

# ANDROID DEV CONFERENCE

Realidade aumentada para Android

Crie seu próprio Pokemon Go!



## Unity3D

<https://unity3d.com/pt/get-unity/download>

## Android SDK

<https://docs.unity3d.com/Manual/android-sdksetup.html>

## Qualcomm Vuforia SDK

<https://developer.vuforia.com/downloads/sdk>

## Qualcomm Vuforia Samples: Image Targets, User Defined Targets, etc

<https://developer.vuforia.com/downloads/samples>

## Assets

### Mixamo

<https://www.mixamo.com/>

### Asset Store

<https://www.assetstore.unity3d.com/>

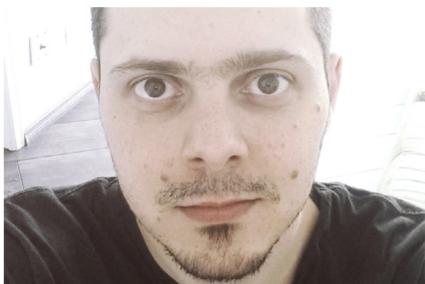
Ovni Studios is a Brazilian independent **game developer** founded in **2007** and located in São Paulo.

Our current business model is "**Mobile First**"

Our team share the same vision:

Explore the **virtual** and **augmented reality** with a **relevant** and **fun** approach.

In 2014 our published games accumulated more than **1 million** downloads.



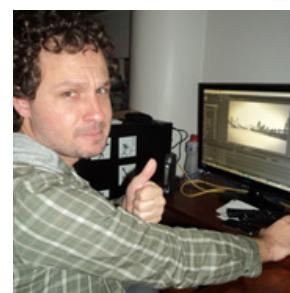
**TIAGO MORAES**

Degree in computer Science and Ovni Studios founder

**16 years** developing games professionally (100+ published titles)

Passionate about **AR, VR e MR**

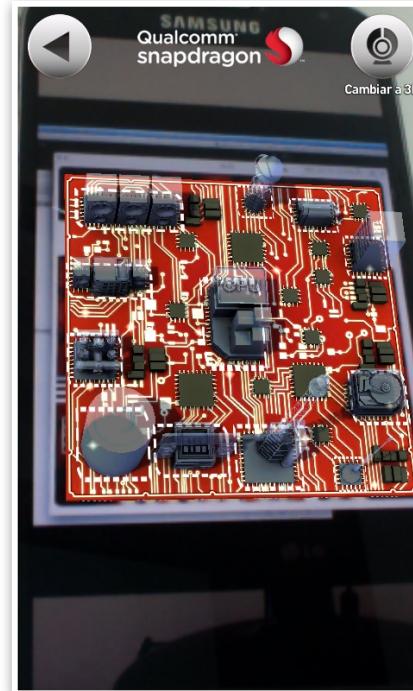
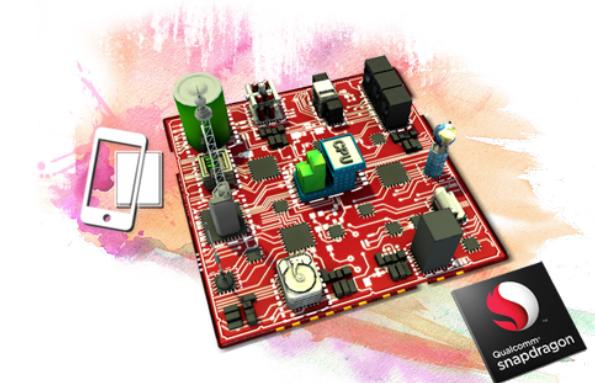
## TEAM



# GAME PORTFOLIO



# BRANDS VR AR PORTFOLIO





Vídeo: [www.youtube.com/watch?v=-5IRWmZci9g](https://www.youtube.com/watch?v=-5IRWmZci9g)



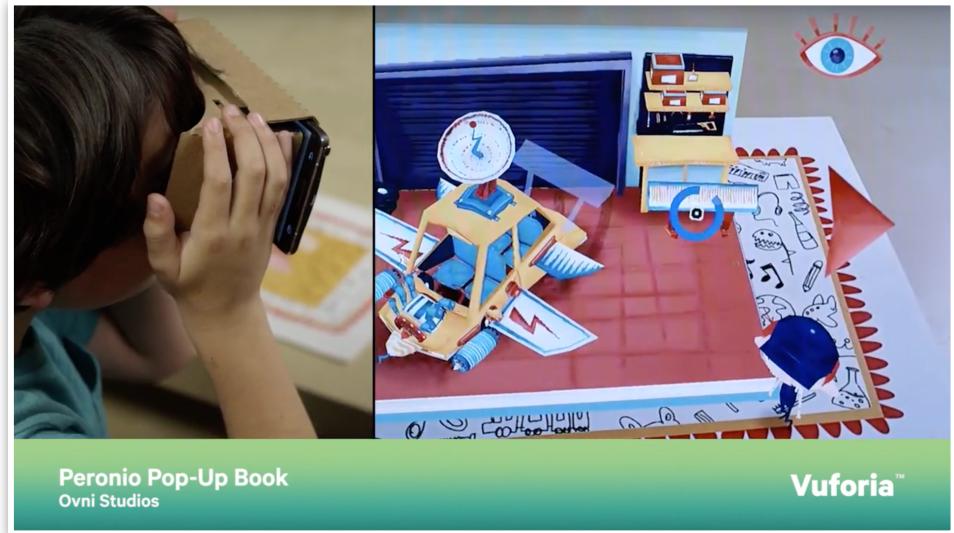
Vídeo: [www.youtube.com/watch?v=aThCrOPsyuA](https://www.youtube.com/watch?v=aThCrOPsyuA)

# PERONIO

pop-up book



# PERONIO POP-UP BOOK – HOLOLENS SIMPLE EXPERIENCE (DIY)



Vídeo: [www.youtube.com/watch?v=NqFTKXs3H9I](https://www.youtube.com/watch?v=NqFTKXs3H9I)

# PERONIO POP-UP BOOK

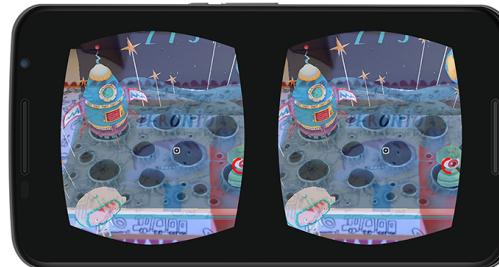


Peronio is a different experience unlike anything you've seen before.

The game tell the **story of a boy** who cannot decide what he wants to be when he **grows up**.



HOLOGRAPHIC VIRTUAL TOUCH



HOLOGRAPHIC VIRTUAL REALITY TOUCH



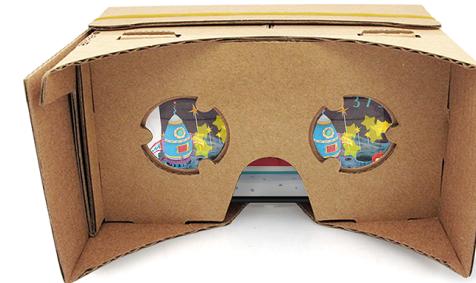
AUGMENTED REALITY



VIRTUAL REALITY



TRADITIONAL 3D TOUCH SCREEN



LOW COST VIRTUAL GLASSES

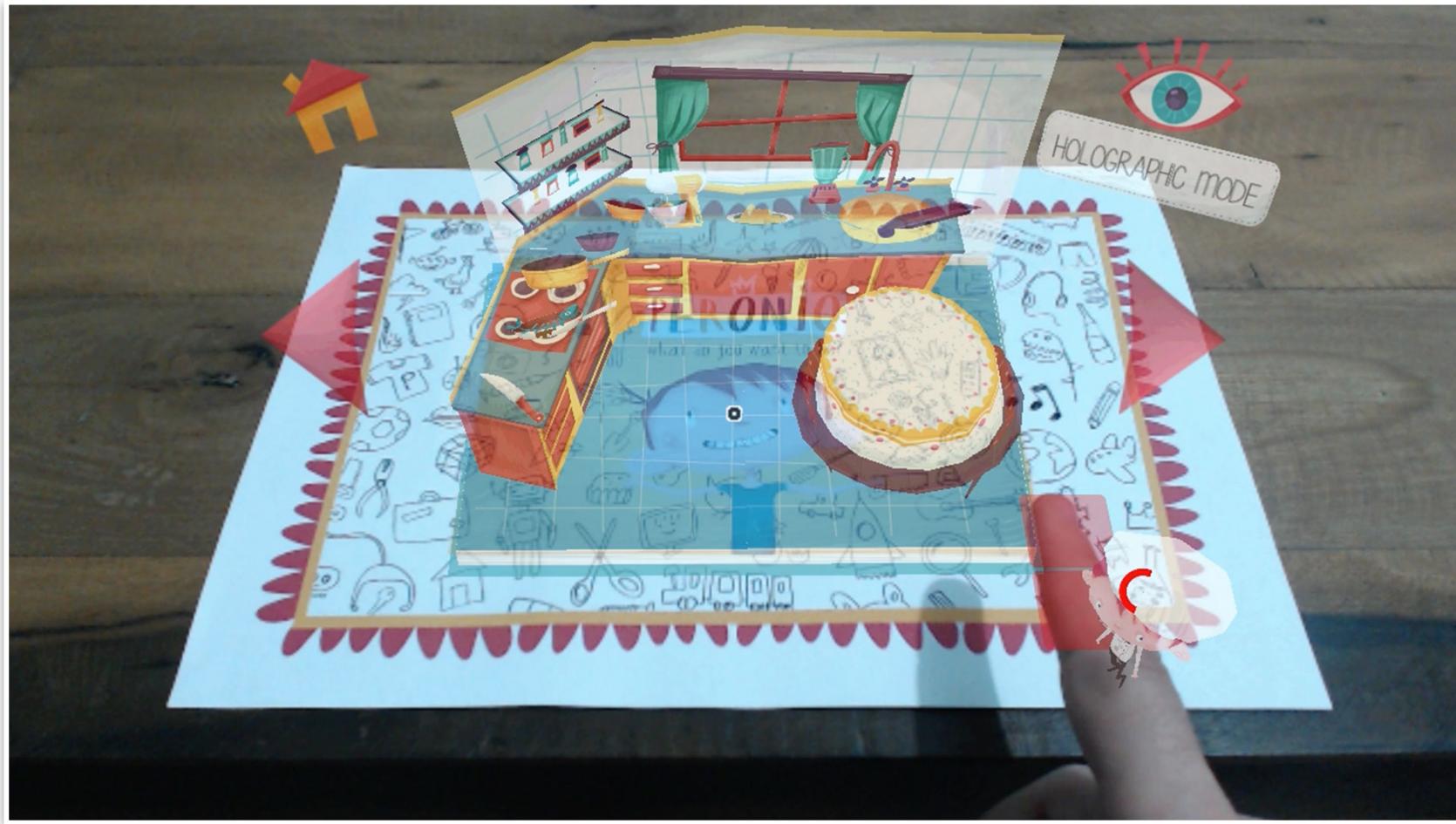
different  
**GAMEPLAY  
OPTIONS**



**PERONIO**  
pop-up book

## AWARDS





An Unique **holographic** gameplay combining **Virtual Reality**,  
**Augmented Reality** and **gesture recognition**.

You can actually “touch” it with your fingers.



# VR & AR MARKET LANDSCAPE



# VR & AR MARKET LANDSCAPE

**Virtual Reality Head Mounted Displays**

**Augmented Reality Head Mounted Displays**

holi glass **cheapest**

**Motion Trackers**

**Spatial & Binaural Audio**

**FPS VR Gun Controllers**

**Automotive**

**Scanners & Cameras**

**Tactile Controllers & Haptic Feedback**

**Virtual Worlds & Social VR**

**AR & VR Dev & Rendering Frameworks**

**Hardware Manufacturers**

**Teledildonics & Adult**

**Education**

**Medical & Healthcare**

**Conferences**

**Accelerators & Funds**

**Blogs & Magazines**

**VR Content Production & Tech**

## Digi-Capital™ Reality Matrix

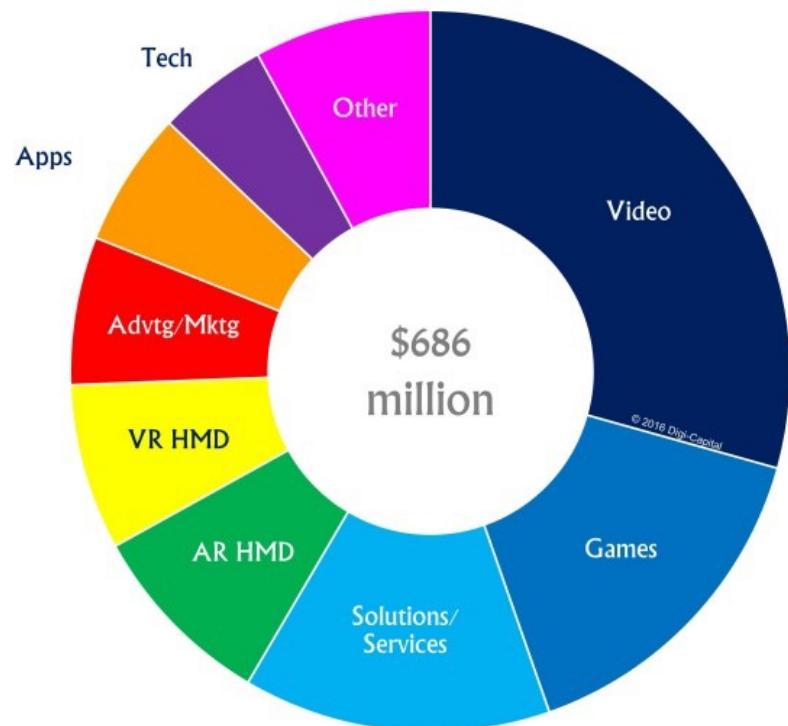
Immersive

Ambient

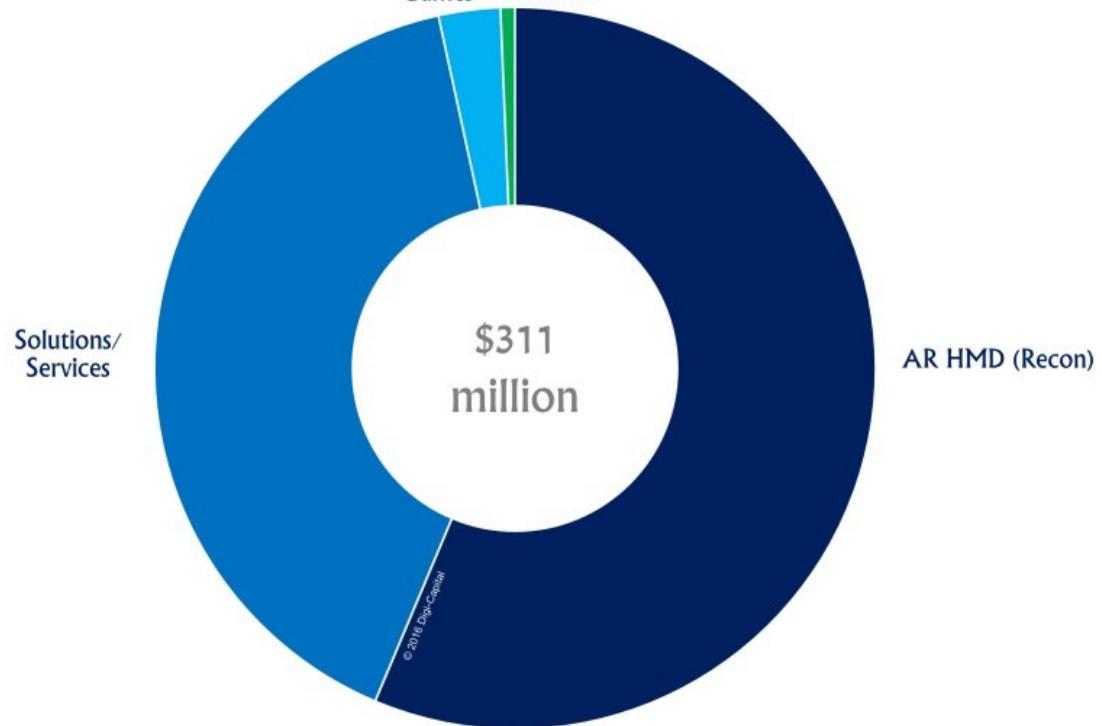
|                        | <i>Immersive VR</i>                                                                                                                                                                                                                                                                       | <i>Mixed Reality</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Virtual Reality</i> | Samsung Gear VR<br><br><br><br> | <i>Augmented Reality</i><br><br><br><br><br><br><br><br><br><br> |
| <i>Virtual</i>         | <i>Augmented</i>                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

© Digi-Capital 2015

Digi-Capital™ AR/VR Investments 2015



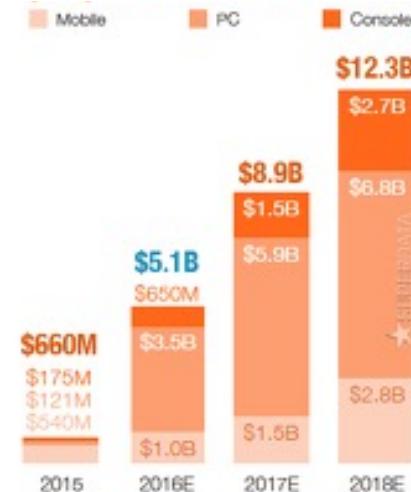
Digi-Capital™ AR/VR M&A 2015



# VR/AR INVESTMENTS 2016 - \$5.1B



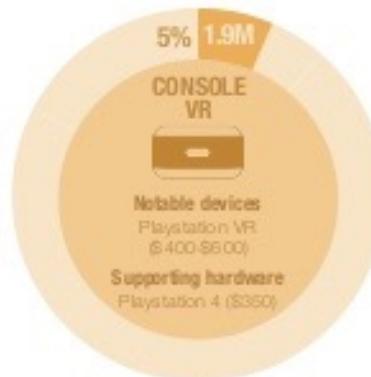
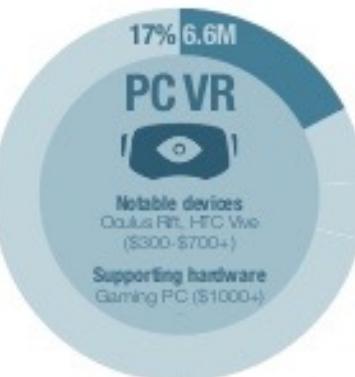
Total ww market for hardware, software and peripherals: **5.1B**



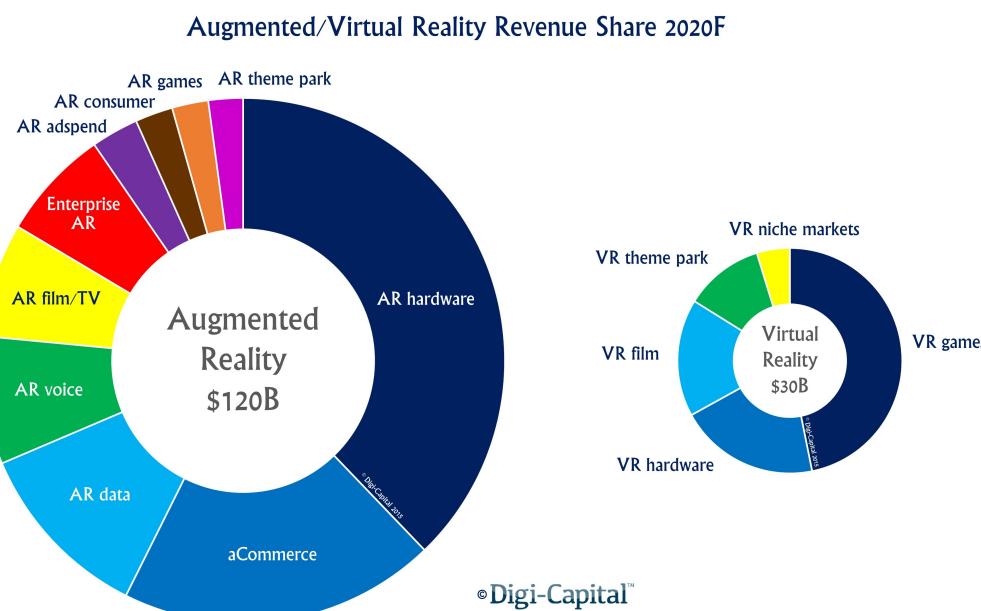
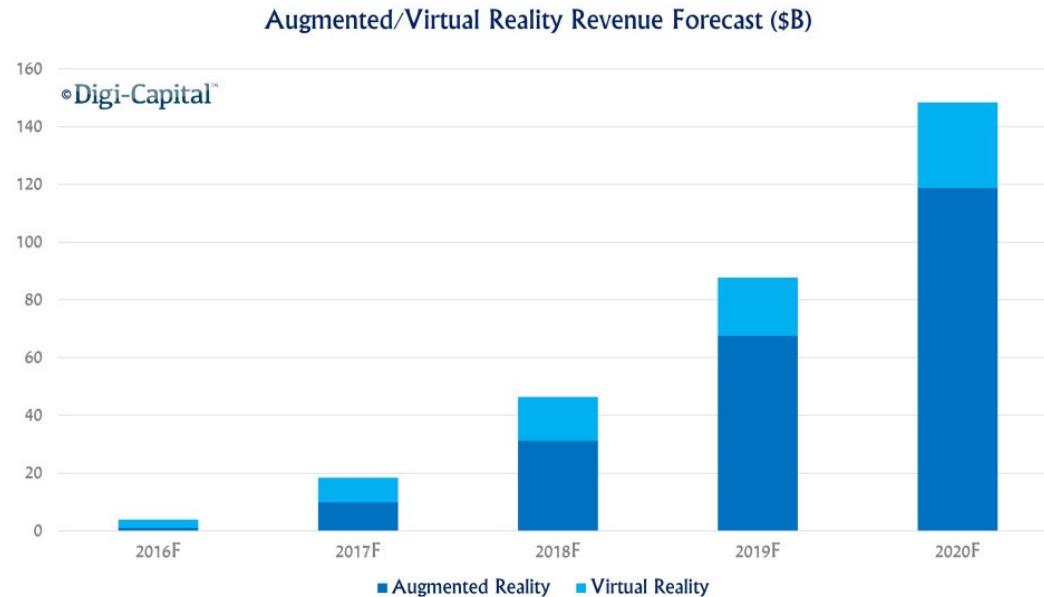
## VR Gaming Regional Market Size



Installed Base: **38.9M**



# VR/AR INVESTMENTS 2020 - \$150B



# VR/AR - INVESTMENTS 2011 - 2015



## Magic Leap:

\$1.9B - 3 rounds and 13 investors

Feb 2014: \$50M

Oct 2014: \$542M (Lead investor - Google)

Feb 2016: \$793M (Lead investor - Alibaba)

## Oculus VR: Facebook

\$91M in 2 rounds and 7 investors

Aug 2012: \$2.4M (Crowdfunding)

Jun 2013: \$16M (Lead Investors Spark Capital / Matrix Partners)

Dec 2013: \$75M (Lead Investors Spark Capital / Andreessen Horowitz)

## Leap Motion

\$44.05M in 5 rounds and 8 investors

Jun 2011: \$1.3M

May 2012: \$12.75M

Jan 2013: \$30M

## Meta

\$23M in 3 rounds and 10 investors

Jan 2015: \$23M (Lead Investors BOE Technology Group / Horizon Ventures / Tim Draper / Y Combinator)

## CastAR

\$15M in 1 round and 1 investor

Aug 2015: \$15M (Lead Investor Playground Global)

Everyone is looking for **innovation**.

In **2017** a lot of VR and AR Glasses will hit the market resulting in a **high demand** for great content.

MOBILE GLASSES



HARDCORE VR GLASSES



AR GLASSES



Google Glass



Optinvent ORA-X



Epson BT200



Vuzix m100



Laster SeeThru



Recon Jet



Meta Pro



ODG Consumer



Atheer One



Sony SmartEyeGlasses

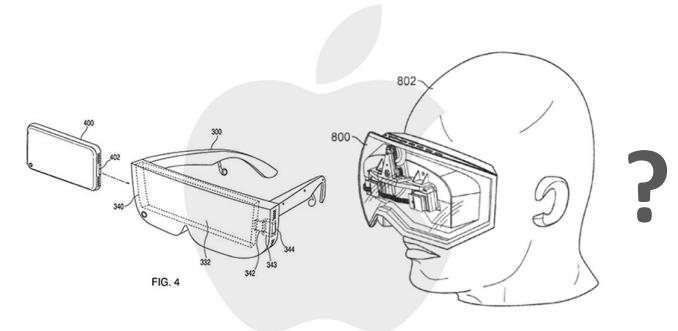


# AR / MIXED REALITY - DIFERENCES

2D projection  
fixed focus



Spatial projection  
infinity focus



Smartphone  
infinity focus  
(using camera)



Depth Sensors  
Spatial Holographic  
projection



One content, a lot of ways to interact.



Ordinary Touch Screen



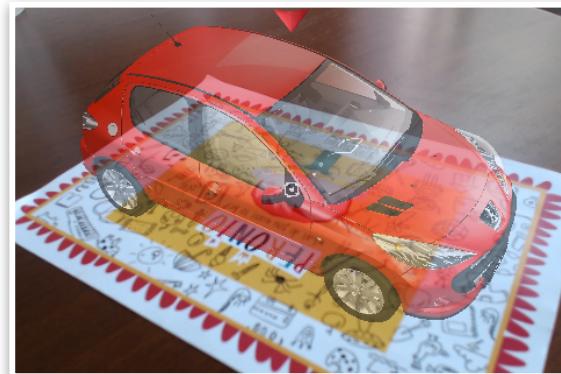
Virtual Reality



Augmented Reality



Virtual and Augmented Reality together



Hologram in Virtual and Augmented Reality

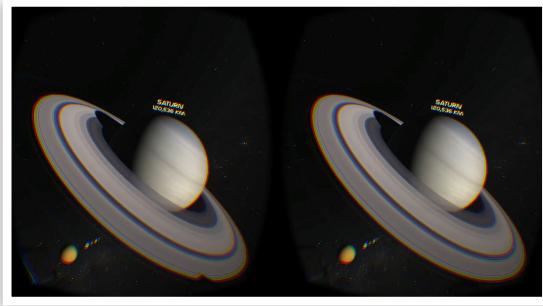


Virtual Hologram Touch

# POSSIBILITIES



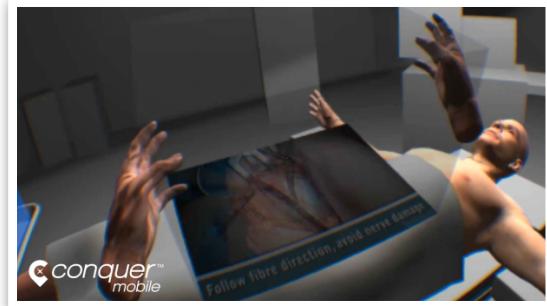
# POSSIBILITIES



Education



Games



Training



360 videos



Phobia Treatments and post-traumatic stress disorder



Enterprise Projects



Virtual Tour

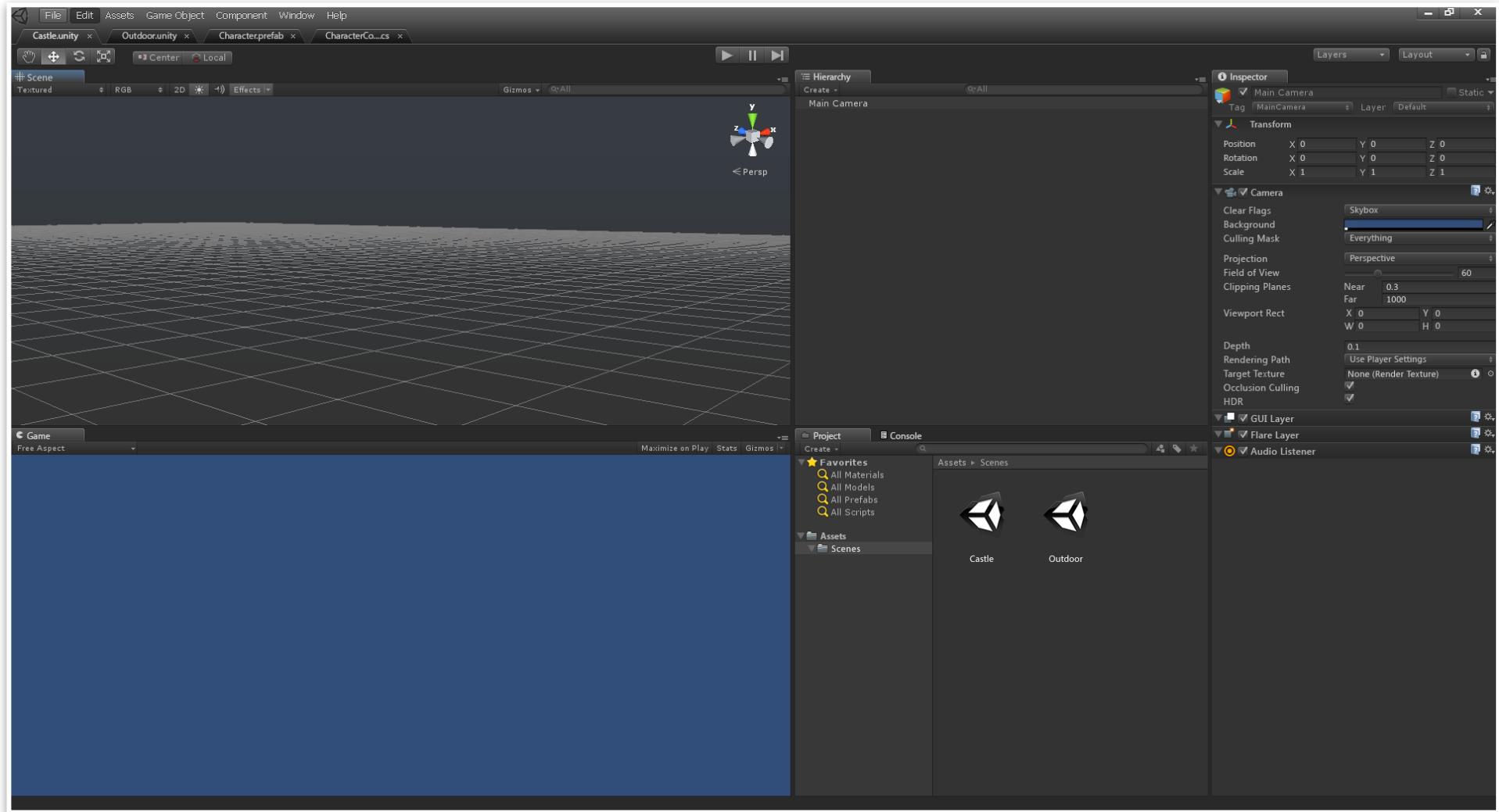


Industrial

# AR POSSIBILITIES



# DEMO



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THANK YOU



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