews) -- By a News Reporter-Staff News Editor at Computer Weekly News -- From Washington, D.C., VerticalNews journalists report that a patent application by the inventors ZANKOWSKI, John (Haddonfield, NJ); MULLEN, Jesse (Philadelphia, PA); LUTHER, Matthew (Philadelphia, PA); GARZARELLI, Michael (Philadelphia, PA); LORETAN, Thomas (Philadelphia, PA), filed on December 9, 2020, was made available online on March 25, 2021.

The patent's assignee is Comcast Cable Communications LLC (Philadelphia, Pennsylvania, United States).

News editors obtained the following quote from the background information supplied by the inventors: "User interfaces enable human-computer interaction. A user interface may aggregate content in a generic fashion, such as a TV channel guide, which simply lists available content. Separate interfaces may be created for different types of devices used to access content. Emerging technologies related to virtual reality and augmented reality content present new challenges for constructing, presenting and using interfaces."

As a supplement to the background information on this patent application, VerticalNews correspondents also obtained the inventors' summary information for this patent application: "Existing virtual reality and augmented reality user interfaces are custom built for content to which they allow access. Interfaces are needed, for example, for users and creators and others to initiate and navigate content, interact with content, discover what is available in the content and related resources, communicate with other users and entities, etc. Custom building of user interfaces creates additional overhead for a content distributor, which may add extra expenses and delays. For example, if a movie-streaming service requires a virtual reality or augmented reality interface to be created before the service will host a movie, extra work will be needed by the content provider to build a three-dimensional environment and interface for the movie. The extra work adds to the cost associated with the movie and may delay the release of the movie on the streaming service until the interface is completed. Further, the movie may be distributed on services that have both two-dimensional and three-dimensional interfaces, requiring additional interfaces with extra work and possible additional delays.

"Systems and methods are described to enable the creation of user interfaces that, in one aspect, may adapt to different environments and may be automatically created. An interface creator may create or receive digital assets associated with a content item, define virtual planes and associated digital asset templates, associate the digital assets with the virtual planes, and enable display of the virtual planes with associated digital assets to the user for user interaction. In another aspect, digital assets may be created to enable them to be automatically edited to meet the specifications of the templates associated with the virtual planes. In yet another aspect, virtual planes and templates may be standardized so that a completed user interface may be easily sent to a content aggregator to present the content item with other content items in a uniform manner.

"This Summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter."

The claims supplied by the inventors are:

"1. A method comprising: receiving at least a first digital asset and a second digital asset, each of the at least first digital asset and second digital asset being associated with a content item; determining at least a first virtual plane associated with the first digital asset and a second virtual plane associated with the second digital asset, wherein the first virtual plane is associated with a first depth and a first template, and wherein the second virtual plane is associated with a second depth and a second template; and outputting a user interface comprising the first digital asset output in the first virtual plane and the second digital asset output in the second virtual plane.

"2. The method of claim 1, further comprising: degrading the first digital asset to disguise distortion associated with the first digital asset.

"3. The method of claim 1, wherein the first template comprises attributes to facilitate automated formatting of the first digital asset.

"4. The method of claim 1, further comprising adding a gradient to a top of the first digital asset, a bottom of the first digital asset, or both.

"5. The method of claim 1, further comprising: adding a gradient to the first digital asset, wherein one or more colors of the gradient are determined by one or more colors of the first digital asset and a background.

"6. The method of claim 1, wherein the second virtual plane is positioned in front of the first virtual plane.

"7. The method of claim 1, further comprising: determining whether the first digital asset or the second digital asset is distorted.

"8. The method of claim 1, wherein the first template comprises one or more bounds for a size of the first digital asset.

"9. The method of claim 1, wherein at least one of the first digital asset and second digital asset comprise at least one of: a name of the content item; an image of the content item; a three-dimensional virtual object representing an object of the content item; a snippet of video of the content item; cover art identifying the content item; a poster identifying the content item; one or more social media feeds about the content item; an interactive element for manipulation of the content item; a description of the content item; and a relation to a subject of the content item.

"10. A method comprising: receiving a plurality of digital assets, the digital assets associated with a content item; receiving interface data comprising a plurality of layers, each of the plurality of layers associated with a respective digital asset template and a respective depth; formatting the digital assets in accordance with the respective digital asset templates; and outputting a user interface comprising the formatted digital assets comprising a first digital asset output in a first virtual plane and a second digital asset output in a second virtual plane.

"11. The method of claim 10, further comprising: receiving a request to display another user interface associated with the content item, the request including a two-dimensional environment for display; and outputting for display the plurality of layers in the requested two-dimensional environment according to the respective depth of each layer.

"12. The method of claim 10, further comprising: receiving a request to display another user interface associated with the content item, the request including a three-dimensional environment for display; and outputting for display the plurality of layers in the requested three-dimensional environment according to the respective depth of each layer.

"13. The method of claim 12, wherein the three-dimensional environment is a virtual reality environment.

"14. The method of claim 10, wherein the formatting comprises at least one of: cropping, resizing, blurring, adding a gradient, or any combination thereof.

"15. A system comprising: one or more processors; a non-transitory, computer-readable storage medium configured to communicate with at least one processor of the one or more processors, wherein the computer-readable storage medium comprises one or more programming instructions that, when executed, cause the processor to: receive at least a first digital asset and a second digital asset, each of the at least first digital asset and second digital asset associated with a content item; determine at least a first virtual plane associated with the first digital asset and a second virtual plane associated with the second digital asset, wherein the first virtual plane is associated with a first depth and a first template, and wherein the second virtual plane is associated with a second depth and a second template; output a user interface comprising the first digital asset output in the first virtual plane and the second digital asset output in the second virtual plane.

"16. The system of claim 15, wherein the instructions, when executed, further cause the at least one processor to: degrade the first digital asset to disguise distortion associated with the first digital asset.

"17. The system of claim 15, wherein the first template comprises attributes to facilitate automated formatting of the first digital asset.

"18. The system of claim 15, wherein the instructions, when executed, further cause the at least one processor to add a gradient to a top of the first digital asset, a bottom of the first digital asset, or both.

"19. The system of claim 15, wherein the instructions, when executed, further cause the at least one processor to: add a gradient to the first digital asset, wherein one or more colors of the gradient are determined by one or more colors of the first digital asset and a background.

"20. The system of claim 15, wherein the second virtual plane is positioned in front of the first virtual plane.

"21. The system of claim 15, wherein the instructions, when executed, further cause the at least one processor to: determine whether the first modified size of the first digital asset or the second modified size of the second digital asset is distorted.

"22. The system of claim 15, wherein the first template comprises one or more bounds for a size of the first digital asset.

"23. The system of claim 15, wherein at least one of the first digital asset and second digital asset comprise at least one of: a name of the content item; an image of the content item; a three-dimensional virtual object representing an object of the content item; a snippet of video of the content item; cover art identifying the content item; a poster identifying the content item; one or more social media feeds about the content item; an interactive element for manipulation of the content item; a description of the content item; and a relation to a subject of the content item.

"24. A system comprising: one or more processors; a non-transitory, computer-readable storage medium configured to communicate with at least one processor of the one or more processors, wherein the computer-readable storage medium comprises one or more programming instructions that, when executed, cause the processor to: receive a plurality of digital assets, the digital assets associated with a content item; receive interface data comprising a plurality of layers, each of the plurality of layers associated with a respective digital asset template and a respective depth; format the digital assets in accordance with the respective digital asset templates; and output a user interface comprising the formatted digital assets comprising a first digital asset output in a first virtual plane and a second digital asset output in a second virtual plane.

"25. The system of claim 24, wherein the instructions, when executed, further cause the at least one processor to: receive a request to display another user interface associated with the content item, the request including a two-dimensional environment for display; and output for display the plurality of layers in the requested two-dimensional environment according to the respective depth of each layer.

"26. The system of claim 24, wherein the instructions, when executed, further cause the at least one processor to: receive a request to display another user interface associated with the content item, the request including a three-dimensional environment for display; and output for display the plurality of layers in the requested three-dimensional environment according to the respective depth of each layer.

"27. The system of claim 26, wherein the three-dimensional environment is a virtual reality environment.

"28. The system of claim 24, wherein the formatting comprises at least one of: cropping, resizing, blurring, adding a gradient, or any combination."

For additional information on this patent application, see: ZANKOWSKI, John; MULLEN, Jesse; LUTHER, Matthew; GARZARELLI, Michael; LORETAN, Thomas. User Interface And Functions For Virtual Reality And Augmented Reality. Filed December 9, 2020 and posted March 25, 2021. Patent URL: <http://appft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PG01&p=1&u=%2Fnetacgi%2FPTO%2Fsrchnum.html&r=1&f=G&l=50&s1=%2220210090354%22.PGNR.&OS=DN/20210090354&RS=DN/20210090354>

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