









**Extended Reality (XR):** /ɪk'stendəd// *adjective*, rē'alədē/ *noun* (/eks/ /är/ *nouns*)

A term referring to all real and virtual combined environments and human-machine interactions generated by computer technology and wearables. It includes representative forms such as augmented reality (AR), augmented virtuality (AV) and virtual reality (VR) and the areas interpolated among them.

**Media:** /'mēdēə/ *noun*

The main means of mass communication (broadcasting, publishing, and the Internet), regarded collectively.



XR MEDIA



1

2



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## TODO **Administrative**

Sales Director: Proposal Director: Production Director: Art Director: Budget: Due Date:  
Client: Objective: Scope:

*This document details the type of content and the visuals needed for all the possible sections of the proposal all on an as appropriate base*

## Introduction

- what this doc is
- Who the doc is from (
- Who its for
- present problm
- recent relevant info
- next steps
- Rates expiration

## Executive Summary

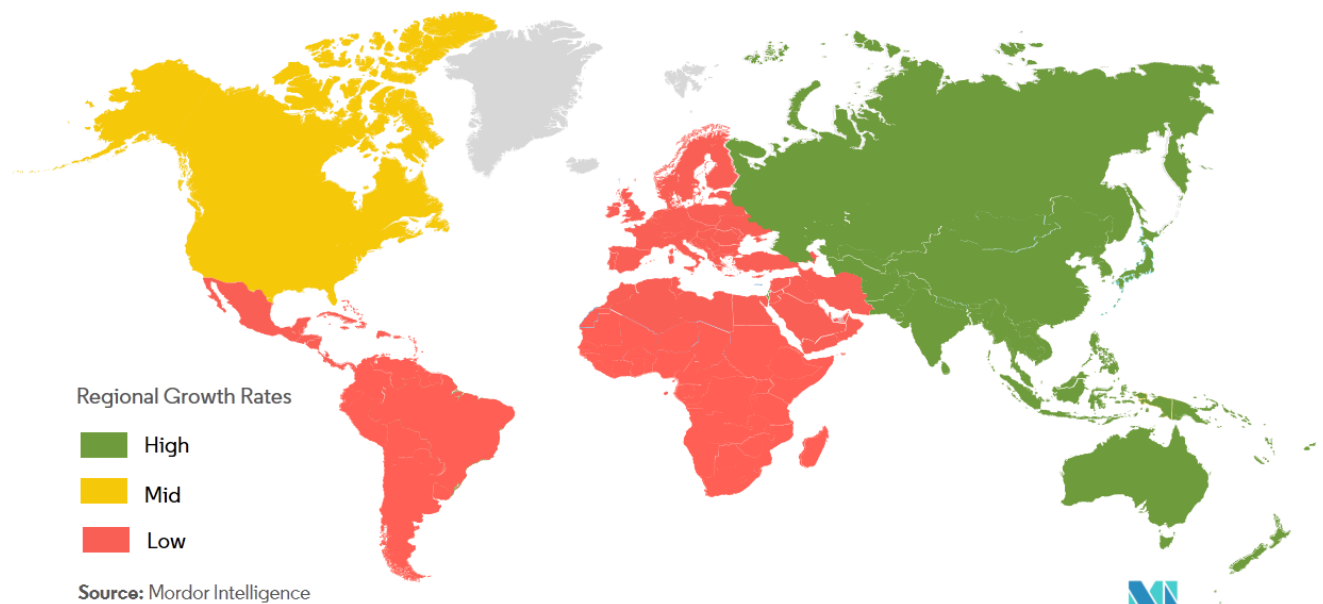
- What we do for them and why they care (Objective + Results)
- Process
- Key performance indicators
- Return on net investment

## Market Research

- Quantitative proof of adoption, interest and application
- How utilized in industry, and the benefits they are gaining

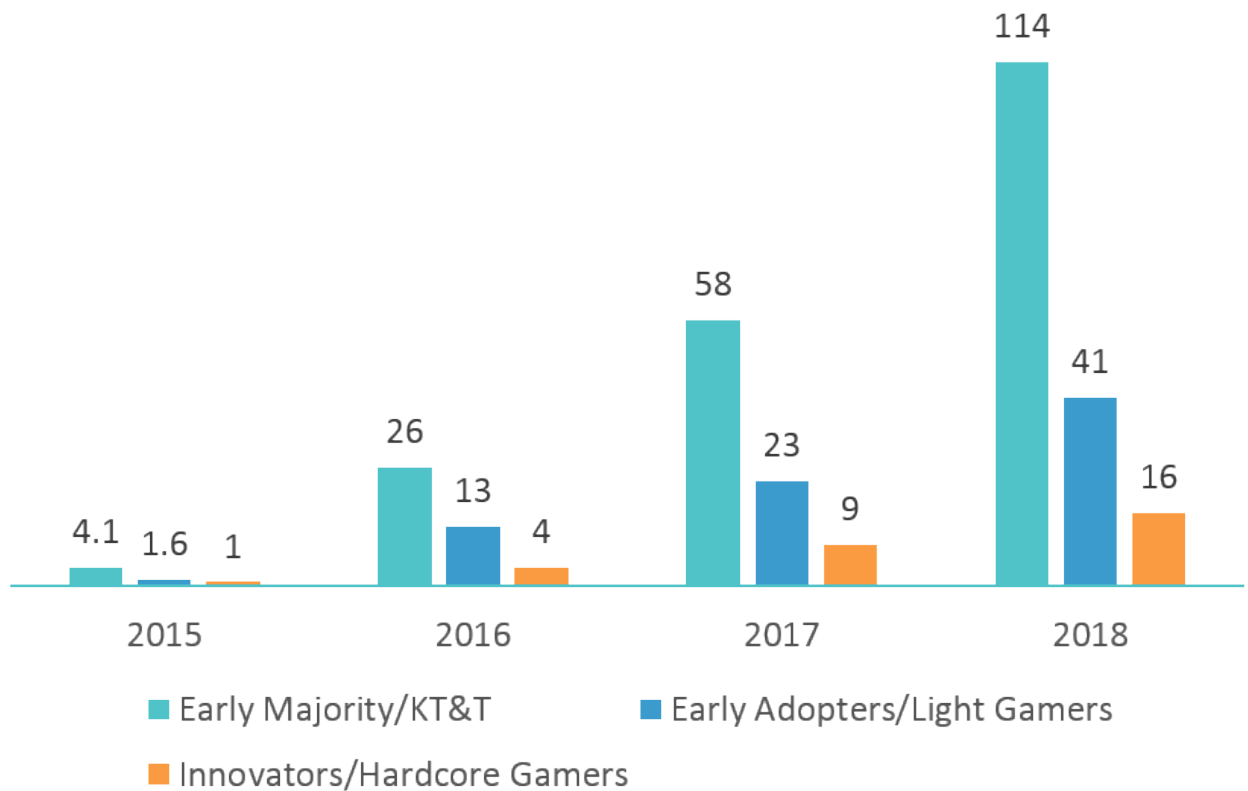
[ Quotes ] [ Graphs ] [ table ]

Virtual Reality Market - Growth Rate by Region (2019-2024)



vrvr.png

## Number of Virtual Reality Users, in millions, Global (2015-2018)



**Source:** KZero

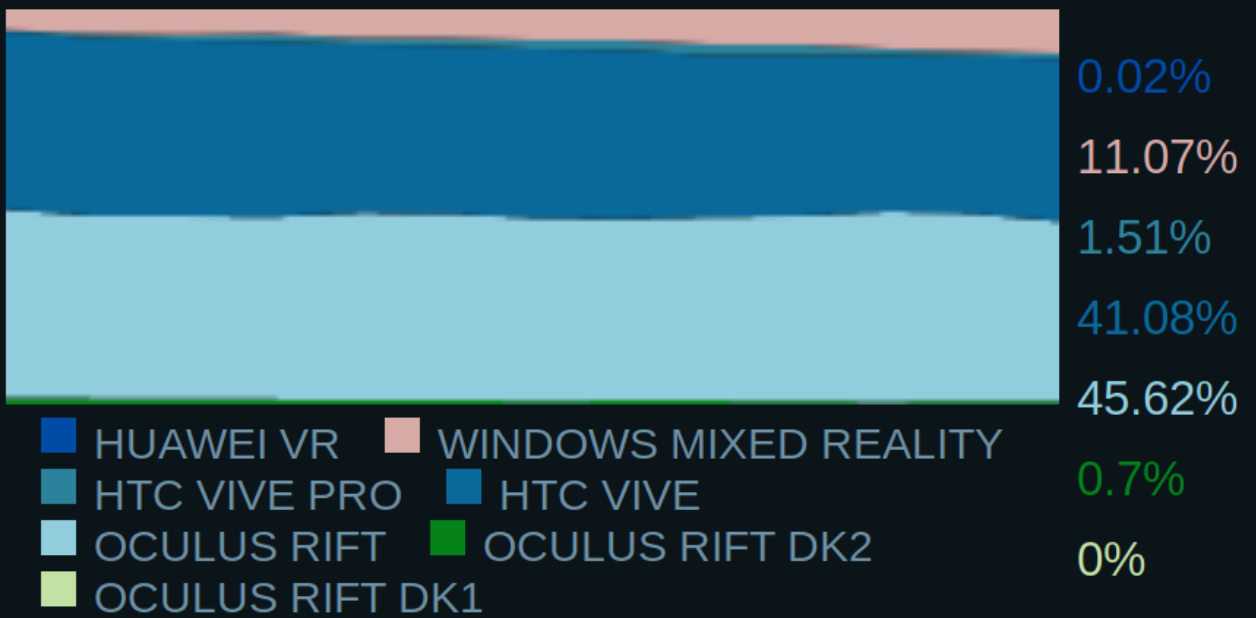


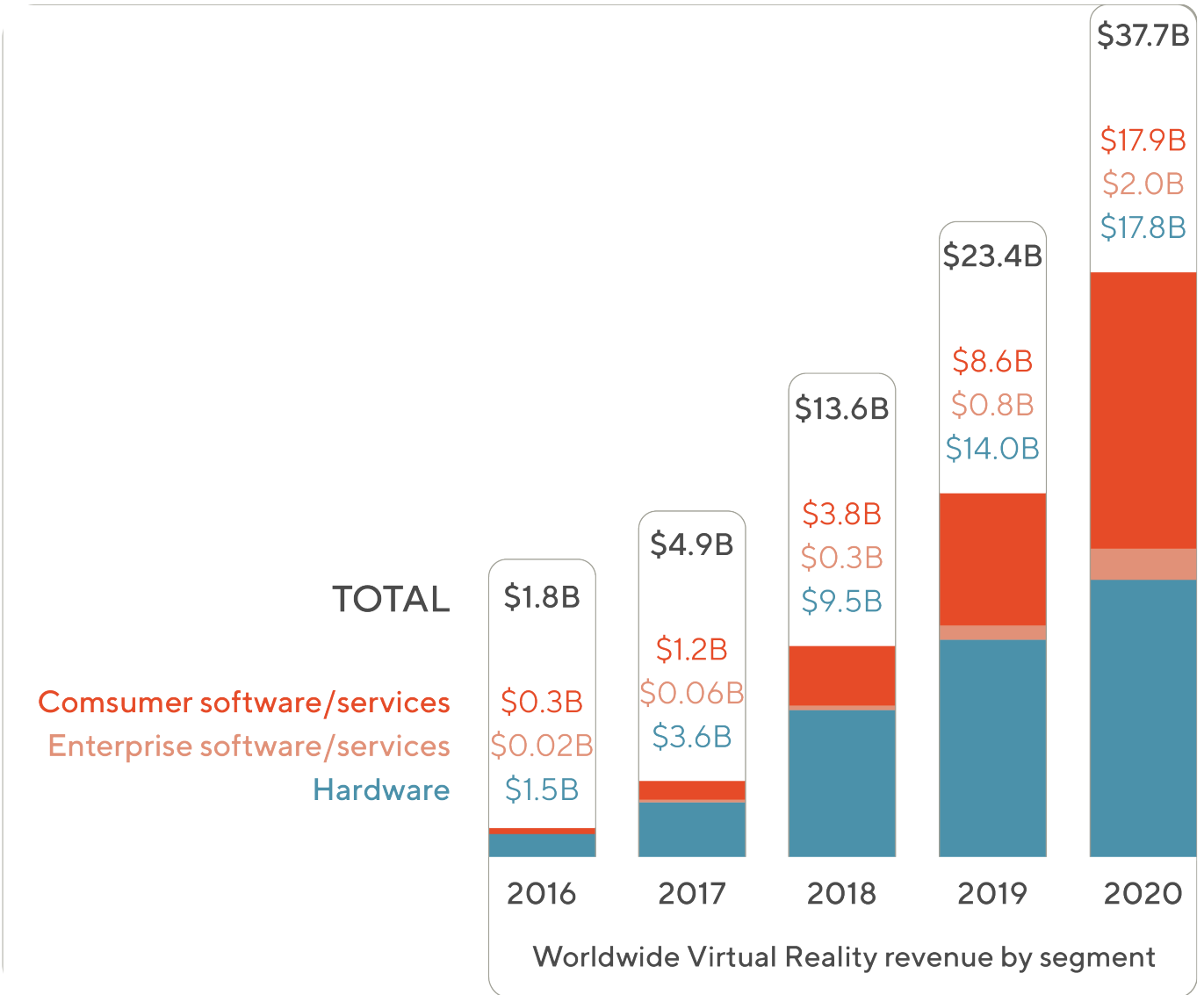
*VR services graph.png*

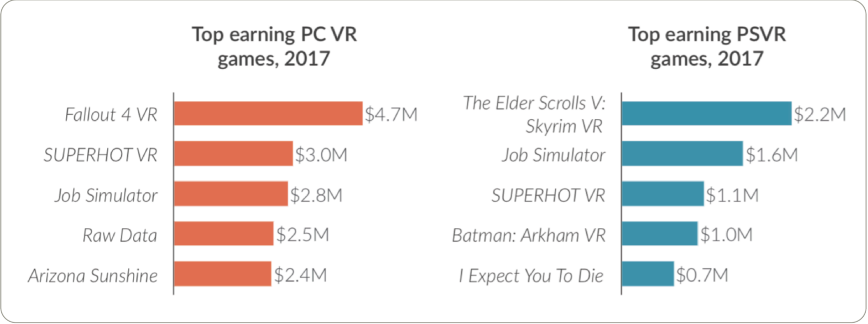


## VR HEADSETS

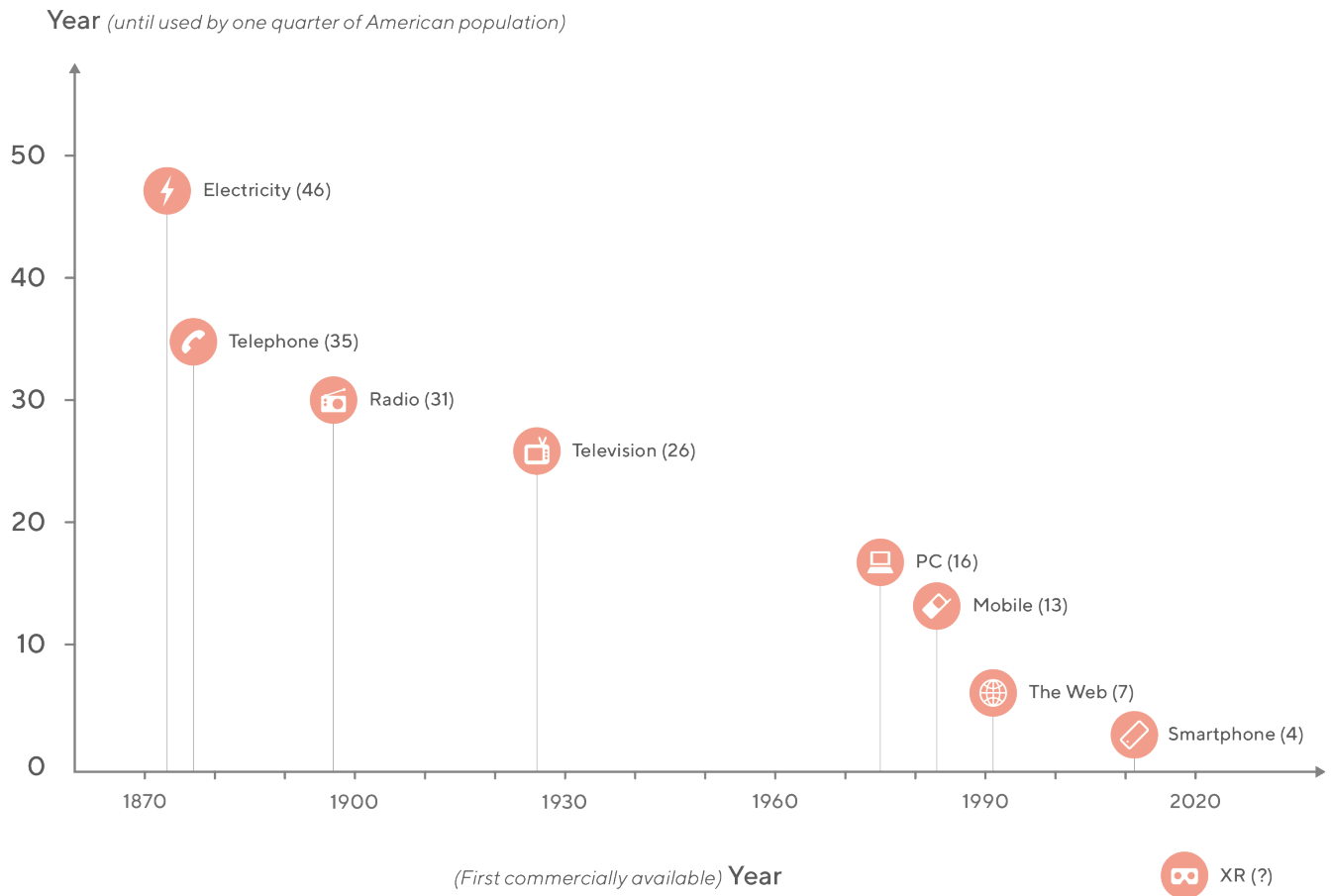
APRIL 2018 - APRIL 2019







## Ever Accalering rate of addoption

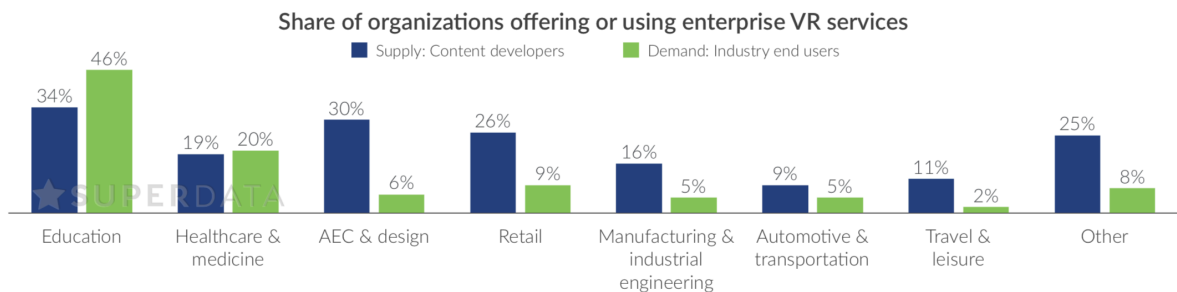


Source : Economist.com

## Developers are focusing most on fields like design, retail and manufacturing despite an overwhelming demand for education and healthcare solutions

Organizations are most interested in VR for education and healthcare as supply in those fields rises to meet demand.

As interest in education solutions grow, many schools and hospitals are using VR. However, these institutions can have limited spending power compared to major conglomerates. On the other hand, large retail corporations like Walmart and Lowe's are willing to invest in applications that make training safer and cheaper.



\*Supply share measures the percentage of all developers in the VR industry who are focused on each segment. Supply percentages do not add up to 100% due to overlap of suppliers who work on multiple segments. Demand share measures the percentages of all organizations looking for VR solutions who are focused on each segment.

STATE OF THE XR MARKET, FEBRUARY 2018 | © 2018 SuperData Research Holdings, Inc. All rights reserved.

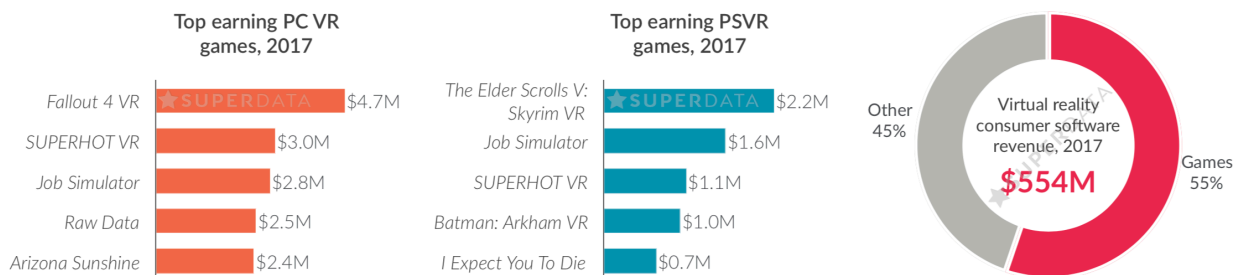
## The best-performing VR games show players are hungry for feature-rich VR experiences

Games earned 55% of VR software revenue in 2017 thanks to consumers who want to pay for content upfront.

Devices like the HTC Vive and PlayStation VR have attracted hardcore gamers who own the requisite console or gaming PC. Roughly four in five high-end headset owners use or plan to use VR to play games. While mobile VR leads in user numbers, the platform earned only 15% of VR games revenue last year.

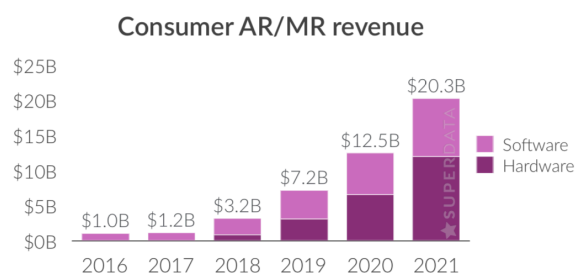
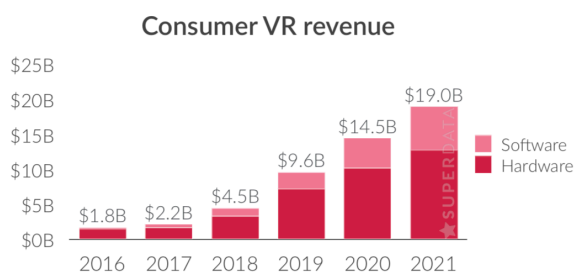
Bethesda was the big winner among publishers in 2017, releasing last year's highest-earning PC and console VR titles.

Most VR owners want longer immersive experiences, but with such a small audience most VR publishers cannot invest in long, big-budget games. Bethesda managed to get ahead of the curve, adapting existing role-playing games *Fallout 4* and *The Elder Scrolls V: Skyrim* for the medium.



Title-level rankings only include games exclusive to VR platforms, not titles with optional VR modes.  
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## Augmented and mixed reality earnings are set to surpass virtual reality by 2021



Hardware will continue to earn the lion's share (75%) of VR revenue in 2018.

High headset prices and a small catalog of software means most consumer dollars will go toward hardware until experiences are more easy to monetize.

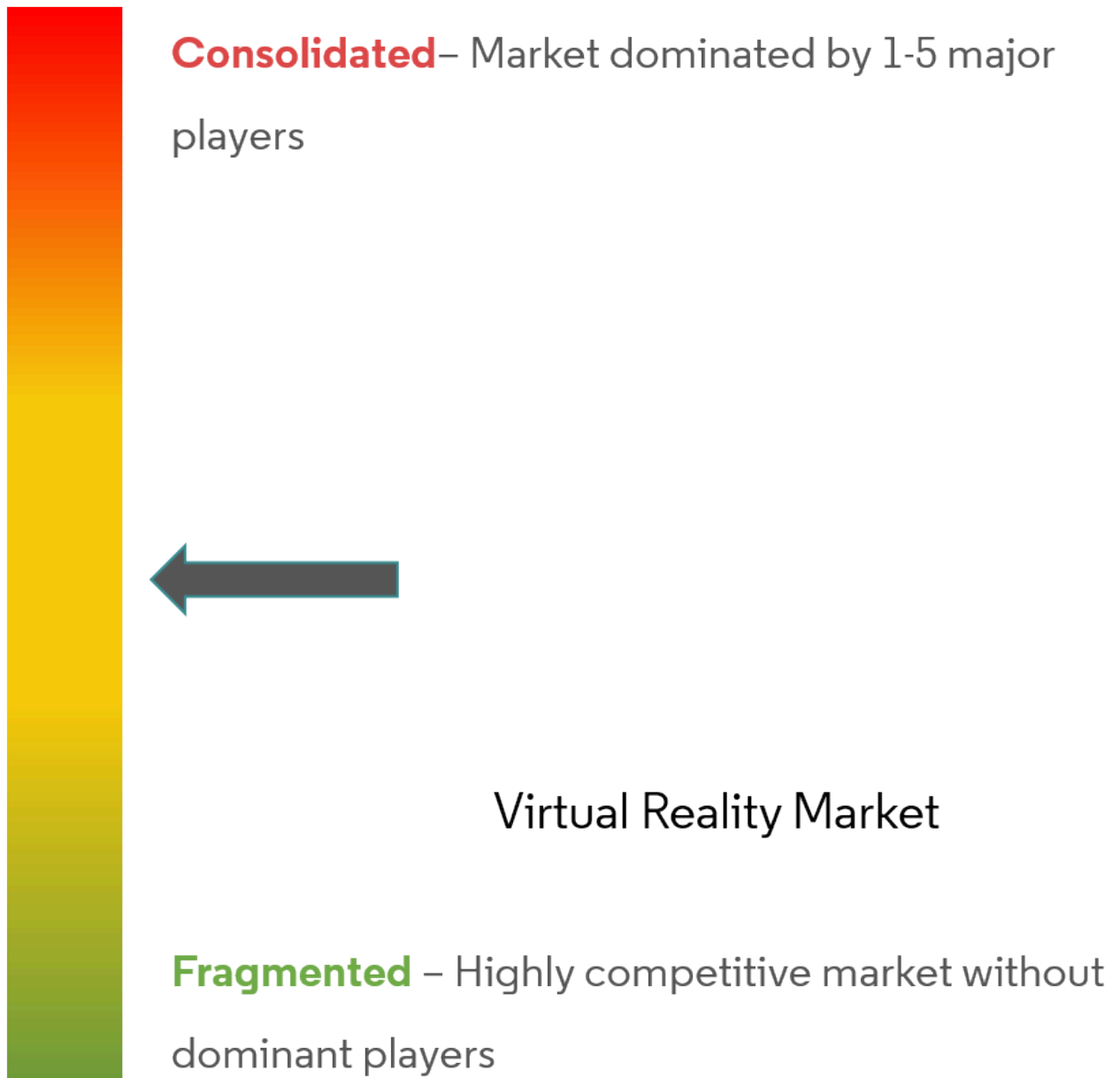
AR and MR are set to take the lead in 2021 thanks to a combination of accessible smartphone software and high-end devices like Magic Leap and Microsoft HoloLens.

AR in particular has the potential to be fully integrated into the daily lives of users now that ARKit is available on all current iPhones and Google is aiming to reach 100M Android users with its ARCore platform. On the other hand, VR will serve the needs of those who want the most high fidelity immersive experiences possible, making it less interesting and less accessible for some users.

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## Market Concentration

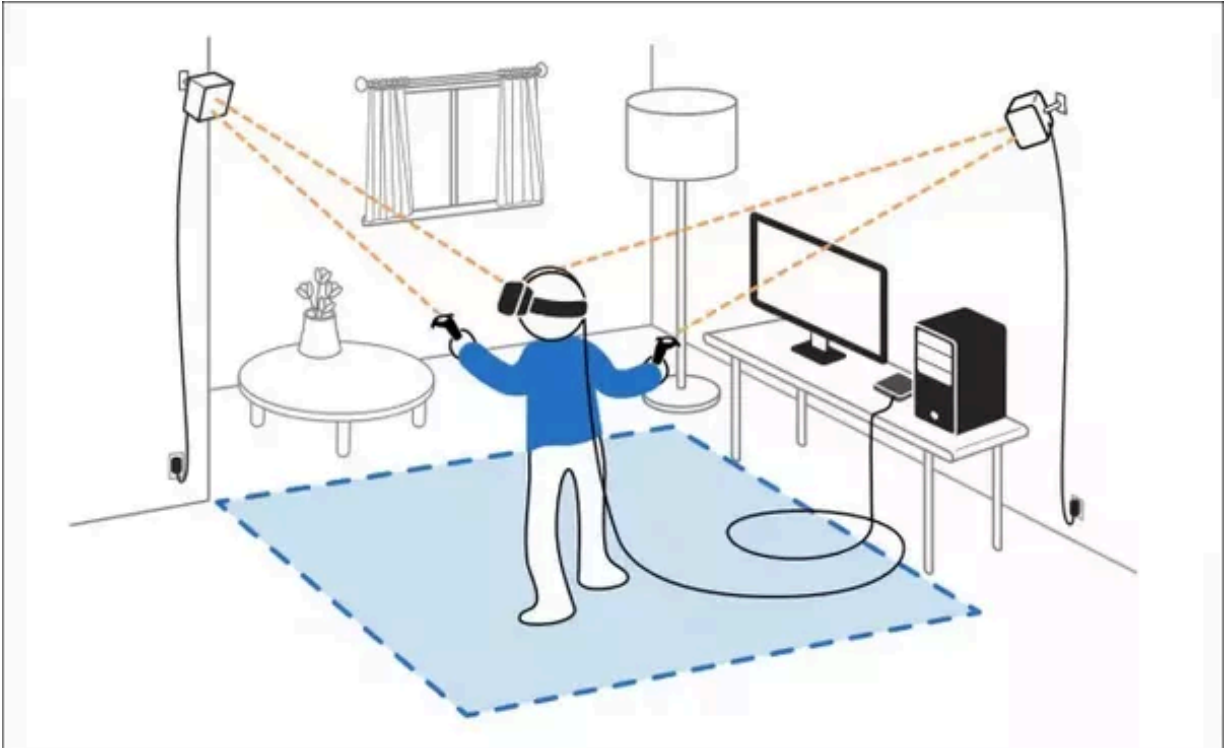


**Source:** Mordor Intelligence

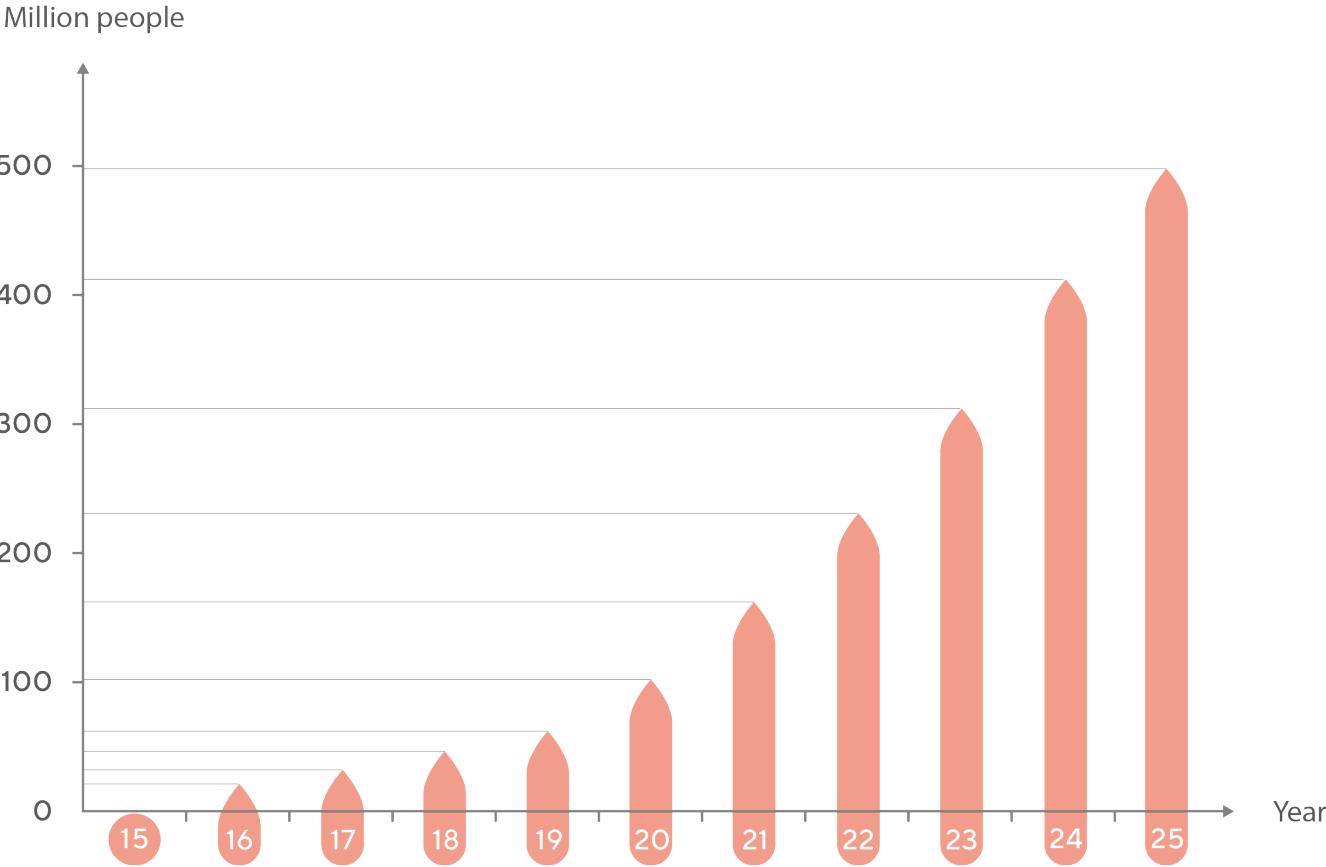




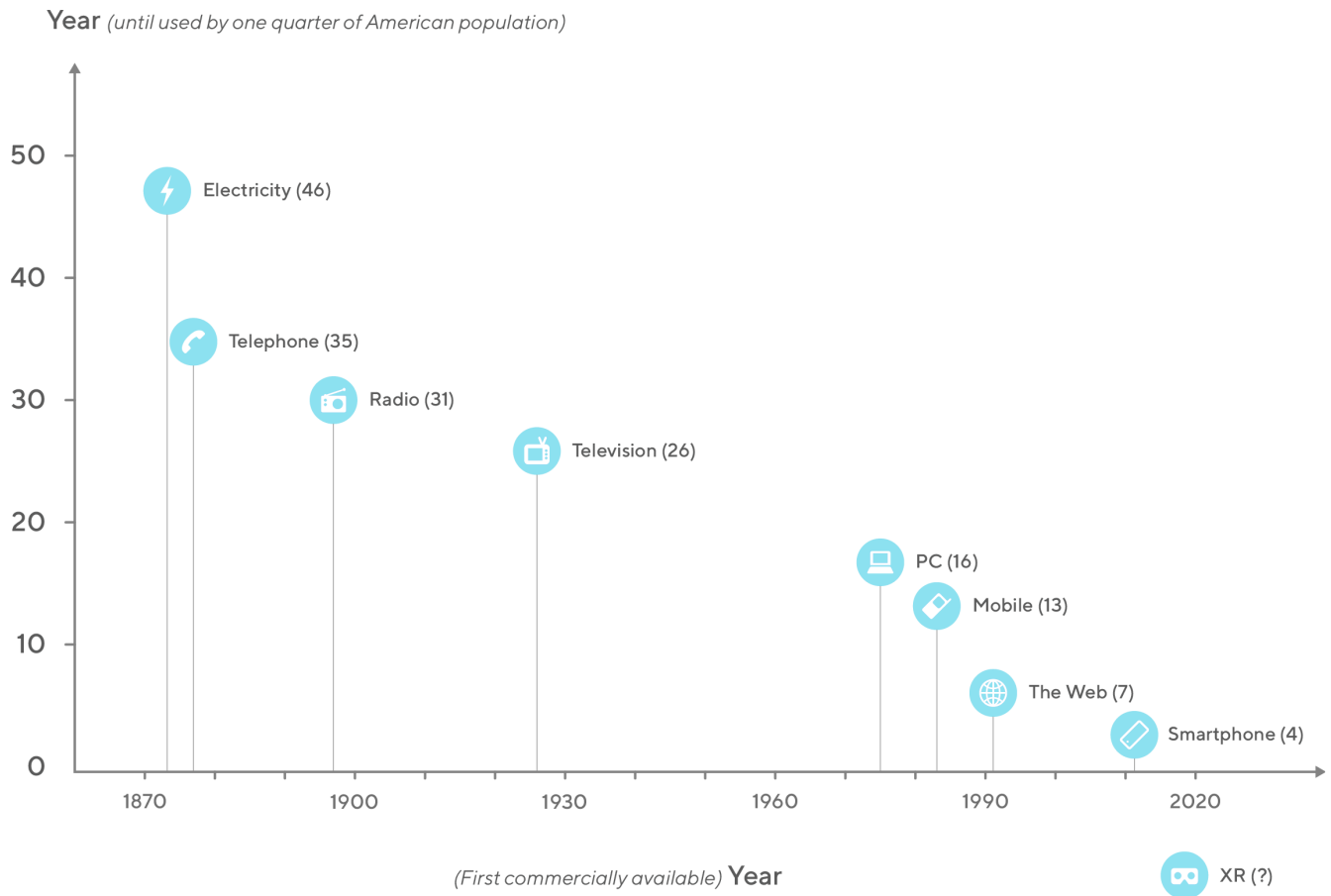
*LAST VR.png*



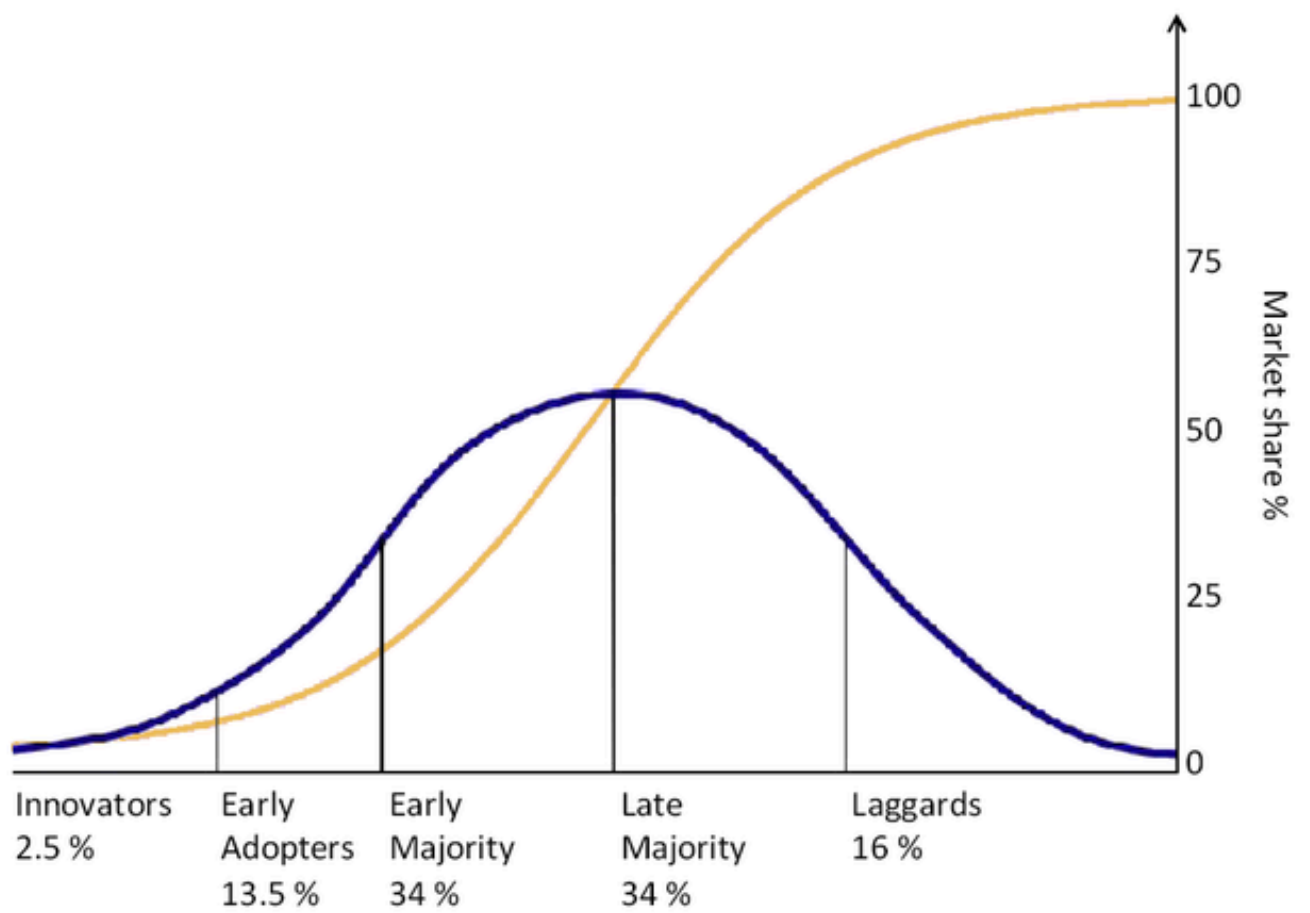
Virtual Reality Headset Sales



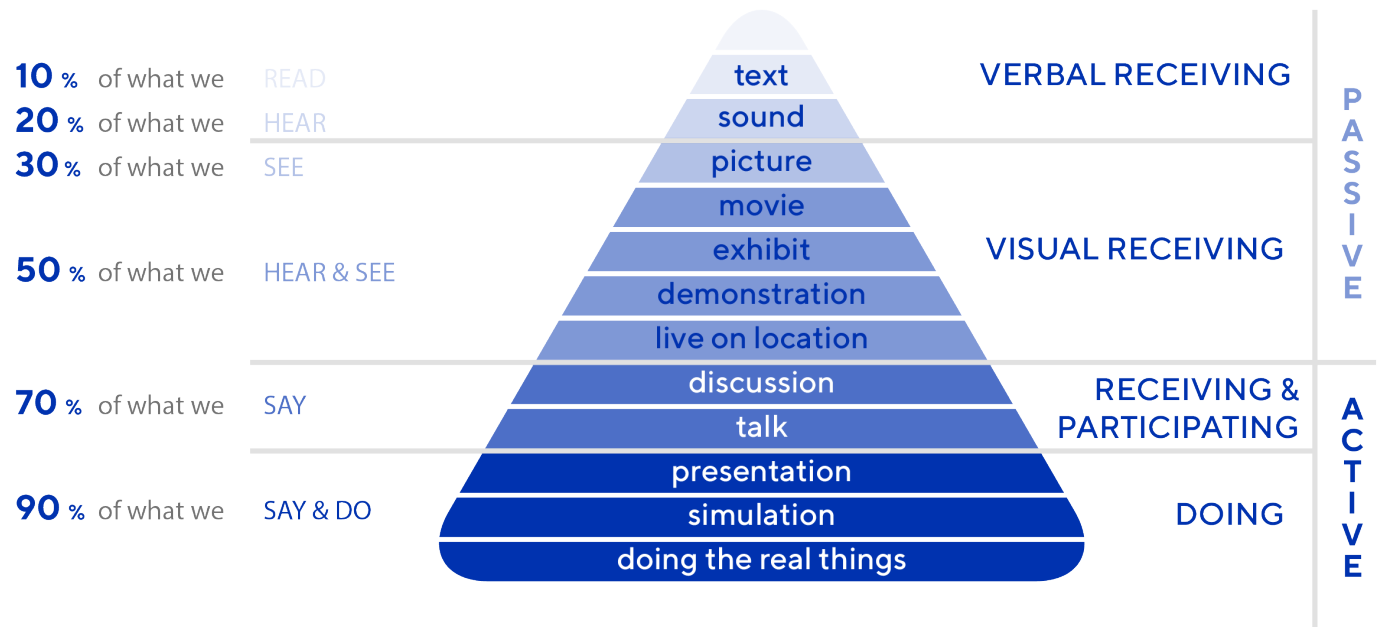
## Ever Accelerating rate of adoption



Source: Economist.com

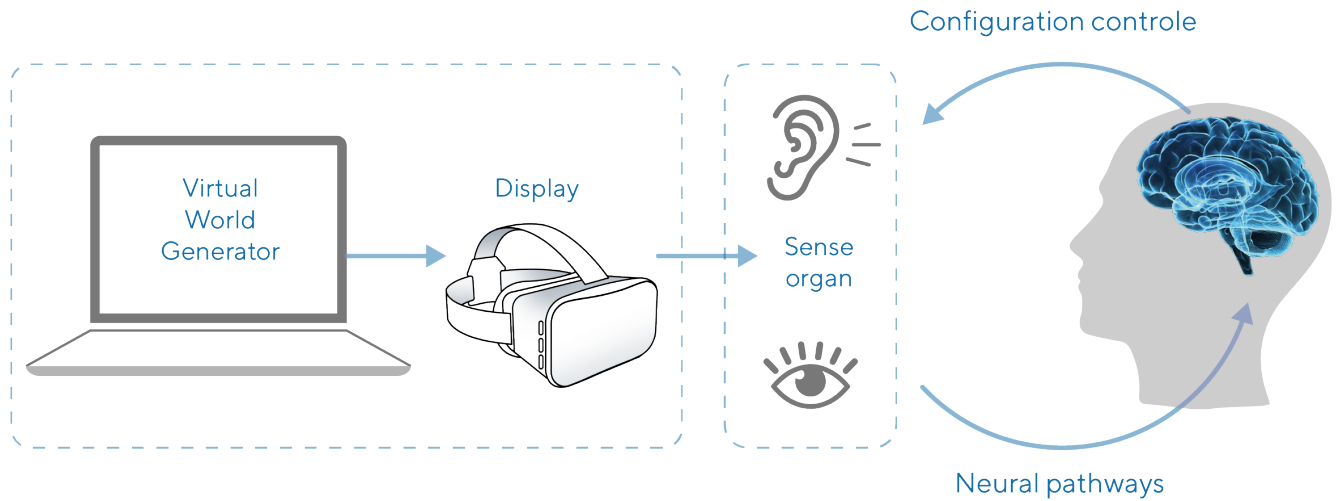


## HOW WE REALLY LEARN

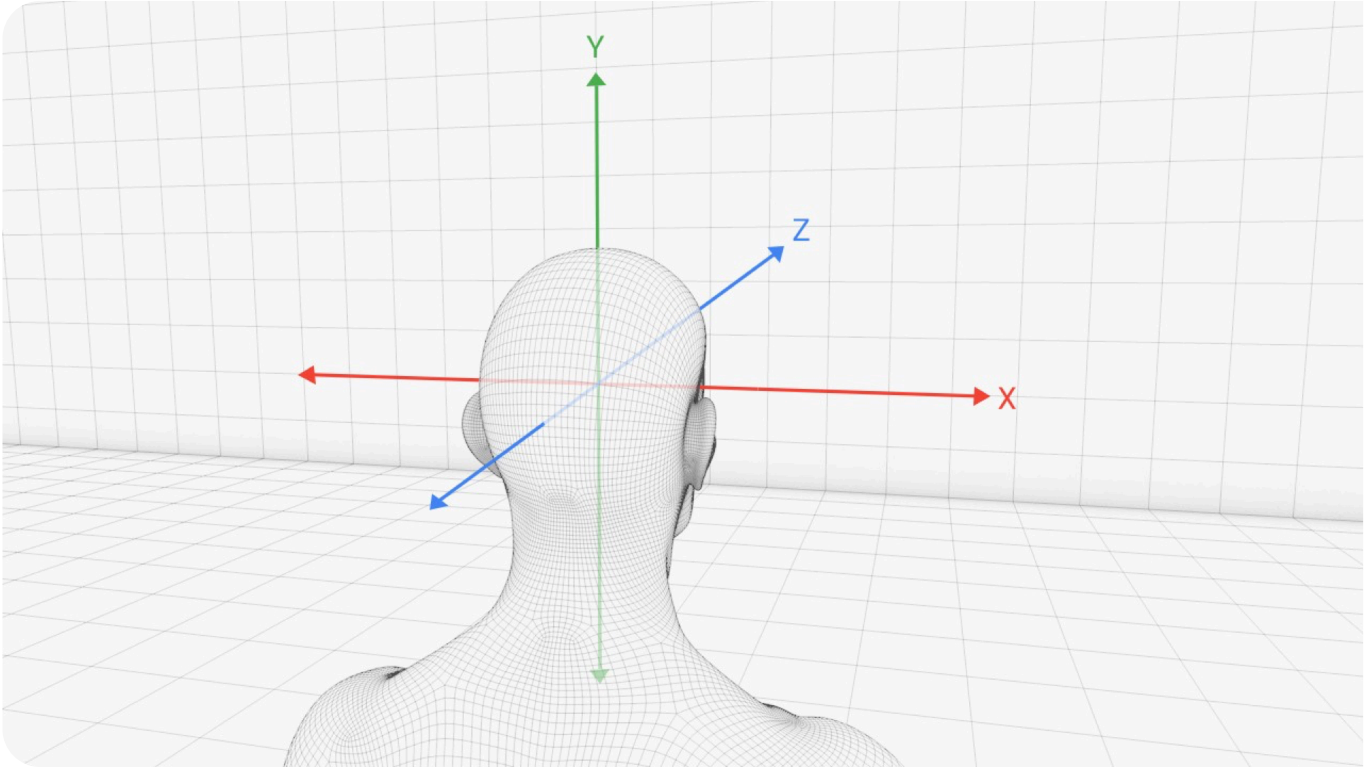


*Cone of Learning*

*(based on bruce hyland from material by edgar dale)*



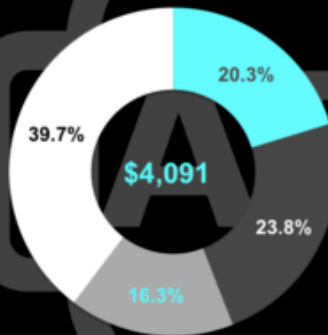
*A VR system “hijacks” each sense by replacing the natural stimulation with artificial stimulation that is provided by hardware called a display. Using a computer, a virtual world generator maintains a coherent, virtual world. Appropriate “views” of this virtual world are rendered to the display.*



# GLOBAL AR & VR REVENUES

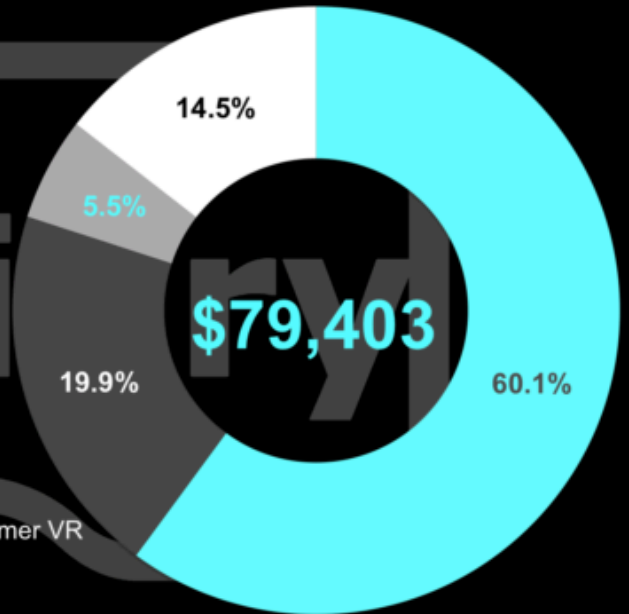
U.S. \$Millions

2016



\$4,091

2021



\$79,403

■ Enterprise AR ■ Consumer AR ■ Enterprise VR ■ Consumer VR



© ARtillery Intelligence, 2017



# Strategy

## ● Overview

- Objective
- Audience
- Timing
- What we'll do
- Why they care

## ● Execution

- ① *verb [what we do] to objective [why]*
- ② *verb [what we do] to objective [why]*
- ③ *verb [what we do] to objective [why]*
- ④ *verb [what we do] to objective [why]*
- ⑤ *verb [what we do] to objective [why]*
- ⑥ *verb [what we do] to objective [why]*
- ⑦ *verb [what we do] to objective [why]*

## ● Fragment (Hunt)

**Objective** Produce a piece of content

- ① Planning
- ② Set up
- ③ test set up
- ④ make adjustments
- ⑤ finalize shot sheet

⑥

shoot

⑦

post produce

⑧

Publish

## ● **Production (House)**

**Objective** Produce a complete XR experience

## ● **Campaign (Building)**

**Objective** Drive sales, traffic, attention of sorts

## ● **Department/Business (Complex)**

**Objective** Develop an experience, bring it to market, and scale it with a team

- Awareness
- interest
- Action
- Commitment
- Share
- Measure (quantifying the key performance indicators)
- Expand (evolve)

## ● **Evolution of Development**

- Year 1, what we will do for them and why they care (prototype/MVP)
- Year 2, what we will do for them and why they care (Full application)
- Year 3, what we will do for them and why they care (AR)
- Consider platform deployment

# User Experience

## ● Act 1

- Setting, Scene, Characters
- where the XR is played (distribution)

## ● Act 2,

- Rising Action, Character Development, Climax
- What the XR is (hardware, software used and types of content [photogram? CG models])
- how they learn

## ● Act 3

- Resolution
- KPIs, ROI (what was learned)

## ● Render

- Visual of user story
- Interface, World, Story communicated
- Form and function are clear
- Used for the printed doc and for the website
- 300 pixels/inch
- PNG or JPEG
- 2x width of a letter page & the 1x height of a letter page

# Production Pipeline

In written words we introduce the Design, Develop, and Deployment

## Design

This process begins with collaboration between client and us. Outlining the project from start to finish, thinking through all details and components.

Deliverables – objects, architectures, interface, microarchitecture, environment)

- **Team Member** and skills
- **Features** they insist on and descriptions

– List of design deliverables

## Programming

- software and hardware plans
- team to produce (physics simulations, lighting, textures, object interaction, interface, web GL, crypto, AI, haptic hardware, data scientist, )

### tech arch image

- workflow
- labels
- links

## Distribution

- where we publish and why
- how we promote it and why
- partnerships, media, contesting and other relevant information



## Timeline

● Gantt

gantt-right



- **Deliverables**
- **Incremental Investments**



# Return On Investment

- Theory/abstract - Practice (math chart) - Tracking methods - Summary

## ● Break Even Analysis

[ graph ]

## ● Measuring Success

The metric of KPIs

## ● Key Performance Indicators

- money made
- client happiness
- customers acquired - people to Dubai?
- marketing numbers (impressions, engage, shares w/e)
- leads generated
- Member sign ups
- app downloads
- foot traffic
- web search of product
- time spent in experience (relative to someone else's)
- event attendance
- content viewing
- tickets sold
- decrease in expenses
- Employee's quality of life

- Brand image
- Value of newly owned content
- biometric measures
- heat mappers

## ● **Data to collect**

- geo location - phone ID - facial structure - signatures - emotions - behaviors - preferences
- intentions

## Summary/Net Investment

The decision maker could look at this paragraph and understand the campaign. The entire document distilled into one/two paragraph with a signature line and light legal.

This includes a list of what will be delivered. What we provide and what they provide.

- reduction in operations - marketing content - direct sales

- **Features**

- **Benefits**





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**Brooklyn NY**













## About Nova

- **Company overview**
- **Past Productions**
- **Team info/pics/story**