

365

WHOLESALE

VIRTUAL
REALITY
PRIMER

Presented by



What Is VR?

Virtual reality (VR) is a hot and trending tech topic today for a few great reasons.

Simply put, VR is an immersive, 360-degree experience, usually delivered with a headset or goggles. It uses two lenses or a split screen with two views to deliver a 3D experience.

While VR may seem like a novelty at first glance, it's already changing how companies from auto manufacturers to fashion designers are thinking about learning, communicating and entertaining.

Who's Using It?

Entertainment: Major movie studios like Fox have already begun releasing titles that are VR ready such as the new Independence Day sequel and others slated for release in coming months.

News: The New York Time has launched a VR app released more than a million VR headsets to their readers.

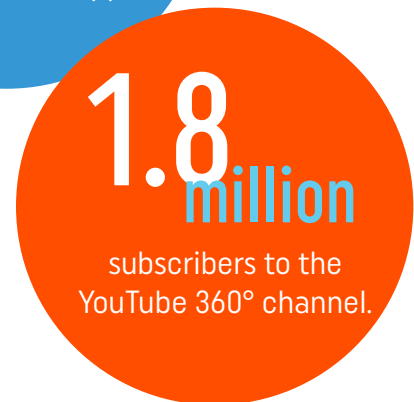
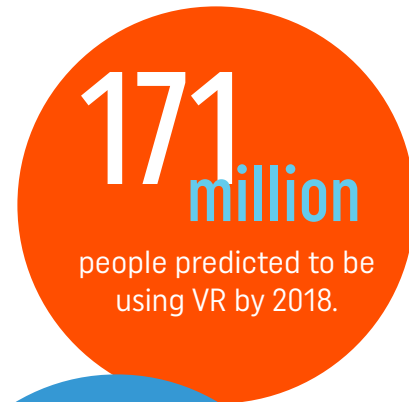
Sports: The NCAA streamed the Final Four live in VR through the March Madness Live VR app and some team owners are already predicting a day when you can buy virtual courtside seats to major events.

Web: YouTube launched a dedicated VR channel and made all their other videos VR compatible. Facebook has invested billions in VR tech since 2014.

Education: VR is already being used to transport students into training simulations. Users can learn to style hair, watch the launch of Apollo 11 and even to take let the United Nations bring viewers into refugee camps.

Why Jump Into VR?

Many of the world's biggest brands (and even First Lady Michelle Obama) have begun releasing VR content to make deeper and more meaningful experiences for their audiences. It's a new niche and, therefore, on without a great deal of competition.



L'Oreal sought out virtual and augmented reality as a way to augment training and reach customers.

Did You Know?

The NFL is already using VR to provide better player training.

Our brains are wired to tie experience to locations. This is one reason marketers are banking on VR to leave a longer imprint on the audience's memory.

While we might be tempted to think that the typical VR user is a teen or young adult, some marketers are already predicting early adoption by middle-aged users and baby boomer users, as shown in this Dramomine ad.



How can my brand ride this trend?

A simple way is to provide your customers with the technology they'll need to take advantage of VR Content.

VR-1002

\$24.95

VR VUE FX - Virtual Reality Viewer

4 Position eye piece adjustment.
Slide out tray holds phone securely.
Opening eyepiece for AR and VR use.
Over 1,500 VR apps available.



How Does it Work?

VR headsets range from inexpensive mobile sets that work with smartphones to high-end "desktop" sets like the Oculus Rift and those made by Sony and other video game brands.

The genius of the smartphone-based VR headsets is their simplicity and low price threshold. Pop in your smartphone, pull on the viewer and immerse yourself in hundreds, no, thousands of apps, movies, and games.

What next?

As more content becomes available and more users adopt the technology, prices will drop and the quality of both the VR hardware and the experiences will rise.



If science fiction is any predictor of future trends (and it very often is), we can reasonably expect a future where education, training and even workplace tasks can be augmented via virtual reality simulations.

Sources:

The Motley Fool, "12 Virtual Reality Stats That Will Blow You Away" 6 June 2016.
Warable, "Explained: How Does VR Actually Work?" 5 October 2016.
Tech Crunch, "Virtual Reality Training Ramps Up for 2016 NFL Season" 1 July 2016.

