



HOW AR/VR are SHAPING THE FUTURE OF COMMUNICATIONS



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CHOK**

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What is AR / VR or Immersive Technologies?



Augmented Reality



MIXED REALITY



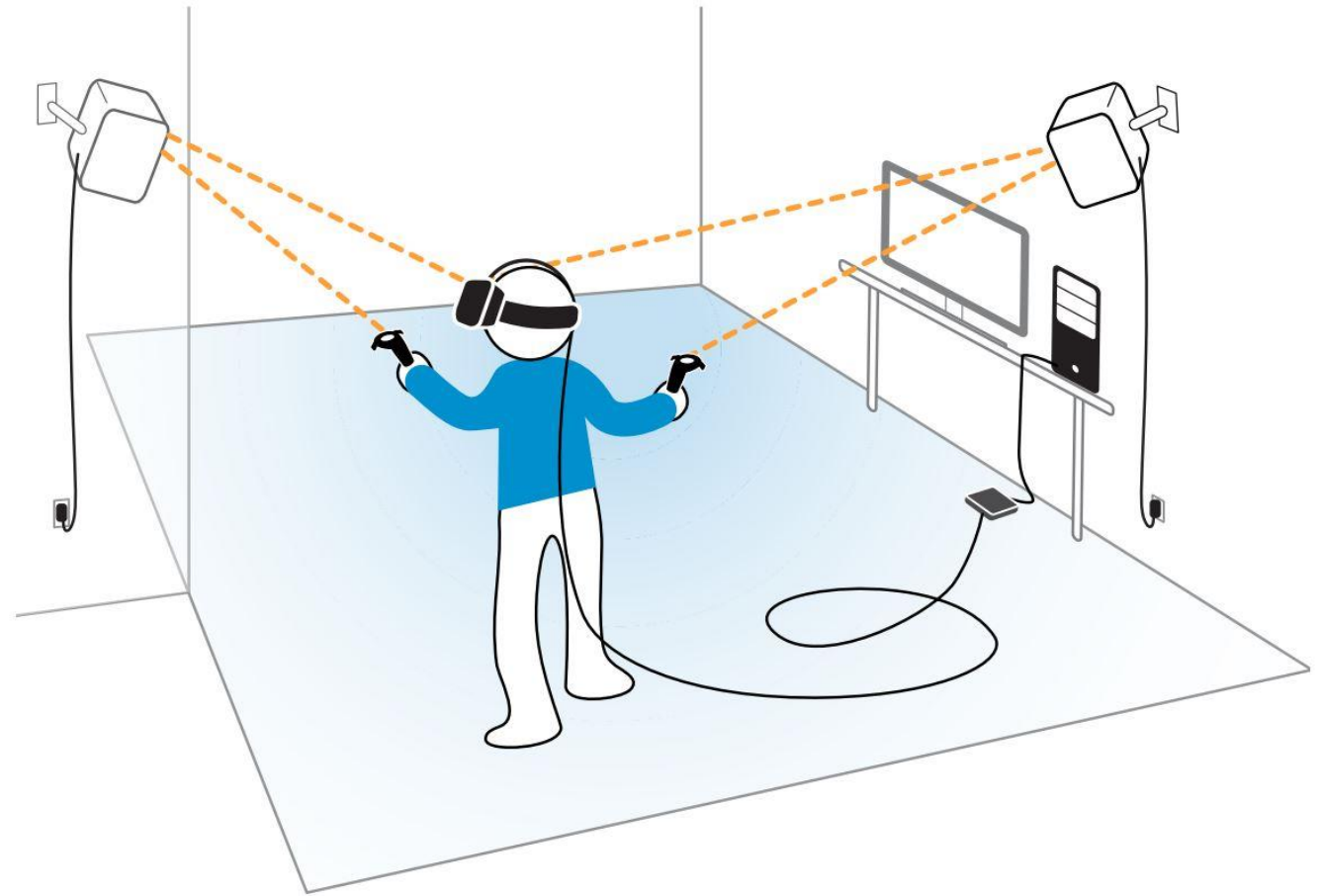
Mobile VR

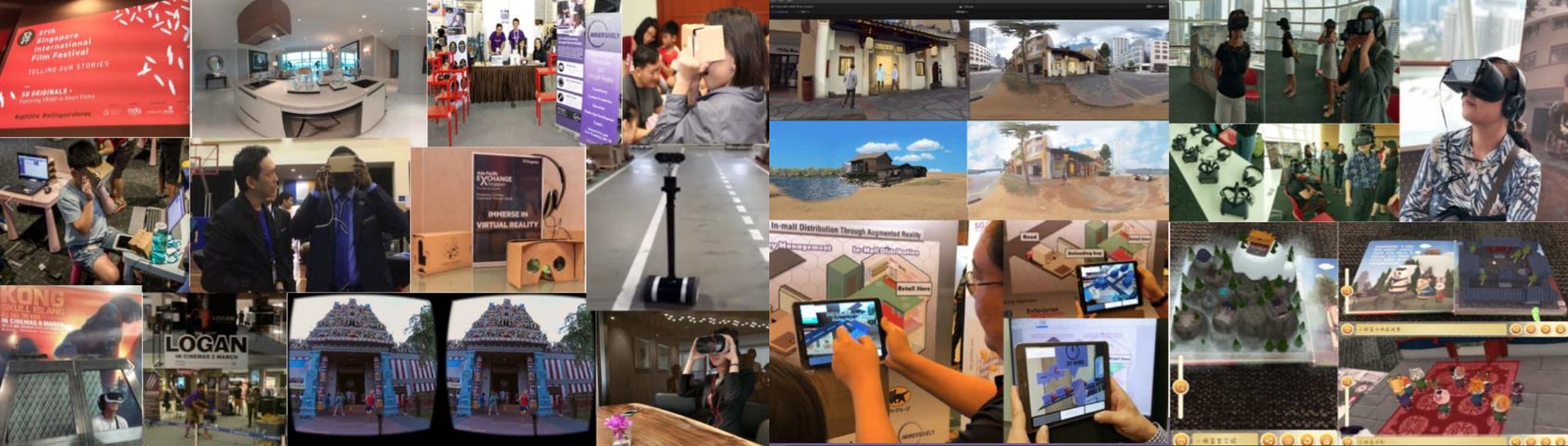


Google Cardboard



Room-scale VR





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IMPACT INFOCOMM MEDIA TRENDS, INSIGHTS AND ANALYSIS

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AR and VR through rose-tinted glasses

LAST UPDATED 17 OCTOBER 2018



Lionel Chok – founder of creative startup IMMERSiVELY, which specialises in immersive technologies – weighs in on what’s hot and what’s not in the AR and VR landscape.



Contributor

Lionel Chok

FULL BIO ▾





(AR)+VR FOR EDUCATION/Learning + DEVELOPMENT

HKTDC 香港貿發局 **Asia's Biggest Electronics Fair**
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summit.edtechasia.com/speakers/

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938 LIVE

LIONEL CHOK
CREATIVE TECHNOLOGIST
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SPEAKER

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kreatif! 2017

Secure https://kreatif.mdec.my

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Get set for sourcing in Spring 2018!

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 18-21 APR Mobile Electronics

SPEAKER 演講嘉賓

October 18-21, 2017
 AsiaWorld-Expo, Hong Kong

Lionel Chok
Immersively

global sources Mobile Electronics
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 GlobalSources.com

KSTP
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Conference Program *Learn from Industry Thought Leaders*
 Venue: Conference Stage, Hall 2 & 11, G/F

October 18 - 3 rd VR, AR, MR Ecosystem Summit Venue: Hall 11	October 18 - Innovation & Tech Disruption Venue: Hall 2
October 19 - 3 rd VR, AR, MR Ecosystem Summit Venue: Hall 11	October 19 - Wearables & IoT Venue: Hall 2



Digital Conversations: Virtual Reality

VR with other Tech

How virtual reality and artificial intelligence are changing life experiences

AI and VR will help students get more from a K-12 education

DIGITAL TRENDS: WHY 2017 WILL BE SHAPED BY VR, AR, AI AND PERSONALIZED DIGITAL ASSISTANTS

How AI, AR, and VR are making travel more convenient

The Undisputed Rise of AI and Virtual Reality for Financial Services

Dream Reality Interactive raises money for AR, VR, and AI

AND - also - ACROSS CREATIVE INDUSTRIES



20 SINGAPORE MEDIA FESTIVAL

Lionel Chok

Aaron Wilson

20 SINGAPORE MEDIA FESTIVAL

28th Singapore International Film Festival

THE FUTURE IS 23 Nov - 3 Dec 2017

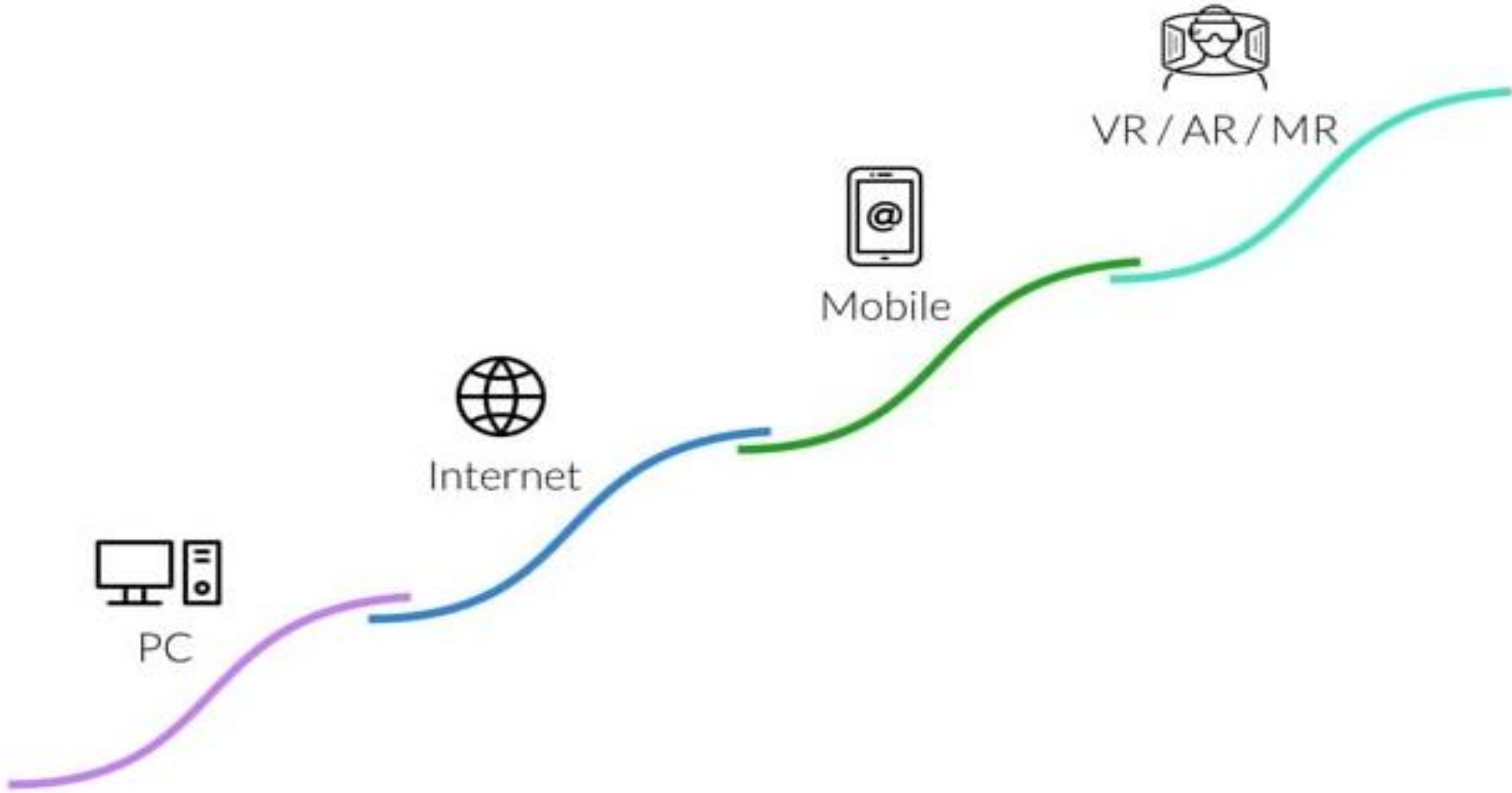


VR Developments in Asia

With so many developments in Virtual Reality from the US being reported on tech news wires, the rest of the world seems to be left out where VR is concerned. But this is far from the truth. From Singapore to Malaysia, Japan to Korea and especially China. Lionel will bring an exclusive update of the current developments in VR from Asia to delegates and visitors of SVVR 2017, and how this could greatly benefit.



WHY?



Virtual, augmented and mixed reality are the 4th wave | NEWS >> Digi ...

<https://www.digi-capital.com/.../virtual-augmented-and-mixed-reality-are-the-4th-wav...> ▼

Consumer computing platform changes aren't straight lines, they're waves. ... Now the fourth wave of virtual, augmented and mixed reality is bearing down on us ...

Why virtual, augmented, and mixed reality are the 4th wave of tech ...

<https://venturebeat.com/.../why-virtual-augmented-and-mixed-reality-are-the-4th-wav...> ▼

Jul 14, 2016 - Now the fourth wave of virtual, augmented, and mixed reality is bearing down on us, so let's dive in. ... So the fourth wave is actually a set of three overlapping waves: virtual reality, augmented reality and mixed reality. ... Today, AR/VR is still in the first of the four stages of ...

Why Virtual, Augmented and Mixed Reality Are 4th Wave for Digital ...

<https://www.thewrap.com/virtual-reality-augmented-mixed-reality-4th-wave/> ▼

Oct 31, 2016 - Consumer computing platform changes aren't straight lines, they're waves. PC, internet and mobile were the first 3 waves, and each was faster, ...

The 4th Wave in Technology | Accenture

<https://www.accenture.com/gb-en/blogs/blogs-long-time-no-speak> ▼

Aug 16, 2017 - Immersive experience—the 4th wave in tech: An AR history lesson ... AR really came to the forefront as one of the main elements driving The 4th Wave of tech.

Missing: computing

The Rise Of The Fourth Wave Of Computing - The Next Platform

<https://www.nextplatform.com/2017/08/28/rise-fourth-wave-computing/> ▼

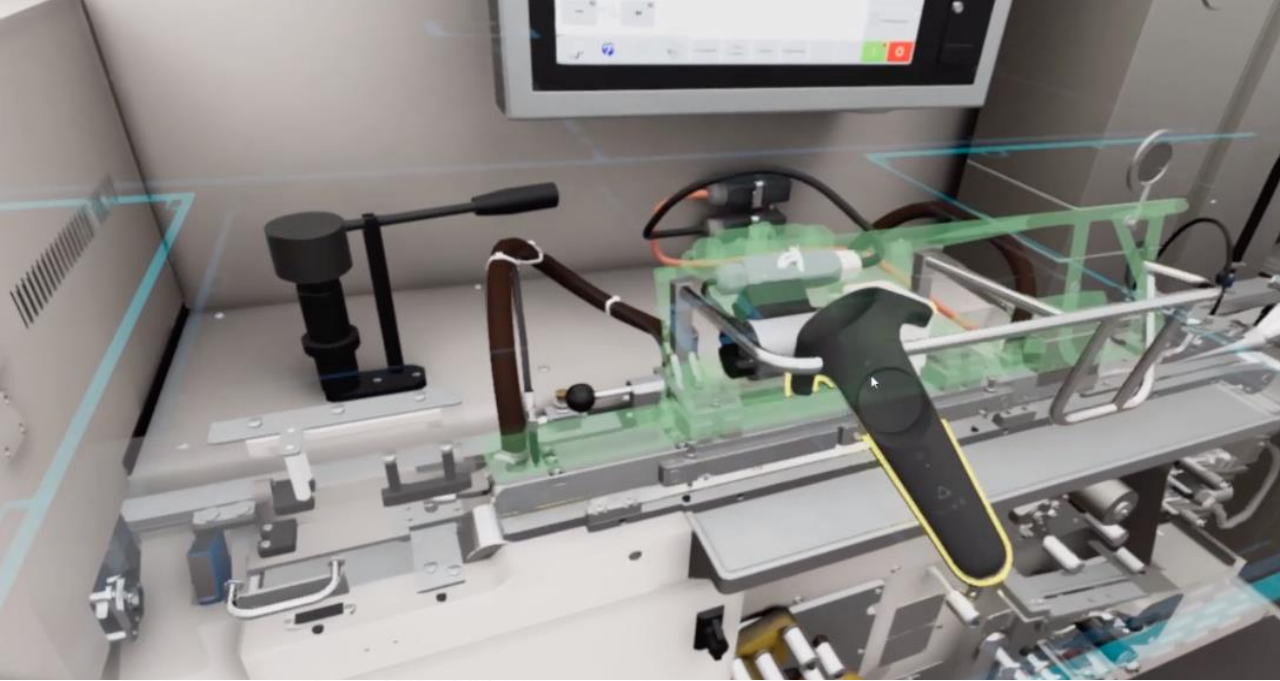
Aug 28, 2017 - According to a recent Jefferies report, the fourth wave of computing has started and it is being driven by the adoption of IoT with parallel ...

(1) **Microsoft.** The Microsoft 10 MR an update this fall is going to significantly change the landscape. This is much, much more than the Hololens. It's \$300, plug and play, inside out looking headsets from major manufacturers. Plug your headset into your Windows 10 computer and select it from a menu like a printer.

(2) **Google.** In addition to Cardboard, Daydream, and its investment in Magic Leap, Google announced a welcome expansion of its Daydream VR platform: a \$600 inside out (MR) headset running Qualcomm's Snapdragon it calls "Standalone VR", coming in Q4 from HTC and Lenovo.

(3) **Apple AR & VR.** Apple just announced its next version of the iPhone will be optimized for handheld AR computing, with multiple depth-sensing cameras. New Macs will be VR enabled, like MS MR, with plug and play third-party headsets like the HTC Vive. Older Macs can be made VR/MR capable with graphics drive that works like an external hard drive.

(4) **Facebook.** Facebook already declared for Oculus and Oculus Store (Samsung Gear). Gear is by far the most popular headset and its simple plug and play mobile VR headset sold over 6 MM units in 2016, and is on track to do the same this year.



VR surgery: Surgeons use virtual reality to educate patients



What industries are using virtual reality? | Applications ...
<https://www.computerworlduk.com> > Features > Applications Features
 Nov 17, 2017 - Virtual reality holds enormous potential outside of entertainment, with VR poised to change the way we shop, experience, communicate and even conduct business.

Business Applications in Reality Technology (MR, AR, VR)
www.realitytechnologies.com > Applications
 The entertainment aspects of VR, as well as its cousins augmented reality and mixed reality, are the most obvious. ... Thought leaders in the business world saw the potential early on for workplace productivity applications, and developers are working hard to bring them to market.

Virtual Reality for Business Applications | Accenture
<https://www.accenture.com/us-en/insight-virtual-reality-business-applications>
 Virtual Reality (VR) has long been expected but, for many years, underdeveloped. Now, times have changed. Many tech powerhouses are heavily invested in reaping the potential the technology has to offer. VR technology is increasingly accessible and available for consumers, with manufacturers having already released ...

10 Virtual Reality Business Opportunities Poised to ... - AppReal-VR
<https://appréal-vr.com> > Blog > Virtual Reality
 ★★★★★ Rating: 2.8 - 5 votes
 The \$99 price tag, power-packed performance, and unbeatable comfort make it the ideal VR headset for newcomers and VR aficionados alike. It also lends itself perfectly to virtual reality business applications across a wide range of industries. What is confusing for some is the difference between the Samsung Gear VR and ...

The Amazing Ways Companies Use Virtual Reality For Business ...
<https://www.forbes.com/.../the-amazing-ways-companies-use-virtual-reality-for-busin...>
 Jul 31, 2017 - Just about any process that can be carried out in the physical world – and in business that would range from customer services to marketing, finance, HR and production – can be simulated in VR. In general, tasks that it can carry out can be split into one of two categories – training, or practical application.

Case Studies of VR Campaigns and Examples
<https://www.omnivirt.com/case-studies-of-vr-campaigns/>
Case Studies of VR Campaigns and Examples. See both large and smaller budget VR campaigns take advantage of this new immersive medium. Virtual Reality has been a major interest among agencies and publisher this year. At OmniVirt, we have launched over 100 VR campaigns for our clients and wanted to share ...

Virtual Reality for Brands | VR Case Studies | VR Production | Visualise
visualise.com/work
 Visualise produces award-winning VR experiences for agencies and brands, see our work from all angles with these VR case studies.

Oculus VR - Case Studies - Herman Miller
<https://www.hermanmiller.com/research/categories/case-studies/oculus-vr/>
 Oculus VR. At Oculus VR it's all about getting the work done. Irvine, California, US. Photo credit: David Ellison. Download PDF (2.8 MB). Oculus VR Case Study. In 2012, in a small, cramped office in Irvine, California, a group of enterprising engineers huddled around a prototype virtual reality headset that would soon rock ...

Virtual Reality In Marketing: 10 Case Studies | VRROOM
<https://www.vrroom.buzz/vr-news/business/virtual-reality-marketing-10-case-studies>
 Jan 15, 2017 - How do I find VR Marketing strategies that actually work? Well, today we're going to make it easy for you. All you need to do is carve out a few minutes of your day and look over the 10 Best Uses Of Virtual Reality In Marketing. Here's why VR Marketing campaigns are so successful: VR solves a huge ...

5 Interesting Case Studies Of VR In Marketing | VRROOM
<https://www.vrroom.buzz/vr-news/business/5-interesting-case-studies-vr-marketing>
 Nov 15, 2016 - Augmented and virtual reality is technology that is becoming far more important to the societal landscape than just gaming. It's found its way into the marketing arena as a heavyweight implementation tool as well. I've written extensively on how Pokemon GO provided small businesses with opportunities to ...



VR: Social-Interactions-Communications

Glimpse: Virtual Reality For The Masses Might Solve The Problems Social Media Started

Interacting with others in virtual reality could help us have interactions similar to those we have in the real world.

Luke Kingma | October 18th 2018

SOCIAL MEDIA

Is virtual reality the future of social networking?



Albizu Garcia 5 months ago 1 comment social media , social networks , virtual reality

MashableAsia

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I spent 2 weeks socializing in VR, and I saw the future



roadtovr.com

'VR Chat' Used to Deliver One of the First University Lectures in Virtual Reality

VR Chat, the virtual reality social application, has been used to deliver one of the first university lectures through virtual reality. We talk to developer Jesse Joudrey about the project....

VB

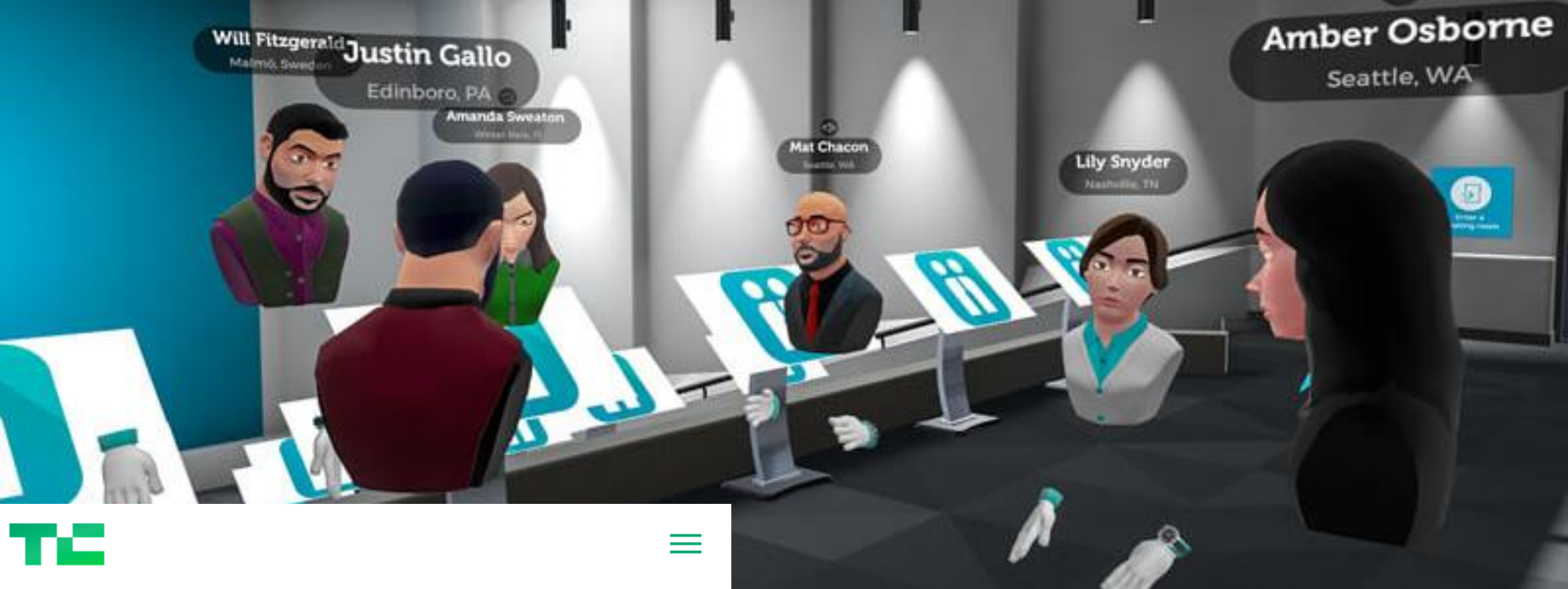


AR/VR

FEATURE

Facebook sees realistic face-tracking avatars as key to VR's future

IAN HAMILTON, UPLOADVR @UPLOADVR MARCH 16, 2019 3:34 AM



TE



Magic Leap buys Belgian startup building hologram teleconferencing software

Lucas Matney @lucasmtny / 3 months ago



IT'S ALMOST LIKE YOU'RE THERE

Best live events in VR January 2019

The best way to watch all your favorite shows and sports

ESSA KIDWELL 9 Jan 2019



Joe Grabowski



Michael Carter



Joshua Dzionski



Dominic Chiodini



Joe Macek



AR for Everyone

Augmented Reality Is The Operating System Of The Future. AR Cloud Is How We Get There.



John Koetsier Contributor

Consumer Tech

John Koetsier is a journalist, analyst, author, and speaker.



THE AR CLOUD WILL BE THE SINGLE MOST IMPORTANT SOFTWARE INFRASTRUCTURE IN COMPUTING, FAR MORE VALUABLE THAN FACEBOOK'S SOCIAL GRAPH OR GOOGLE'S PAGERANK INDEX

-ORI INBAR

Roundtable:
Open AR Cloud Working Session

AR/VR

GUEST

The AR Cloud will infuse meaning into every object in the real world

AMIR BOZORGZADEH @WHITEBOXAMIR DECEMBER 18, 2018 11:11 PM



What's next?

RETAIL

Alibaba And The Emergence Of VR eCommerce



By PYMNTS

Published October 10, 2017



Forbes / Tech / #BigBusiness

NOV 23, 2016 @ 07:41 AM 3,819

The Little Black Book of Billionaire Secrets

Utilizing Virtual Reality To Revolutionize The eCommerce Market



05.29.19 | FUTURE OF RETAIL

Ikea is launching a new, superpowered shopping app this year

Finally, an easy way to order a new couch-from your couch.

Amazon adds an AR shopping feature to its iOS app



AR will serve a broad spectrum of roles in daily life

Applicable across ages, genders, and activities

Children
Playing



Kids chasing virtual characters in more interactive and immersive games

Young
Adults Exploring



A young man exploring Rome and seeing the Colosseum as originally built

Families
Communicating



Families virtually brought together with life-like communication

Professionals
Working



Architects collaborating on a shared design to improve efficiency

Fitness Enthusiasts
Thriving



Group running with a virtual trainer to motivate them

The Advent of 5G

VR will offer unprecedented experiences and possibilities



Play

Immersive movies and shows

Live concerts, sports, and other events

Interactive gaming and entertainment



Learn

Immersive education

Training and demos

3D design and art



Communicate

Social interactions

Shared personal moments

Empathetic storytelling

“Wow, Italy is so beautiful!”



Thank You!