

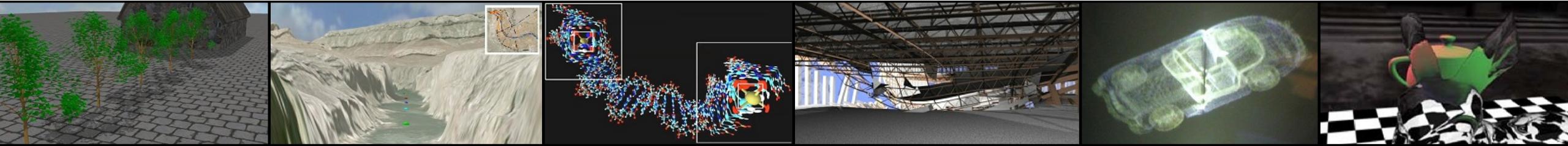
CIS 4930-001: INTRODUCTION TO AUGMENTED AND VIRTUAL REALITY



The Business of Augmented & Virtual Reality

Paul Rosen
Assistant Professor
University of South Florida

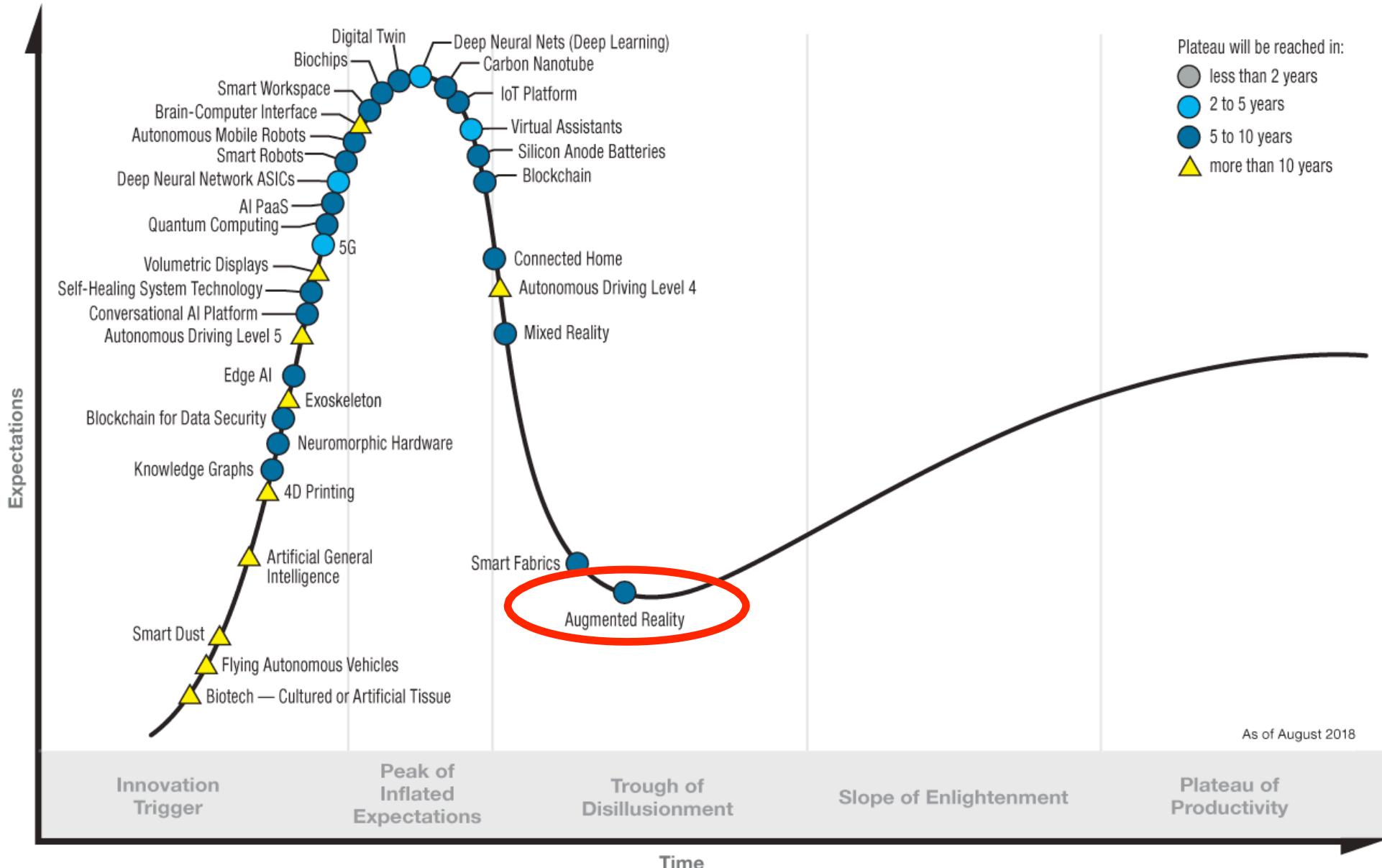
Some slides from: Anders Backman, Mark Billinghurst, Doug Bowman, David Johnson, Gun Lee,
Ivan Poupyrev, Bruce Thomas, Geb Thomas, Anna Yershova, Stefanie Zollman



GARTNER HYPE CYCLE (2015)



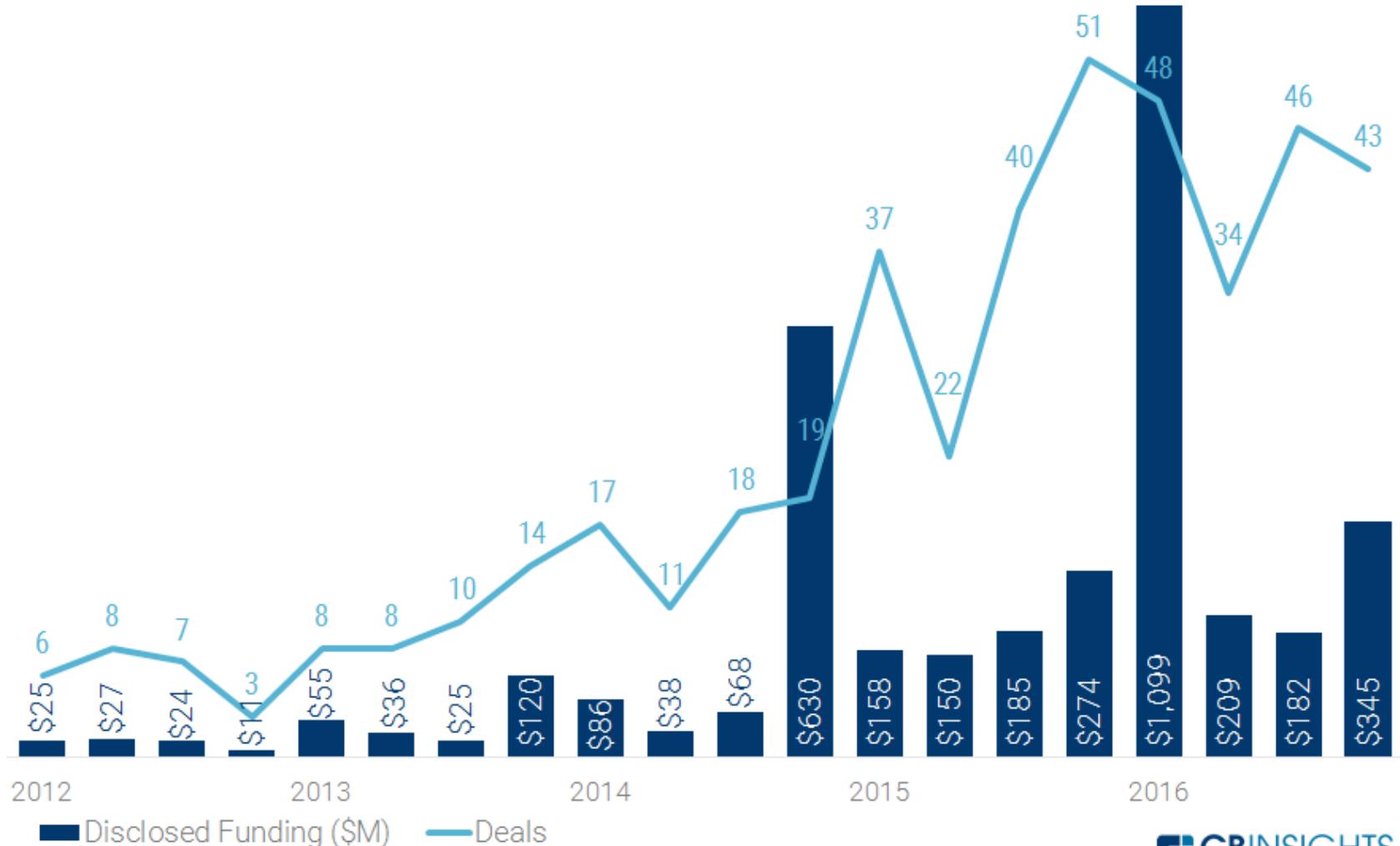
Hype Cycle for Emerging Technologies, 2018



AR/VR INVESTMENTS

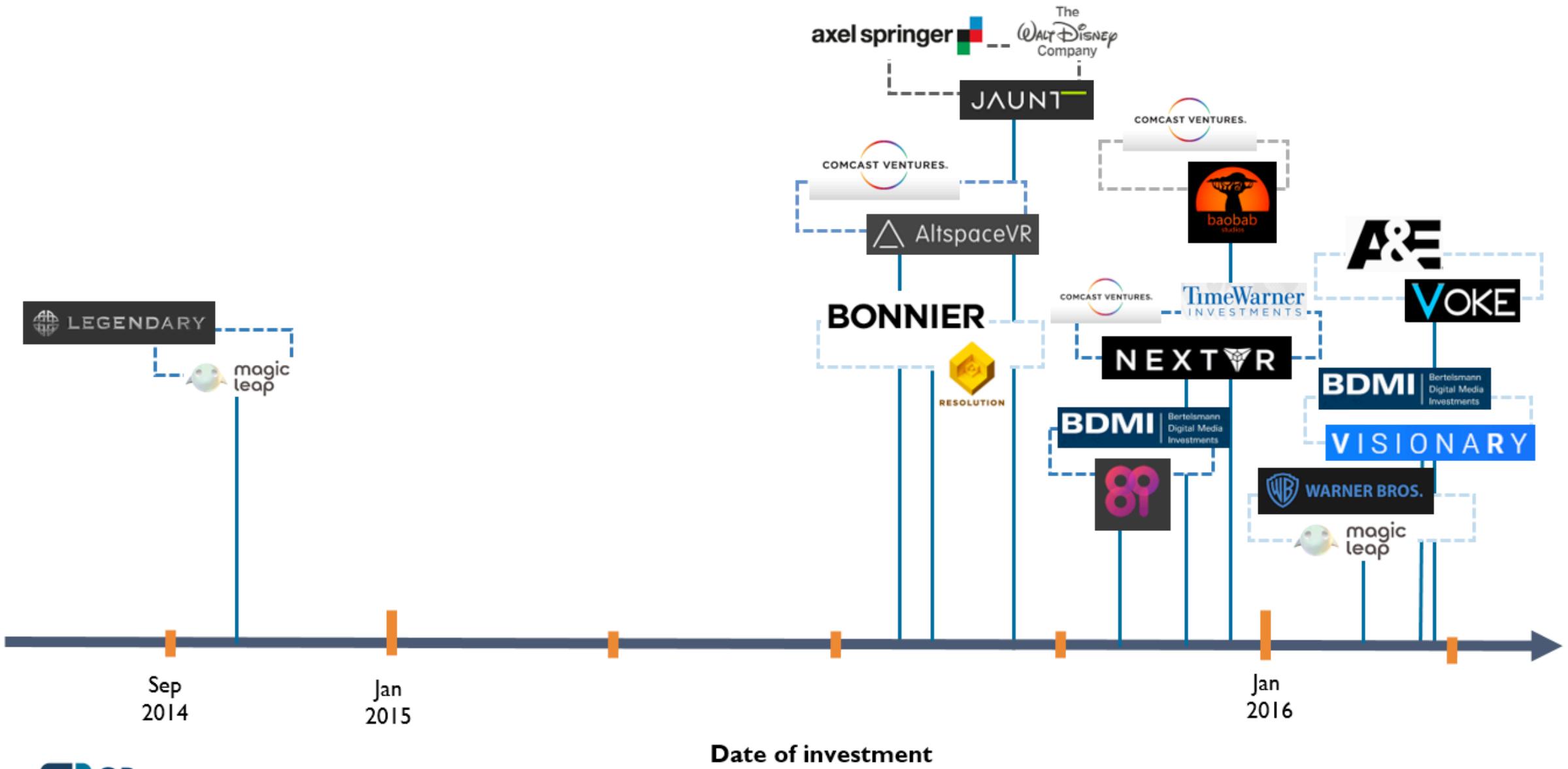


AR/VR QUARTERLY GLOBAL FINANCING HISTORY
2012 - 2016



CB INSIGHTS

Media Companies Investing in AR/VR



POTENTIAL FOR DISRUPTION

SOCIAL

"[VR] has the potential to be the most social platform ever. Immersive, virtual and augmented reality will be part of people's daily lives."

Mark Zuckerberg
CEO of Facebook

GAMES

"Working on game development, we always try to create a new kind of experience, and having VR technology is almost unfair."

Shuhei Yoshida
President of Sony PS Studios

FILM

"We're right on the cusp of a major upheaval of the entertainment world once [VR] technology really kicks in."

Peter Jackson
Director of Lord of the Rings Trilogy

MUSIC

"I can only do so many concerts. So to be able to have more people experience them through VR... that would be epic."

Miley Cyrus
Singer / Songwriter

ADVERTISING

"[VR] is a perception changer for any advertiser that wants to associate with a new frontier in media."

Mitch Gelman
VP of Product for Gannet Digital

EDUCATION

"[VR] is going to be really important for education. Because kids don't learn best from reading a book or looking at a chalk board."

Palmer Luckey
Creator of the Oculus Rift



MOBILE VIRTUAL REALITY ON TRACK TO HIT \$861M IN REVENUES IN 2016

JEFFGRUBB FEBRUARY 25, 2016 8:00 AM

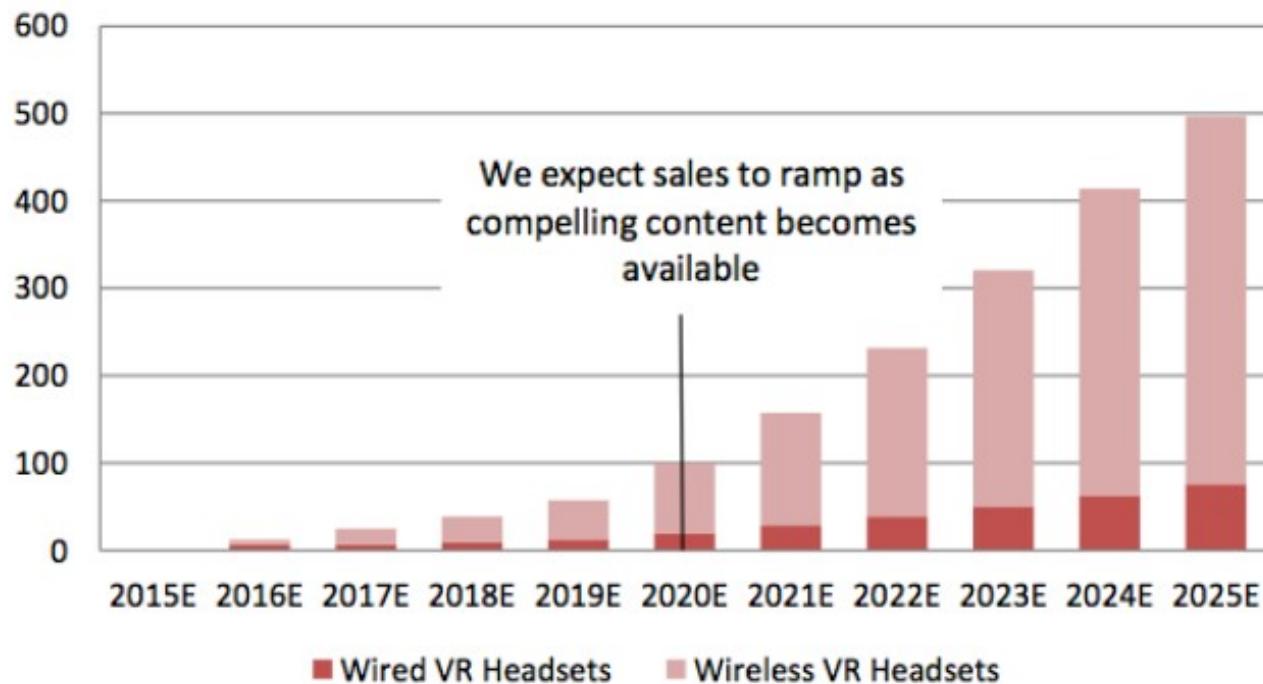
TAGS: AUGMENTED REALITY, GB FEATURED, GOOGLE, GOOGLECARDBOARD, OCULUSVR, SAMSUNG, SAMSUNG GEARVR, VIRTUAL REALITY



PROJECTED HMD SALES

VIRTUAL REALITY HEADSET SALES

(In Millions)



Source: Piper Jaffray estimates

Source: PiperJaffray, Next Mega Tech Theme is Virtual Reality, May, 2015

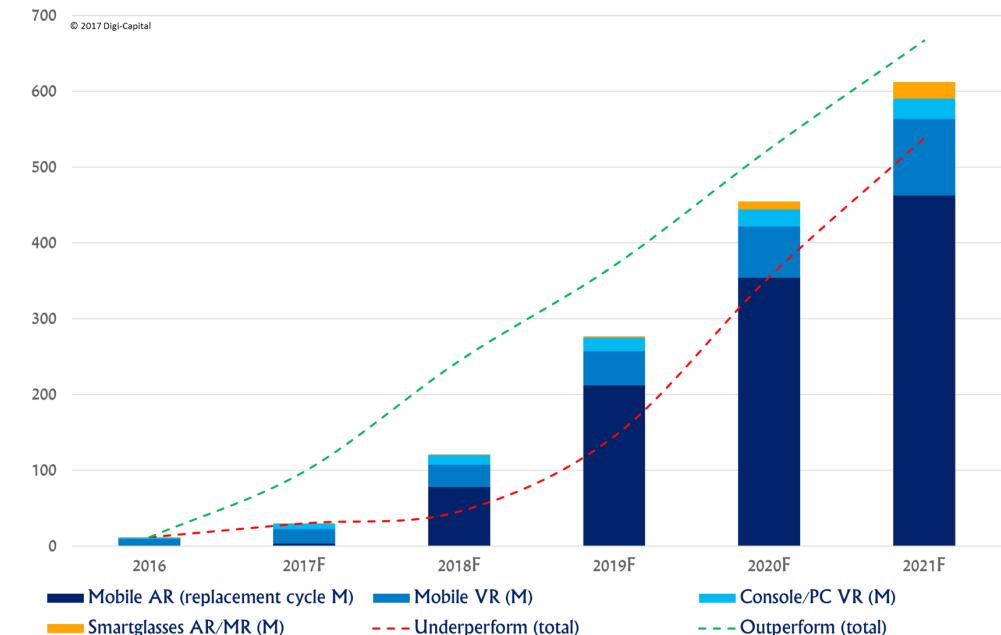


AR/VR BUSINESS 2020

VR—Tens of millions customers:
Games, 3D Movies

AR—Hundreds of millions of
customers: Mobile devices

Digi-Capital™ VR/AR installed base (M)

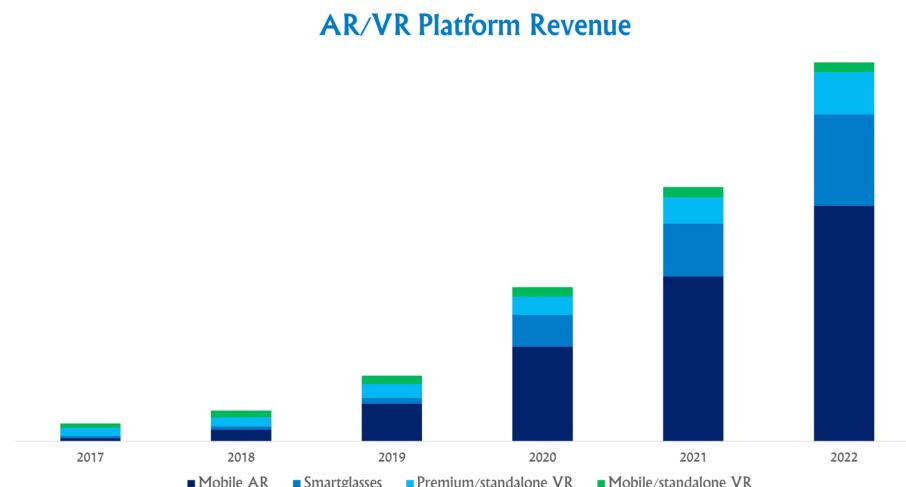
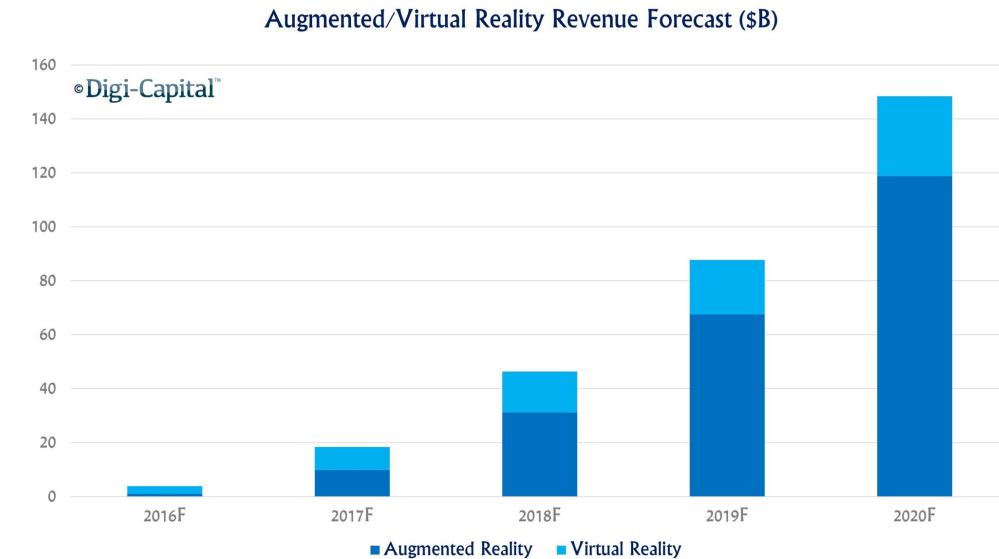


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AR/VR BUSINESS 2020

AR/VR to hit \$150 billion
disrupting mobile by 2020



Digi-Capital™

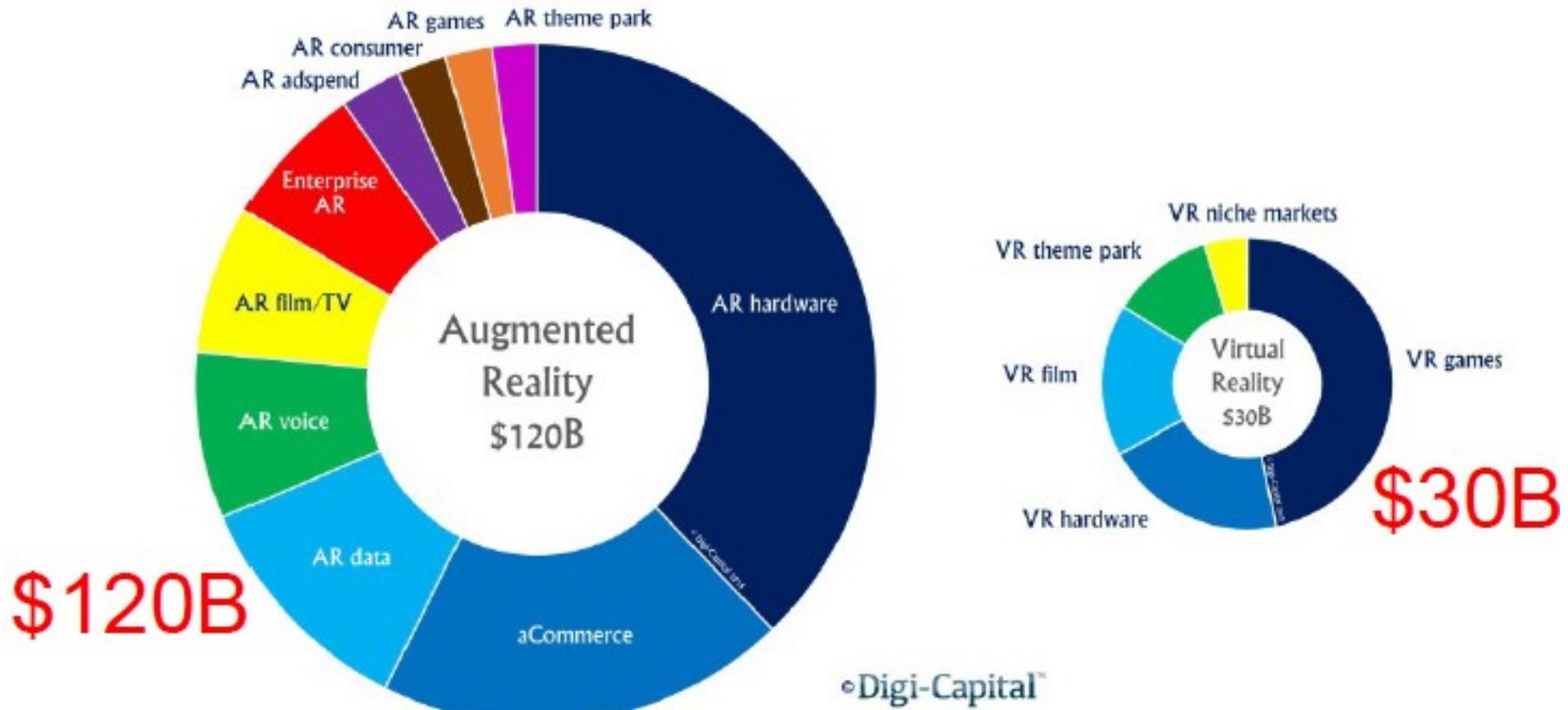
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CF. 2014 COMPUTER GAME MARKET = \$84 BILLION USD



AR / VR MARKET SIZE

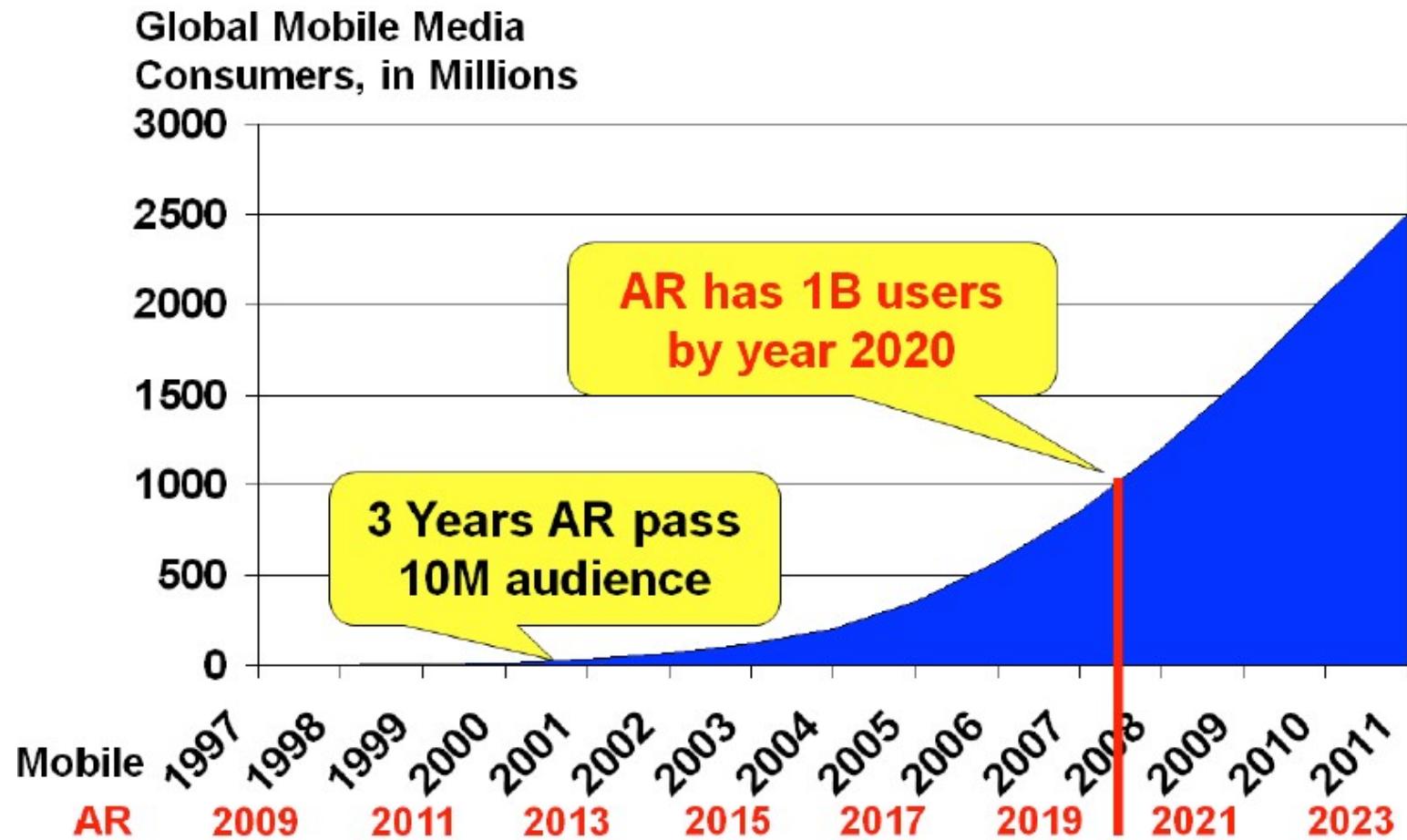
Augmented/Virtual Reality Revenue Share 2020F



Augmented And Virtual Reality To Hit \$150 Billion,
Disrupting Mobile By 2020, Digi-capital, 4/15



Forecast Number of Users



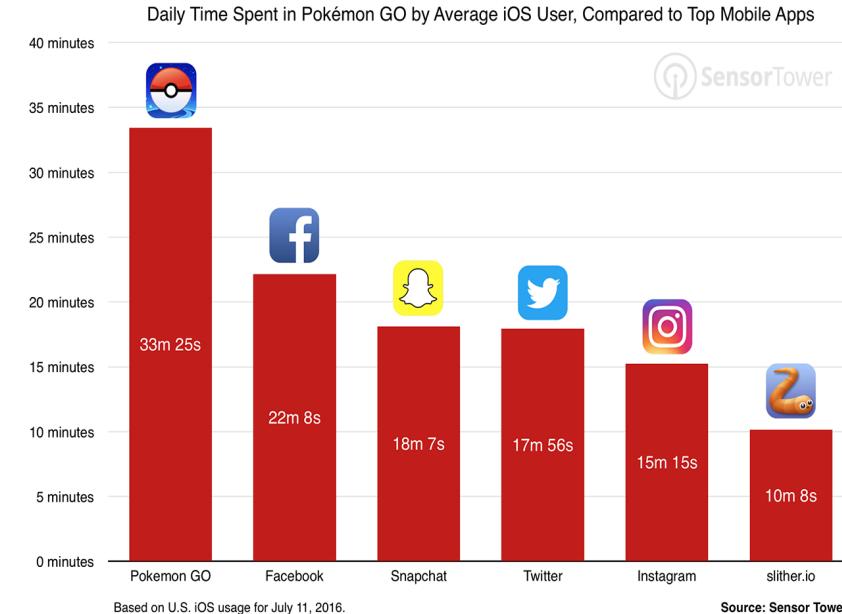
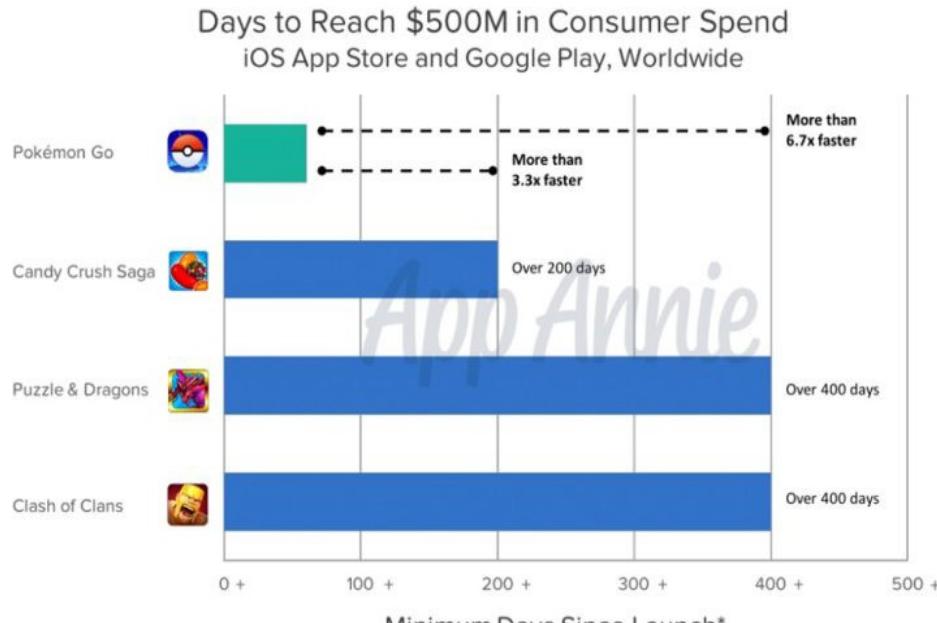
POKEMON GO



Killer Combo: brand + social + mobile + geo-location + AR



POKEMON GO EFFECT



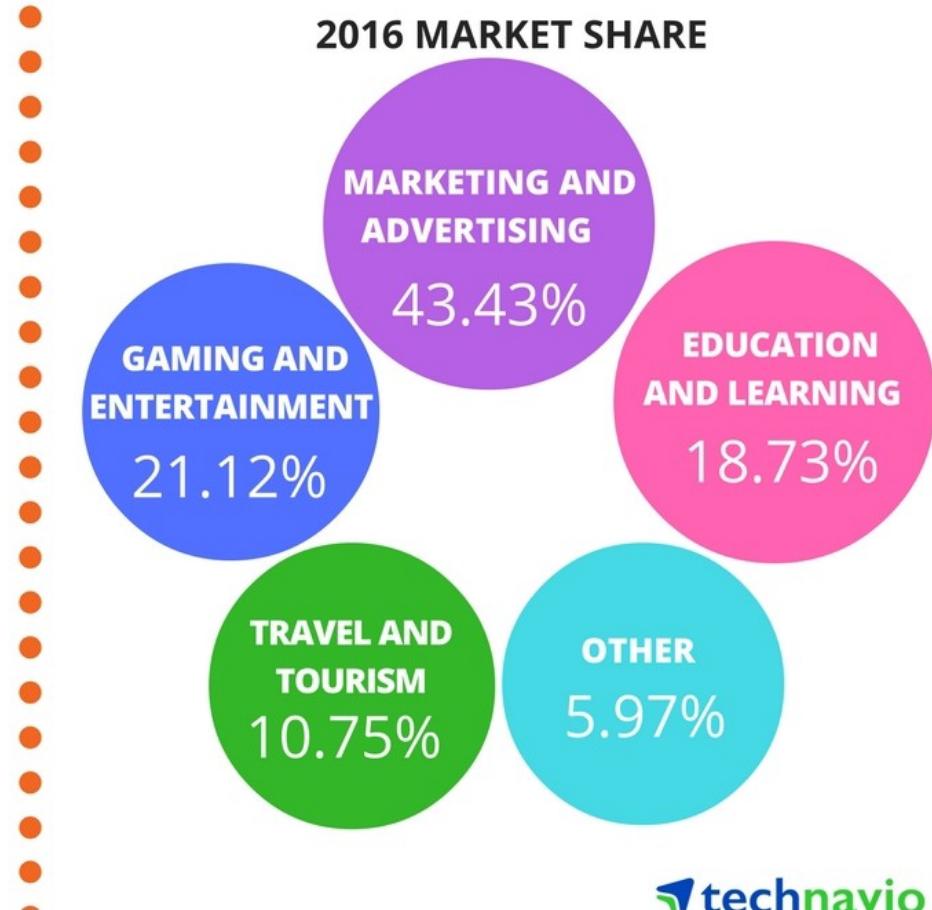
Fastest App to reach \$500 million in Revenue

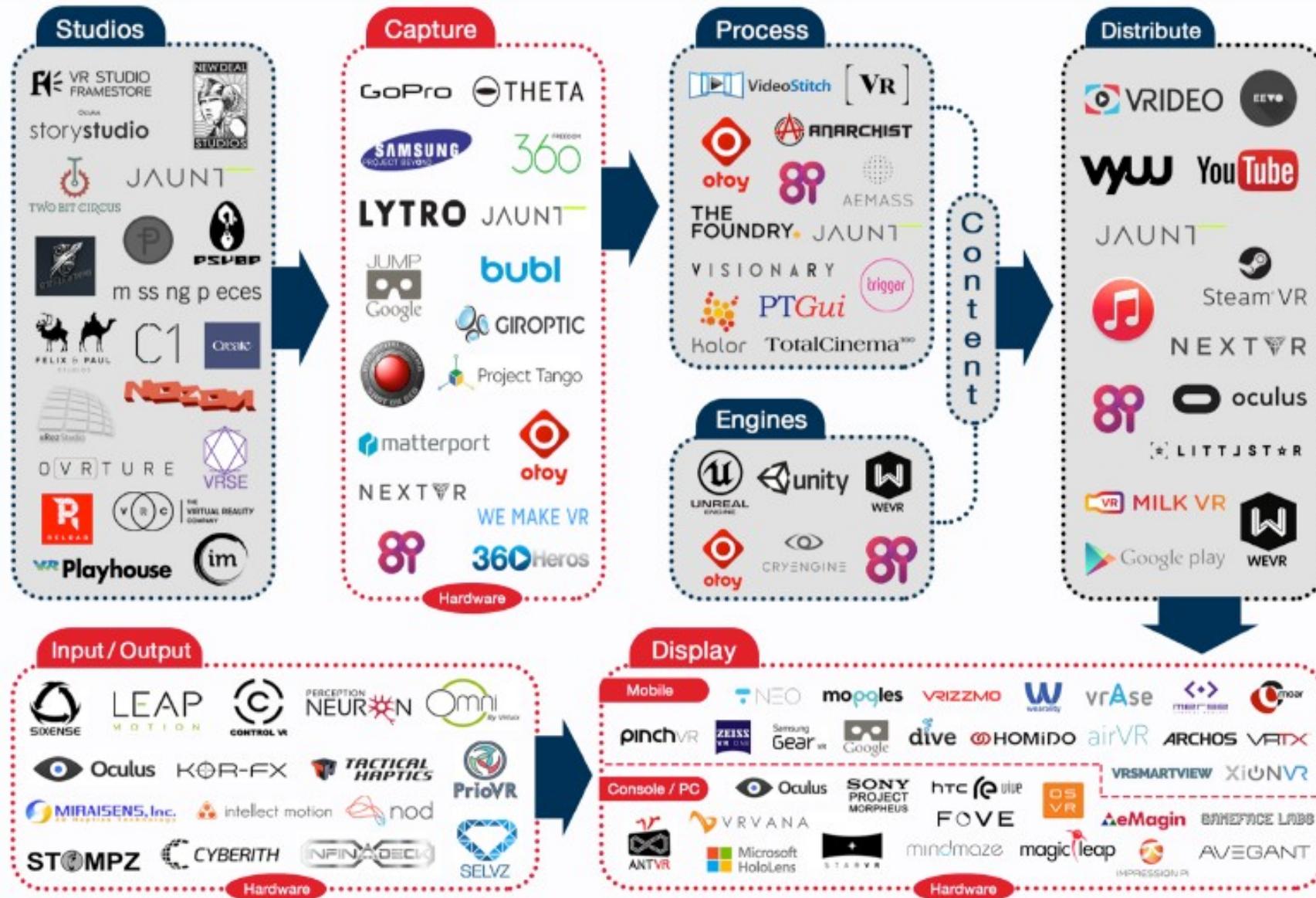
- Only 63 days after launch (> \$1 Billion in 6 months)
- Over 500 million downloads, > 25 million DAU
- Nintendo stock price up by 50% (gain of \$9 Billion USD)



GLOBAL MOBILE AUGMENTED REALITY (AR) MARKET BY APPLICATION

APPLICATION	REVENUE 2016
MARKETING AND ADVERTISING	\$1.09 billion
GAMING AND ENTERTAINMENT	\$0.53 billion
EDUCATION AND LEARNING	\$0.47 billion





THE VR FUND H2 2017 VR INDUSTRY LANDSCAPE

LOCATION BASED		SPORTS/LIVE EVENTS		SOCIAL		GAMES		ENTERTAINMENT		ENTERPRISE		HEALTHCARE		EDUCATION	
APPLICATIONS/CONTENT	facebook. NEXTR htcvive DREAMSCAPE SPACES UNIVERSAL STUDIOS TWO BIT CIRCUS MODAL VR YJM GAMES STANKEEZE DBOX 乐客VR LEKEVR 顺乐玩在线 SHUNLEI VR ZONE Cedar Fair FORCE FIELD nomadic SKonec NOITOM POSITRON VR coaster A.i.Solve	facebook. NEXTVR livelike FOX SPORTS VR intel VR LIVE SVR DIGITAL DOMAIN MELODY VR vantage.tv ⁵ RHAPSODY VR UNIVERSAL C360 VRTIFY! Live Red Bull MEDIA HOUSE LIVE NATION	facebook. oculus AGAINST GRAVITY TheWaveVR bigscreen AltspaceVR HIGH FIDELITY Microsoft Linden Lab ⁷ urCHAT vTime ⁸ PLUTO ⁹ cluster. Roblox SUPERSL JANUSVR teemew Normal. Sketchfab Google splash	GCP SURVIOS CRYTEK BETHESDA INSOMNIAC nDreams STRESS LEVEL ZERO ROGOVIA I-III BANDAI NAMCO CAPCOM ¹⁰ UBISOFT SECRET LOCATION IMXLAB DREAMWORKS ST SECRET LOCATION Spotlight gumi YOUZU VERTIGO GAMES NetEase REBELLION CLIMAX ¹¹ bosso DANGER HIGH VOLTAGE AQUARIUM POLYARC KITE+LIGHTNING READYFORBLOWN SUPERHOT THE ROGUE INITIATIVE INKLE NETFLIX PHRSE LOCK MINDSHOWER LIMLESS ¹² OPEN IMPROVABLE VIZOR INSTAVR INSTA VR TORCH VRK ENTROPY RealSpace3D facebook. Mach 1 ¹³ DYSONICS THX ATR DYNAUDIO OSSIC MICROSOFT NOKIA VALVE ¹⁴ SENNHEISER GAUDIO NOKIA	VALVE Owlchemy Labs Google ¹⁵ Sony Interactive Entertainment UBISOFT CAPCOM ¹⁶ IBLMxLAB DREAMWORKS IMXLAB DREAMWORKS ST SECRET LOCATION ARCH VIRTUAL ARCH VIRTUAL VIRUALITIES HYVE ¹⁷ A.I. SOLVE ¹⁸ VIRTUALITIES ¹⁹ soifar. 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THE VR FUND H1 2018 AR INDUSTRY LANDSCAPE



WHY TODAY WON'T BE LIKE MID-90's

It's not just VR anymore
Huge amount of investment
Inexpensive hardware platforms
Easy to use content creation tools
New devices for input and output
Proven use cases – not just Hype!



LESSONS LEARNED

Don't believe the hype

- Not everything is better in VR

Many factors determine technology acceptance

- Human Centered Design/Design for users

Need to move from Demo to Production

- Profitable niche markets first

Follow the money



SO, YOU WANT TO WORK IN THE GAMING INDUSTRY?
WATCH THIS...



[HTTPS://YOUTU.BE/PLAI_CMLY6Q](https://youtu.be/PLAI_cMLy6Q)



