

A close-up, slightly blurred photograph of a person's hands holding a newspaper. One hand is pointing towards a black and white photograph of a landscape or city scene on the page.

Living Stories

bringing real facts into Virtual Reality

6. -8.11.2015 / Zürich
NZZ – Google

How could News...

engage us better

make us read more than headings

worth spend our time

?

If stories make us
feel curious

If we
feel “touched”

and we
see a point

... a benefit to
invest our precious time

Probably if we could...

learn something new

virtually live the story

and actually relate to it

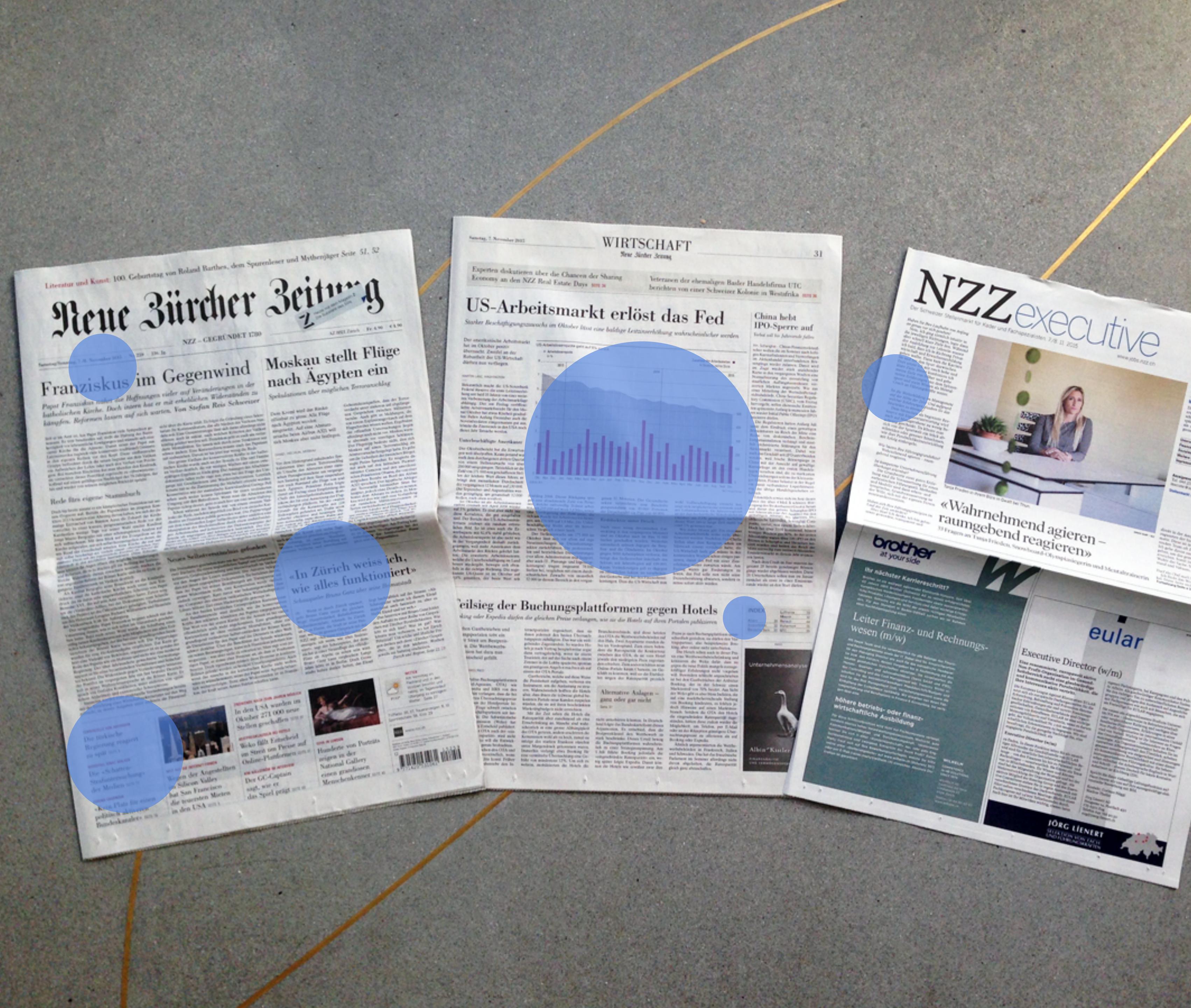
We would...

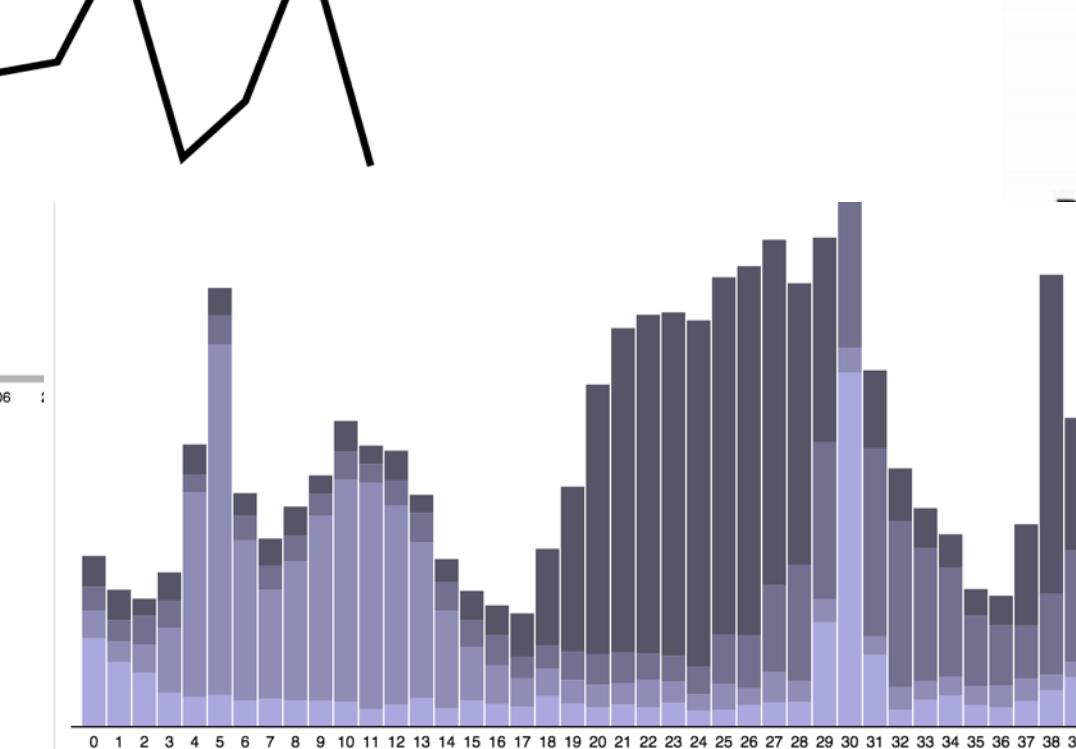
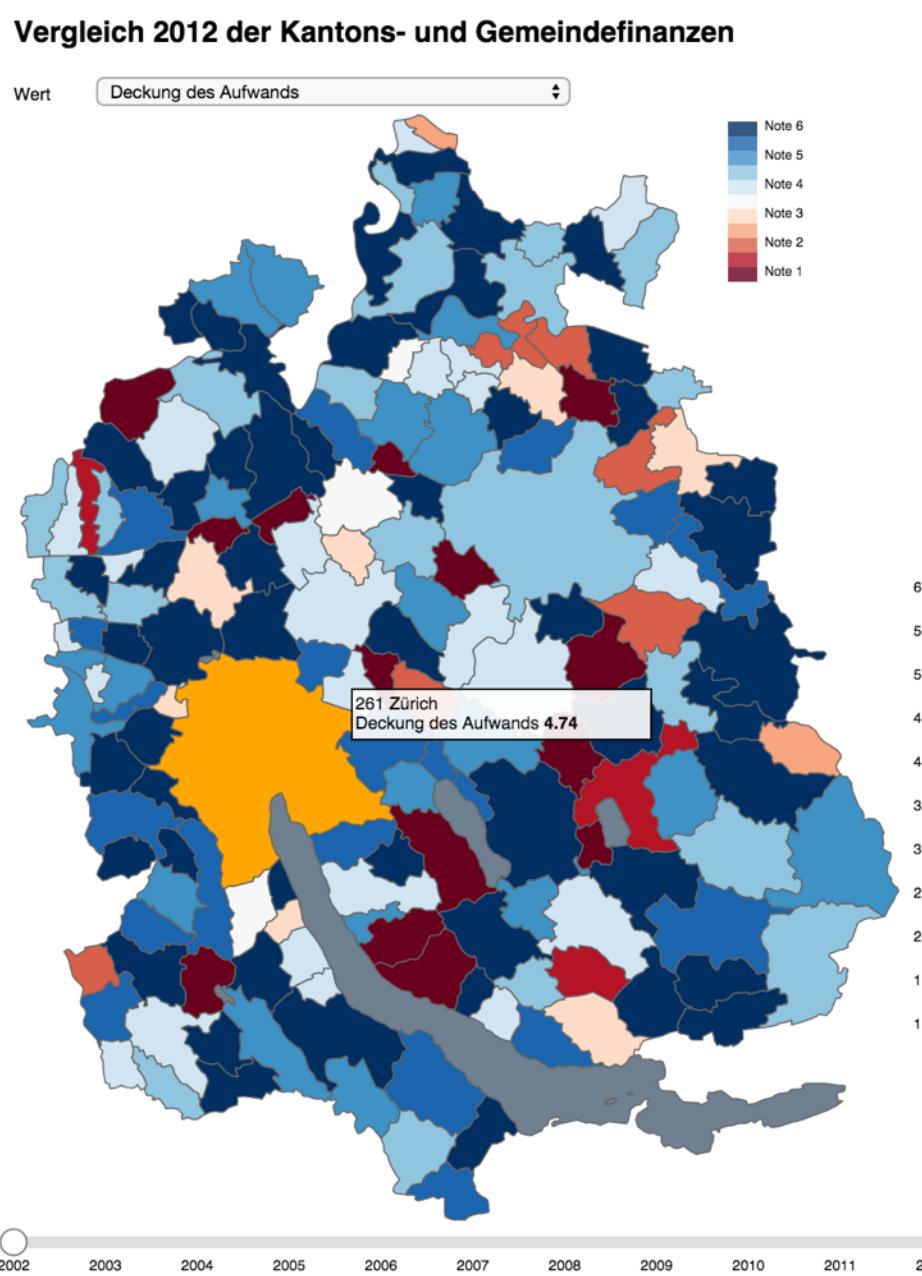
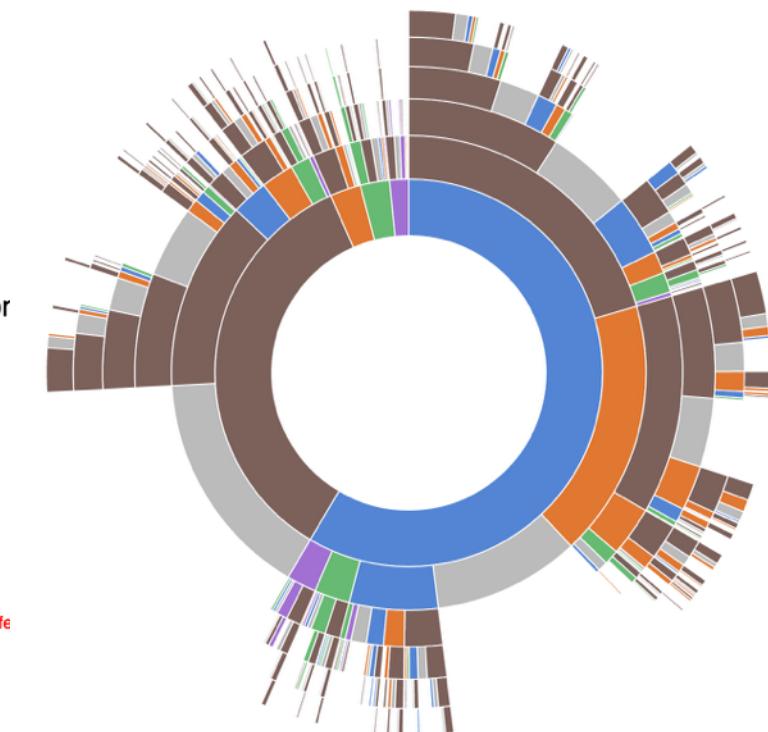
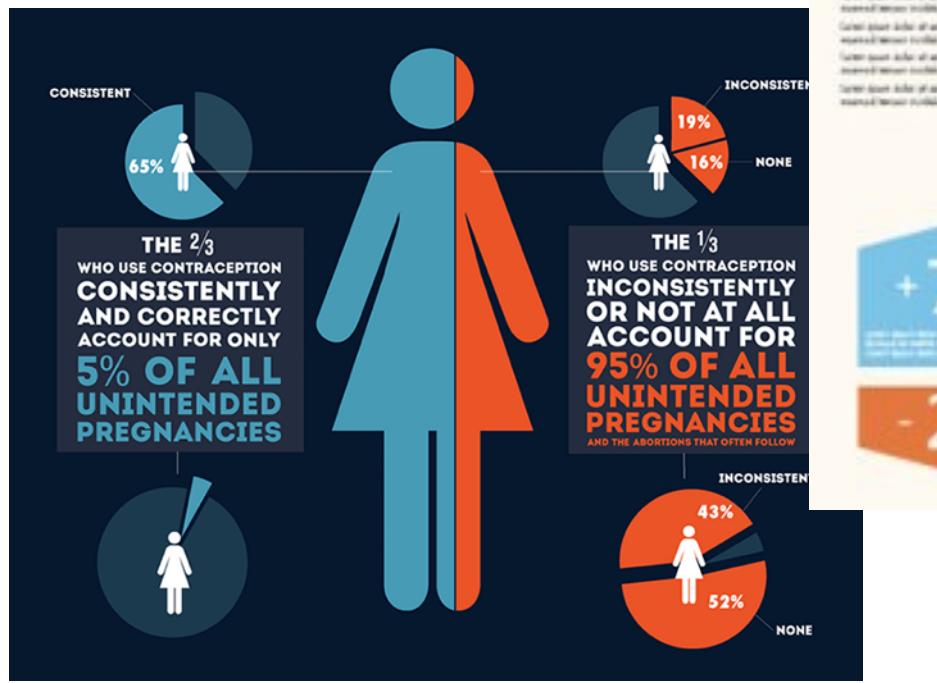
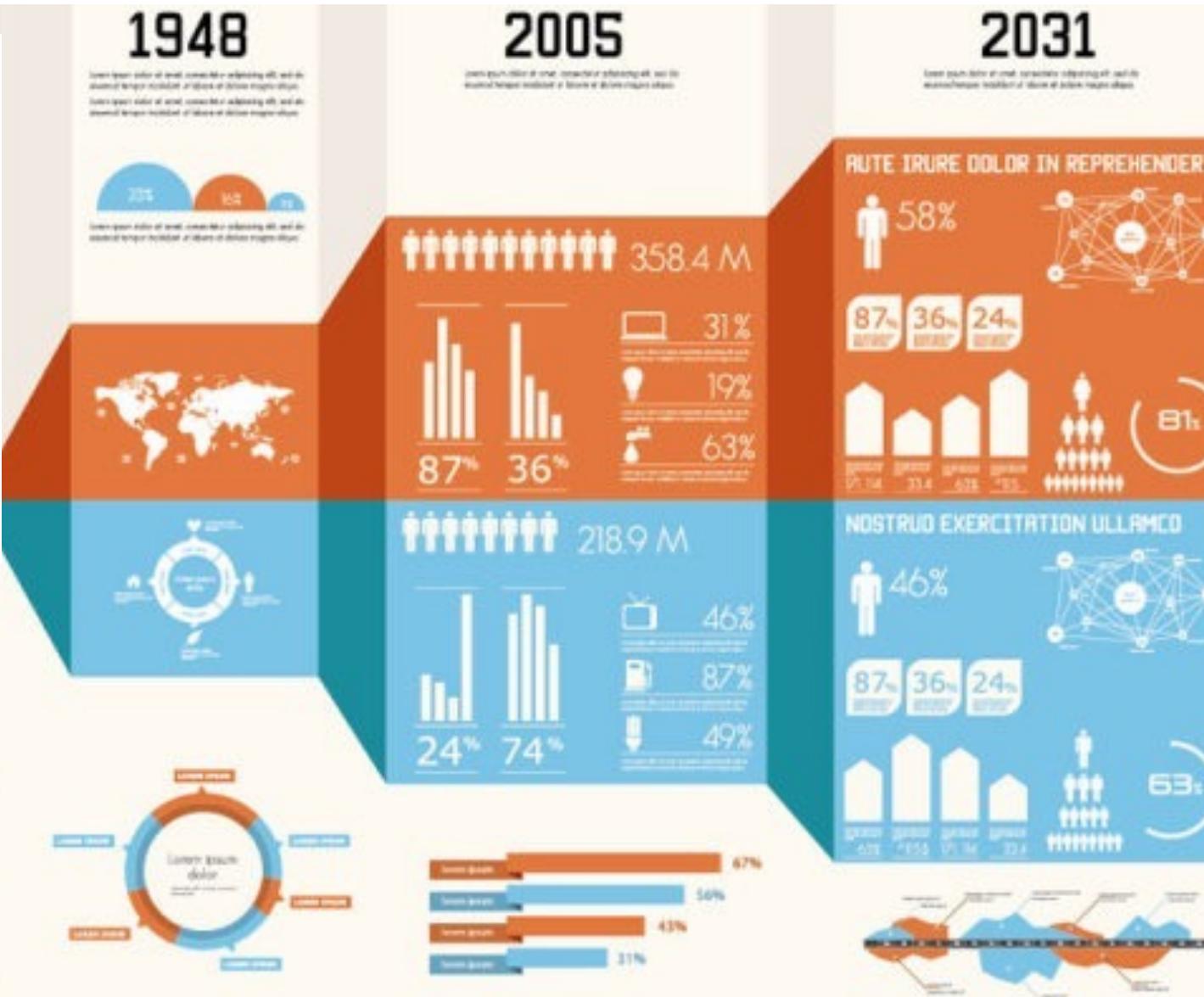
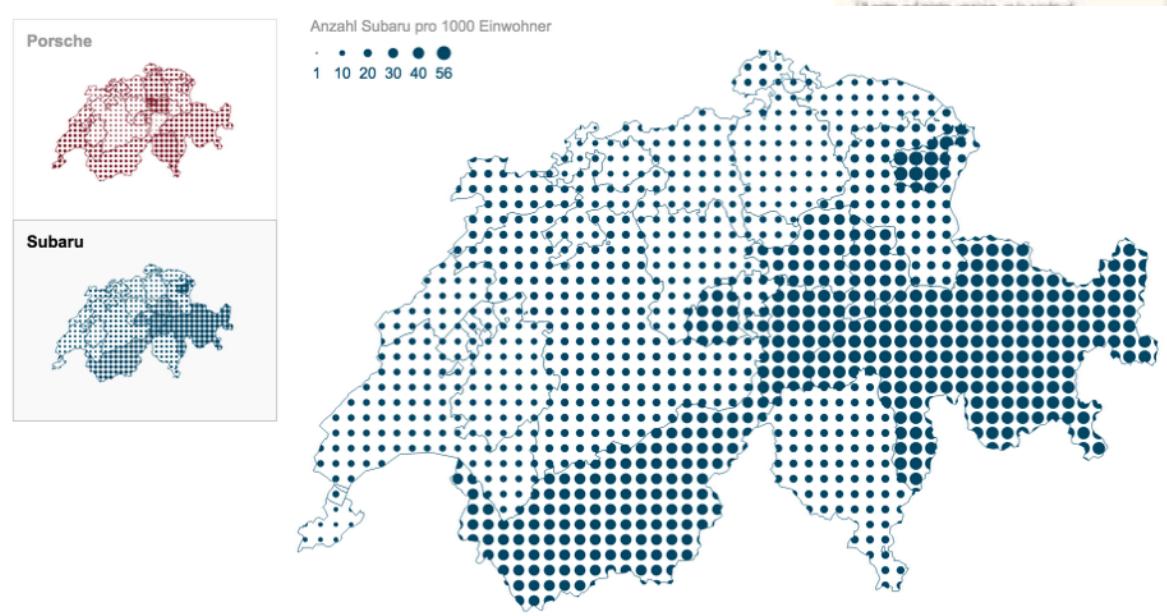
physically experience story facts

empathise

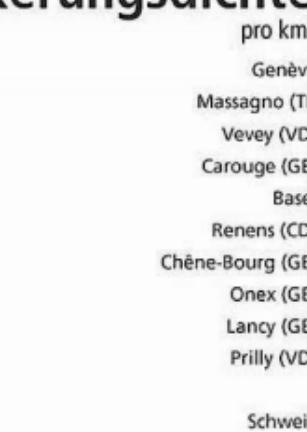
acquire knowledge

News have numbers, relations and infographics

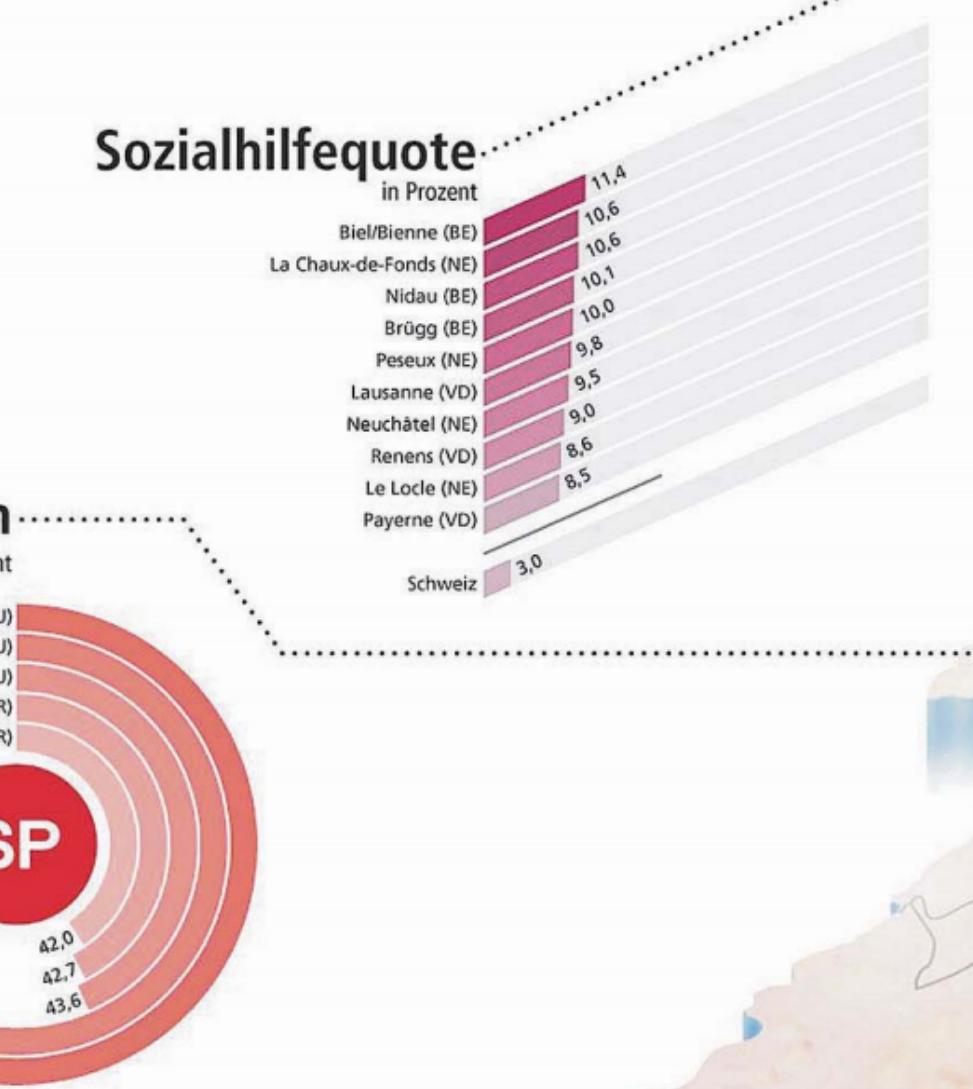




Bevölkerungsdichte

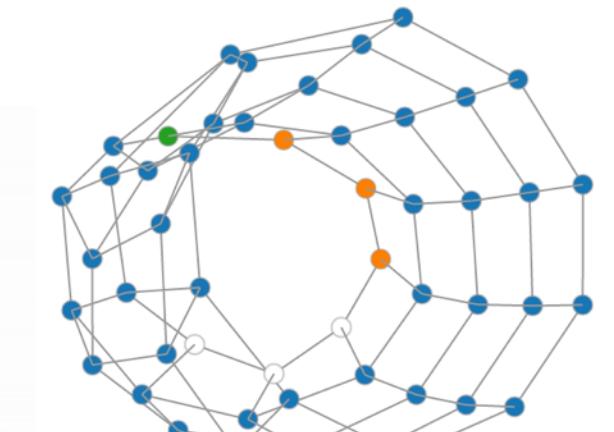
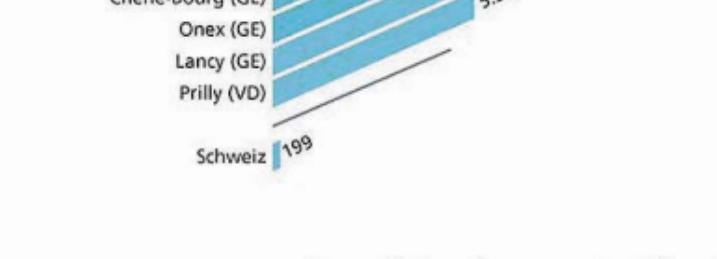
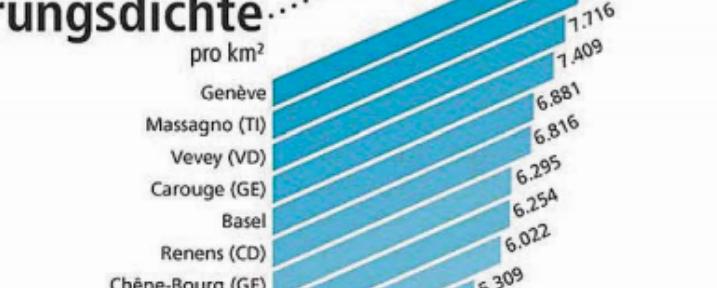


Ausländeranteil



Hochburgen

Wähleranteil 2011 in Prozent



With VR we could
“live” experience them

using real life **units** and
measurements

**sizes, proportions, distances,
densities, time, etc**

We know how 5 seconds **feel** like



But for other “quantities” we might
need an **feel-able conversion**

10 Liters =



**Generate tangible impressions,
relations and perspectives**

To trigger real
emotions, notions and judgments

Let's see some examples

HTC One A9 im Test

2016 wird das Jahr der Entscheidung

Im Smartphone-Geschäft stehen die Taiwanesen mit dem Rücken zur Wand. Übergangsgeräte wie das A9 werden daran wenig ändern. Ab nächstem Jahr soll virtuelle Realität das Unternehmen retten.

von Henning Steier | 6.11.2015, 11:17 Uhr | 1 Kommentar



Get your hands on prototypes

Flüchtlingskrise in Europa

4000 Asylsuchende nach F in Piräus angekommen

13:40 Uhr



Experience migration 360° video

Ende des viertägigen Fahrenstreiks in Griechenland werden seit der Flüchtlinge von den Inseln der Ostägis nach Athen befördert. Amstagmorgen erreichten drei Fähren mit mehr als 4000 Menschen an Bord Piräus, den Hafen der Hauptstadt.

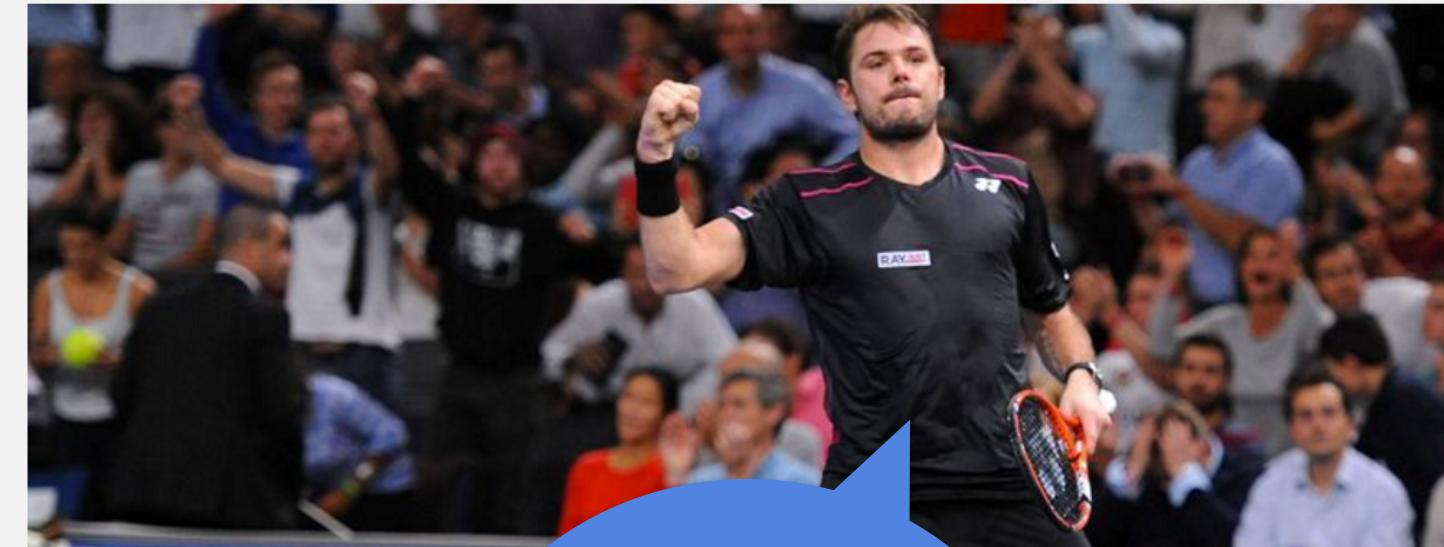
See the weather real time

Masters-1000-Turnier von Paris-Bercy

Stan Wawrinka schlägt Nadal im Halbfinal

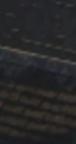
Stan Wawrinka qualifiziert sich gegen Rafael Nadal erstmals in einem Masters-1000-Turnier von Paris-Bercy für die Halbfinals. Der Lausanneer schlägt den Spanier mit 7:6 (10:8), 7:6 (9:7) durch.

7.11.2015, 01:26 Uhr



Interactively watch game highlights

NZZ



07.11.15
14:40



Sanierung für 45 Millionen Franken

Ein neues Kapitel in der Geschichte der Sihlpost

Die Sihlpost ist ein Wahrzeichen der Stadt Zürich. Nach der Sanierung jetzt auch die KVZ Business School, Google, zwei Restaurants und ein Outdoor-Geschäft ein.

von Adi Kälin | 5.11.2015, 17:02 Uhr | 1 Kommentar



Visit new spaces



But what would facts
feel like?

[Abonnieren](#)[Anmelden](#)

Zürich 20°

Neue Zürcher Zeitung

E-Paper Webpaper

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Real facts on Migration

«47'000 migrants are reaching Switzerland's asylum centers»

The new federal center in Zürich Nord is expected to allow 500 asylum seekers to live on 10'300 m² while the Canton of Aargau will invest in the Ikea "huts" built to provide 17,5 m² space for 5 persons. What does it mean to Zürich, and how will they feel like?

[Virtual Reality Experience](#) | by NZZ Living Stories | 8.11.2015



Flugzeugabsturz im Sinai Lärm in letzter Sekunde der Cockpit-Aufnahme

Nach dem Absturz einer russischen Passagiermaschine in Ägypten verdichten sich Hinweise auf einen Bombenanschlag. Die Ermittler prüfen ein auffälliges Geräusch.

vor 3 Stunden

Real facts on Migration

«47'000 migrants are reaching Switzerland's asylum centers»

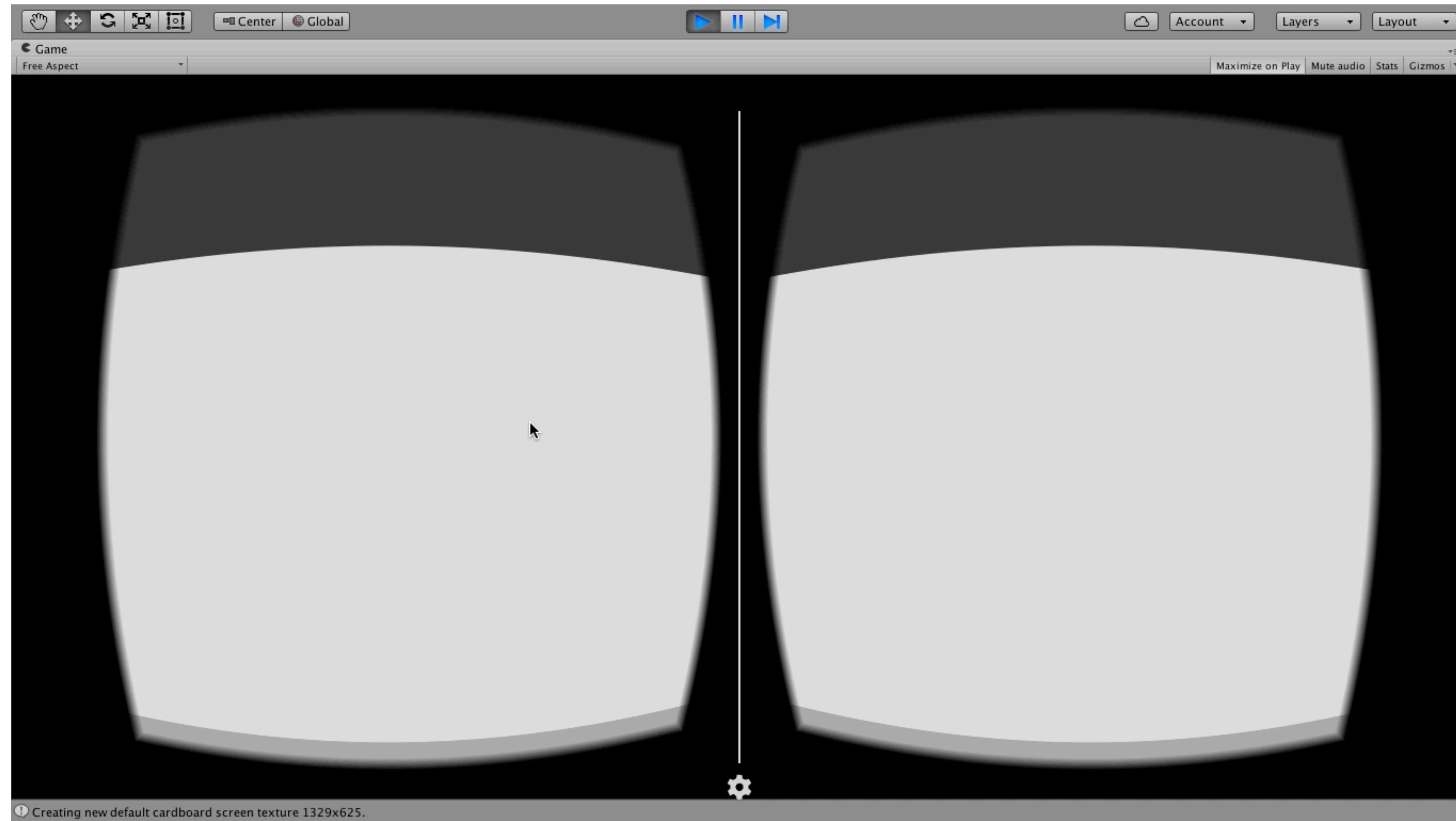
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Virtual Reality Experience | by NZZ Living Stories | 8.11.2015

Which facts could we virtually
live **experience** in our demo?

- 20m² Asylum space proposed in Zürich
- 17.5m² Asylum space proposed in Aargau
- 3.5m² provided in IKEA “huts” for 5 people
- 41m² room (average living space per person in Zürich)
- how much space would Zürich need to allocate all 47.000 migrants
($164.000\text{m}^2 = 4.1$ Prime Towers)
- the reality is only 1.800 people would be allocated in Zürich (1 floor from 1 Prime Tower = 1.111m^2 = 5 floor normal building)

[demo on <https://github.com/fidelthomet/living-stories>]



**1 building spread in 1 city
doesn't feel so much, right?**

But when you read the heading title

“47.000 migrants are expected...”

you get the feeling it's massive

That's the kind of initial judgement
we would like to avoid if we provide
a better understanding of facts

Rita Barracha Ronald Schenkel Fidel Thomet Silvia (...)

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