XR CONSULTANCY SERVICES

XR MEDIA

The objective of this proposal is to train BGRS so they can understand and create basic VR content. The first step is to help BGRS create a VR program that allows Unilever assignees to visit their new home city through VR. This will save Unilever and its assignees from having to physically travel on an airplane and visit their new city

Offer of consultancy services to expire September 15, 2017.

Strategy

Objective

Objective: Consult BGRS on Virtual Reality so they can create the assignee project and lessen Unilever's cost.

- Simplify complex technology for BGRS.

- Strategize on leverging XR tech to help assignees learn more about their new city prior to relocating. This will increase preparedness and decrease workloads at post.

- Integrate XR gradually to improve BGRS's logistics model, yielding a higher return.

Challenges

1. BGRS is green to the technology.

2. Slow pace of change in the industry.

3. Creating content with DSPs (education curve is ~2 months).

4. Content storage + transfer

5. Character engine for travel guide

6. Adapting brand at same rate of change as media landscape

Solution

Train BGRS on XR

BGRS will be fully up-to-date on how to use equipment, how to save and share content, and how to understand the VR industry. We'll teach BGRS about 3D modeling programs, game engines (the software required to build interactive 3D media), capturing video content, and more of the programs, skills and frameworks that make up VR.

Design a logistical framework

Framework that will make content creation, simple, quick, and easily deployable. We'll start consulting on the basics of VR and over time consult on more comprehensive matters

Direct Return

The development of Unilever's Rotterdam pilot program will reinforce the company's progressive reputation. This build will also be used to test the feasabilty of the assigneee transition in VR.

Execution

Nova XR will install the latest VR equipment in BGRS offices - a custom-built PC with a powerful graphics card and a top-of-the-line VR headset. From working with matter experts to implementing their knowledge, we'll help BGRS understand hardware, software, strategy and distribution in this new media to help you stay on the cutting edge of emerging tech.

Deliverables

Installation

Hardware	Video graphics card :	GeForce 1080x
	Processor :	Intel i7 quad core
	Head mounted display :	HTC Vive
	Position tracker :	Valve lighthouse
Software	Operating system :	Windows 10
	Content platform :	Steam
	Modelling tool :	Blender
	Graphic tool :	Photoshop
	Game engine :	Unity

XR Training

Training BGRS to understand, operate, and troubleshoot VR will be critical to success. Presentations and supporting documents will be periodically delivered to BGRS, including but not limited to the following:

- Hardware and software needed to create VR
- Integrating VR into your existing systems to better assist your clients
- Handling and troubleshoot VR hardware and software
- The limitations of the technology and latest breakthroughs
- How to create your own VR content

Full Specifications

Based on our three months of consultancy, education and testing, we will deliver a ~50-page specification defining:
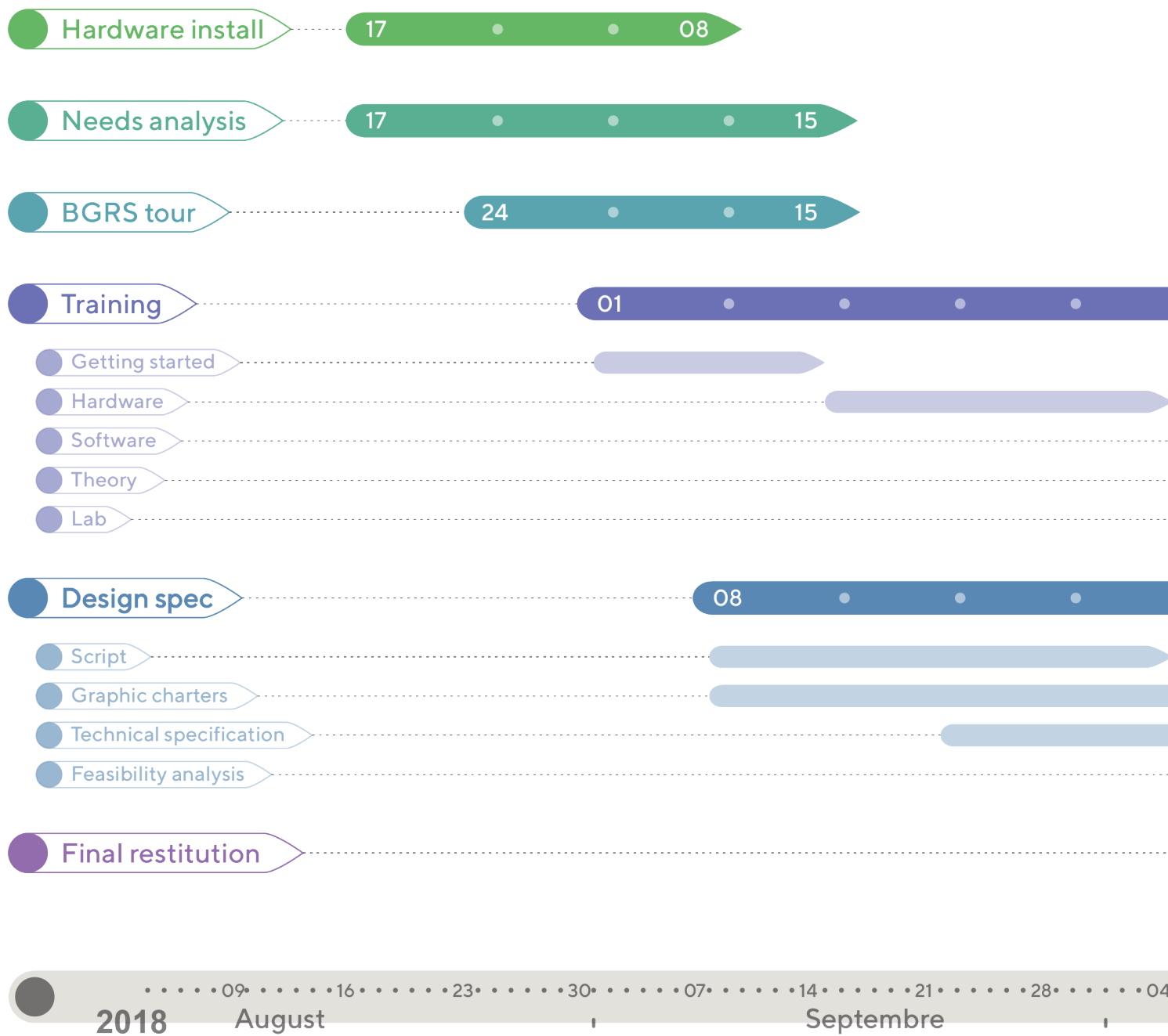
- Assignee interactions in the VR world
- Modeling assets in host location

- Hardware required
- Integration with the existing systems

Graphic Charters :

- 3D models
- Brand

- Interface
- Integration

Tech Specifications :

- Game engine
- Physics engine
- Character engine
- Asset integration
- Interaction handling

- Script implementation
- Integration with existing systems
- Database management
- Networking
- WebVR integration

Hardware install

| 17 | | | 08 |

Needs analysis

| 17 | | | | 15 |

BGRS tour

| 24 | | | 15 |

Training

| 01 | | | | |

- Getting started
- Hardware
- Software
- Theory
- Lab

Design spec

| 08 | | | |

- Script
- Graphic charters
- Technical specification
- Feasibility analysis

Final restitution

2018   09   16   23   30   07   14   21   28   04

August   Septembre

24

31

31   07

11 • • • • • 18 • • • • • 25 • • • • • 02 • • • • • 09 • • • • • 16 • • • • • 23 • • • • • 30 • • • • • 06 • •

October   November   December

Training breakdown

Introduction
- Installing hardware and software
- Downloading and playing apps
- Upgrading and maintenance

Hardware
- PC and video graphics cards
- Recording and capture equipment
- Headsets, controllers and sensors

Software
- 2D/3D modeling programs (Photoshop, Blender)
- Game engines (Unity, Unreal, Cry)
- VR web browsers (WebGL, Chromium, Nightly)

Theory
- Optics, 3D audio, ultrasonics
- UX and UI (User experience, user interface)
- Business landscape (Facebook, Samsung, HTC, Steam, Play Station, *et cetera.*

Lab
- New skills in practice

Schedule of deliverables

Week	Deliverable	Client Action
-	formalized agreement	$40,000 payment
1	Training manual	
2	VR installation	Be VR ready
3	Needs analysis	Introduce Nova to DSP
4	Intro to VR (training)	-
5	-	Script input
6	-	-
7	Hardware (training)	Design input
8	Storyline	-
9	Tech report	Approve storyline
10	Software (training)	-
11	Environment design	Approve design
12	Theory (training)	$20,000 payment
13	UX report	UX review
14	XR lab	XR lab
15	-	Feasability review
16	Full specification	Green-light production

Agile Development

2017

Familiarize with technology and pre-produce Unilever's pilot content. Once BGRS is fully trained and understands the technologies, we will design the look, feel, and general sensations of our planned expereince. With an agreed upon vision, a script will be written and scenes will be sketched. We will then introduce technologies and and develop a production schedule.

2018

Produce and launch our *Pre-Move Orientation Pilot*. Assignees will journey on an exceptionally high-quality simulation of the host city. They will shop the downtown, design home interiors and visit schools to learn first hand what life will be like in Rotterdam. After verifying a successful pilot by measuring the satisfaction of users, we will expand development to additional select cities.

2019

Scale the pilot program to be multi-city, building on the measures of assignee satisfaction. Further, we will implement a virtual AI guide to auto assist assignees as they explore. These guides will be able to accurately respond to any request related to the experience.

2020

Increase success rate of assignments. Through VR analytics we will better judge the likelihood of a successful assignment. Underestanding that assignments likely fail due to one of two reasons (failure to adapt to new culture or a disatisfied spouse/family) we can use VR to better understand which candidates will be successful expats. We will monitor behaviors, attitudes and expectations from the begining to ensure more and more success.

2021

Convert software into smart-glass AR experience for assignees to be guided through the physical city. They will be hosted by the virtual guide who can explain surroundings in real time, and remembers the assignees from years prior.

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