

# **VR, AR, & Gamification**

19 Juillet, 2023

# Overview of Today

Time	Topic
14h - 14h35	Overview of Day + Introductions
14h35 - 15h00	Course Overview
15h00 - 15h15	Break
15h15 - 16h35	Hype Cycles + GAFAM Activity
16h35 - 16h50	Questions
16h50 - 17h	Teams

14h05 - 14h35

# Introductions

Name

Academic Background

Why Marketing ? Why AI ? Why Marketing & AI ?

(at least) 1 thing you'd like to learn about VR, AR, &/or Gamification

14h35 - 15h00

# Course Overview

# Course overview

## Course goals and objectives

- understand the maturity of VR & AR as technologies, and of gamification as a tool
- identify market leaders / big players, and their movements/strategies in the space
- Identify best practices for using AI in VR, AR combined with gamification by evaluating historical and modern examples
- Prototype the integration of AI into existing VR/AR products/games and develop the marketing strategy around it

# Course overview

Course	Date	Time	Location	Topic
1	19 juillet	14h - 17h	EPITA	Course overview, project introduction, AR/VR/metaverse intro
2	20 juillet	14h-17h	EPITA	Project teams check-in, LLM introduction, gamification canvas, and LLM integration planning
3	24 juillet	14h - 17h	EPITA	Workshop
5	26 juillet	14h-17h	EPITA	Workshop / Check-in Final Project
6	28 juillet	14h-16h	EPITA	Final Presentations

Could be adapted

15h00 - 15h15

**Break**

15h15 - 16h35

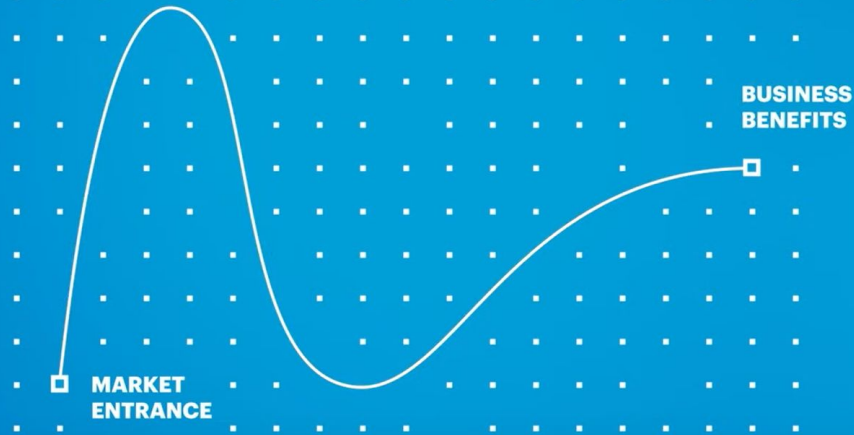
# Hype Cycles + GAFAM Activity



# What's a Hype Cycle ?

## Gartner Hype Cycles

chart the path an innovation takes

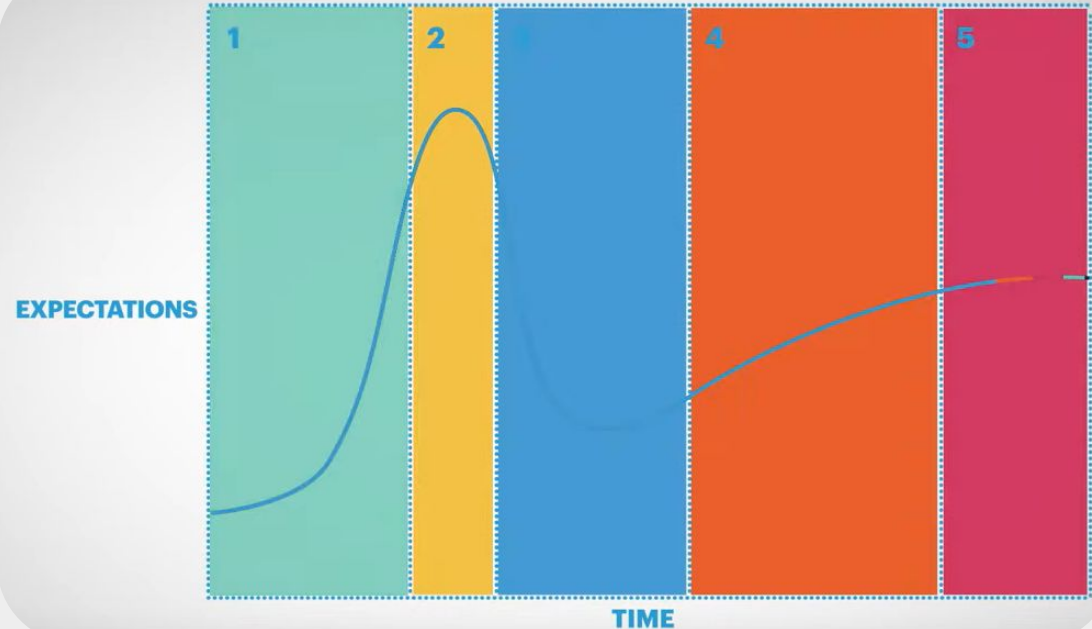


# Criteria for Analysis

- **Technologies**
- **Trends**
- **Concepts**
- **Methodologies**
- **Management Disciplines**

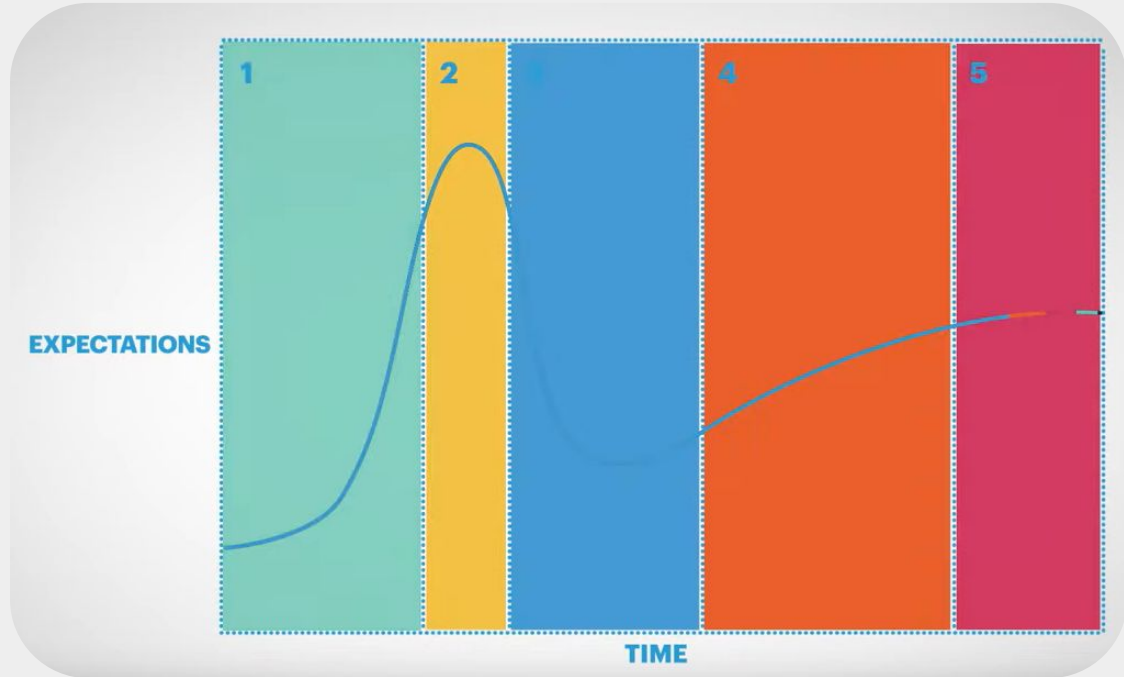
# Reading a hype cycle

1. Innovation Trigger
2. Peak of Inflated Expectations
3. Trough of disillusionment
4. Slope of enlightenment
5. Plateau of productivity



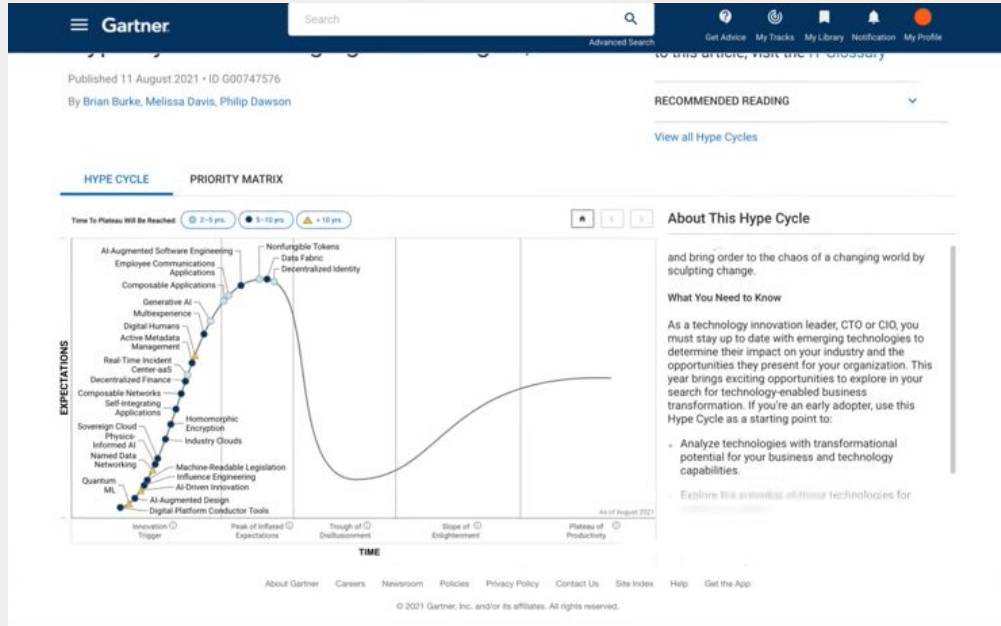
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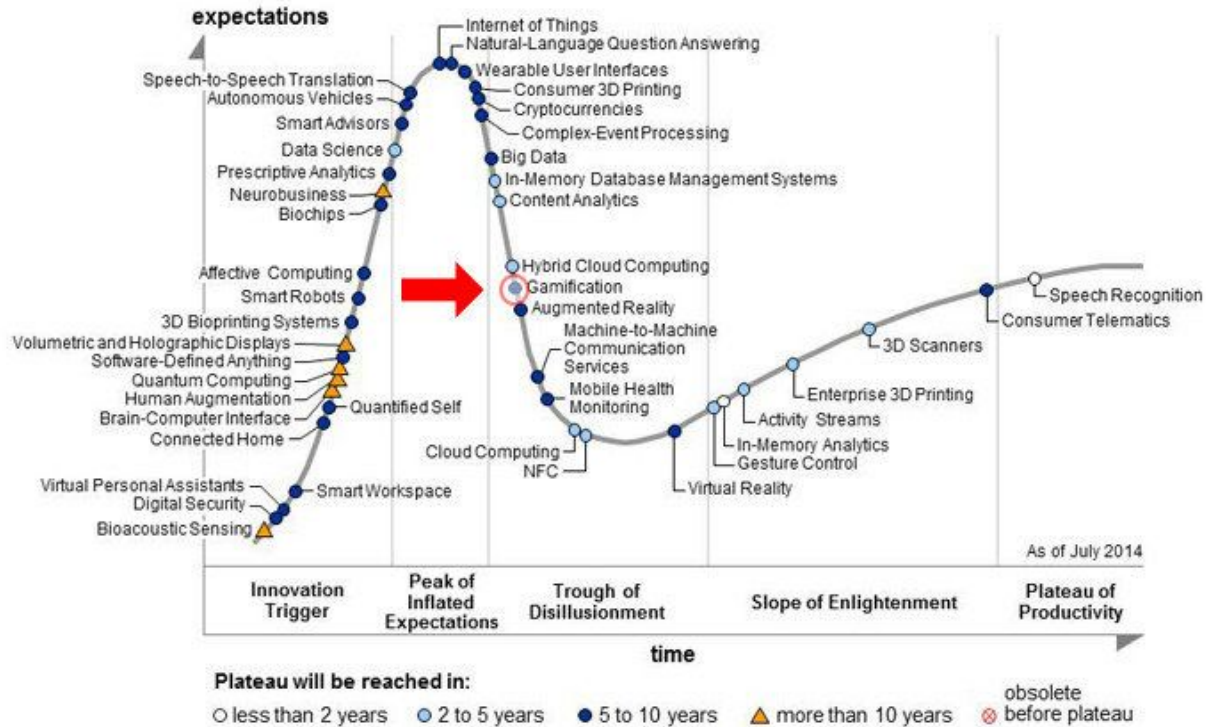
It takes 3-5y for a technology to move through the 5 phases

# General notes on Hype Cycles



- No one can predict the future
- Hype cycle can get you as close as possible from deep research, and discussion among industry leaders
- Gartner hype cycles can help you make smarter and more informed decisions

# Gamification, escaping the cycle

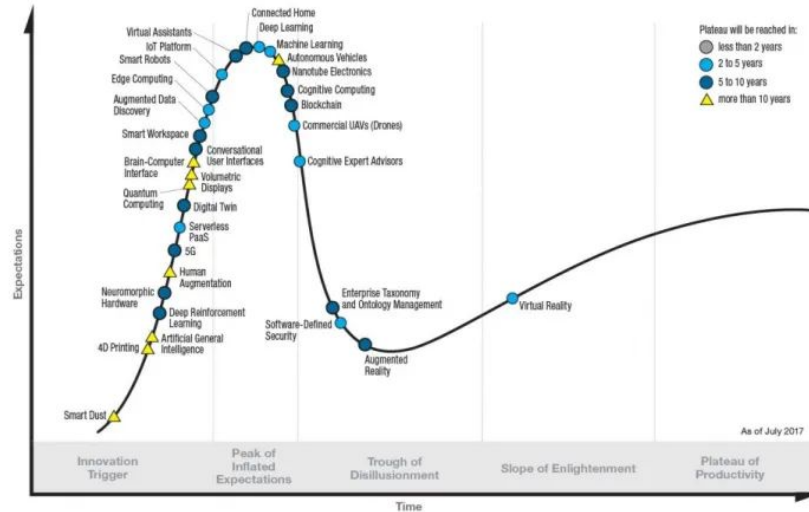


# Gamification, escaping the cycle



# VR and AR, slow progress at first

Gartner **Hype Cycle** for Emerging Technologies, 2017



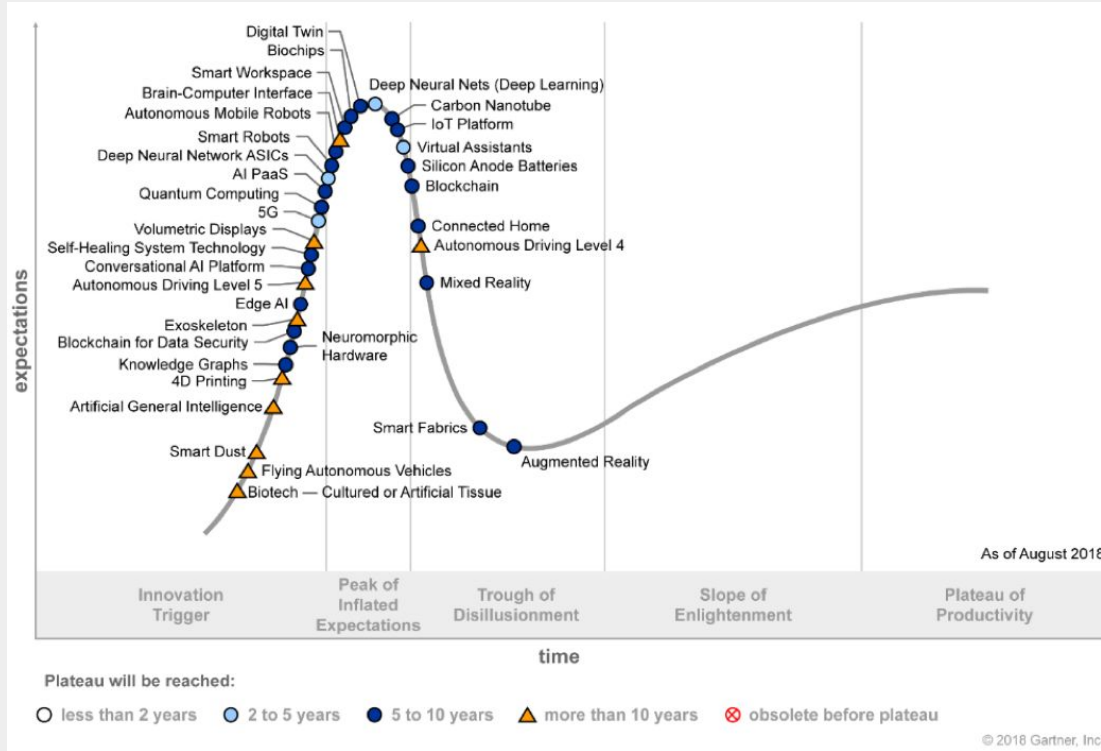
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# VR and AR, slow progress at first



# AI, on it's own category

## Gartner Hype Cycle for Artificial Intelligence, 2019



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# AI, on it's own category

## Hype Cycle for Artificial Intelligence, 2021



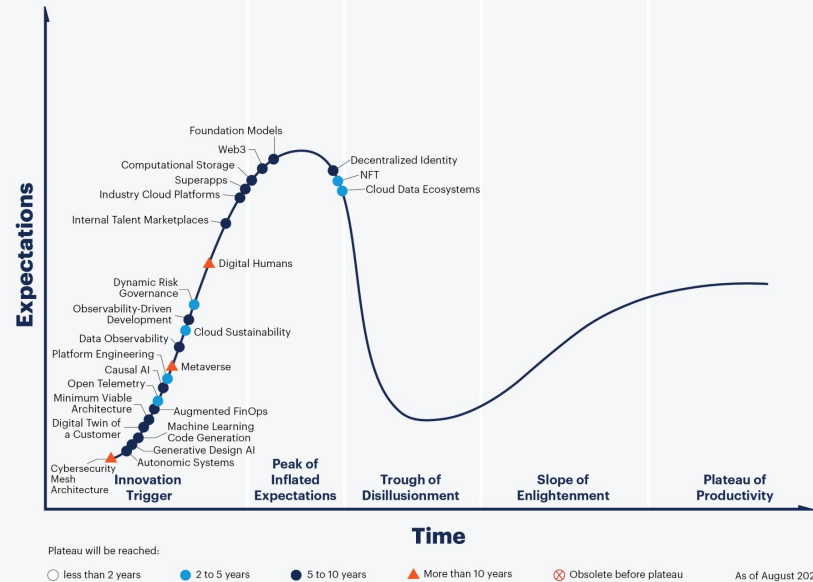
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# The hype cycle today and the Metaverse

## Hype Cycle for Emerging Tech, 2022



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# Workshop

# Workshop:

- Compile a comprehensive list of all the AR/VR hardware and product lines released by the specified company.
- Create a comprehensive list of all the AR/VR APIs (Application Programming Interfaces) that have been released by the specified company.
- Identify and list all the AR/VR creation software developed by the specified company.
- Explore and document any initiatives undertaken by the company to promote or support their AR/VR endeavors.
- Research and summarize any rumors or speculations regarding the future of the company's AR/VR technologies.

# Google

**2011 : Google Glasses**

**2014 : Google Cardboard**

**2016 : Google Pixel (& Daydream)**

**2017 : Google Chrome OpenXR**

**2018 : Google AR Core**

**TBA : Google Glasses V2**



# Apple



**2017 : ARKit (face ID)**



**2022 : a Apple VR headset is shown to the investor board**

**TBA : Apple Glasses**





# Facebook (Meta)

**2014 : Oculus acquisition**

**2015 : Oculus Rift**

**2018 : SparkAR**

**2019 : Oculus Quest**

**2021 : Change name to "Meta" & launch  
"Meta Horizon"**

**2022 : Project cambria (= quest pro)**

**2022 : Advanced research on Codec Avatars**



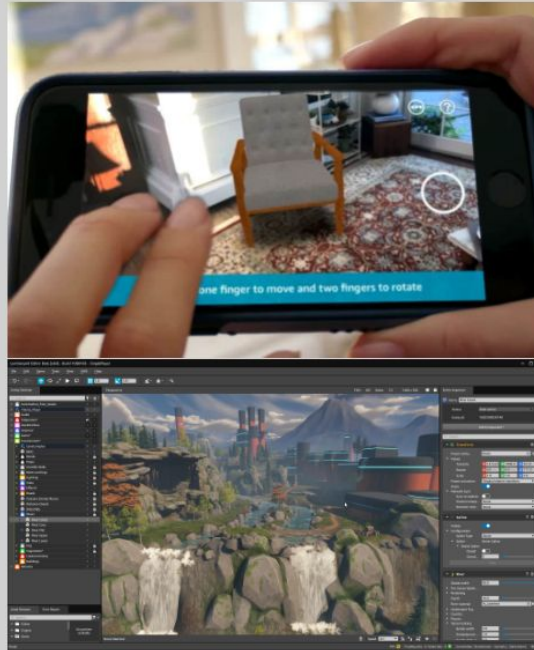
# Amazon

**2014 : Amazon acquire Twitch**

**2016 : Amazon Lumberyard**

**2017 : Amazon Sumerian**

**2018 : Amazon AR View**



# Microsoft



**2010 : Xbox Kinect**

**2014 : Microsoft acquire Minecraft**

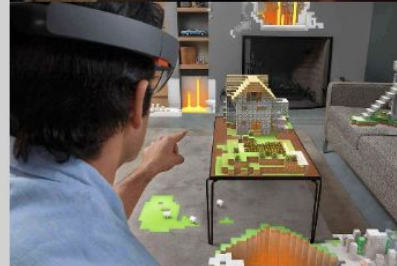
**2016 : Microsoft Hololens**

**2019 : Microsoft Hololens 2**

**TBA : Microsoft acquire Activision/Blizzard**

**TBA : Microsoft Azure power NVIDIA CloudXR**

**TBA : Mesh for Teams**



# Discussion

Feedback on the day