

AVRA Days Skolkovo

Virtual reality: storytelling for the
business world



01

A story about storytelling

The image shows a section of a cave wall covered in ancient paintings of animals. A large, reddish-brown bull is on the left, and several deer with dark outlines and some red coloring are on the right. The rock surface is uneven and textured. The text is overlaid in the center.

Cave drawings

Lascaux Caves – 13000 BC

Image from history.com



Stone writing

Epic of Gilgamesh – 2000 BC

Image from Yale University Library



Fables

Aesop's Fables – 600 BC

Image from Wikimedia

Alinka zerwała się, zorientowawszy się nagle, że przecie dotąd nie widziała nigdy królika w kamizelce z zegarkiem, i zaciekawiona pomknęła w ślad za nim po przez pole, doganiając go właśnie w chwili, gdy wsunął się do przestronnej jamy króliczej pod płotem.

Alinka wsunęła się za nim, nie zastanawiając się nawet, w jaki sposób wydobędzie się z powrotem.

Droga, po której przebiegała, podobną była do zwykłego tunelu, w pewnym jednakże miejscu stała się tak pochyła, że zanim dziewczynka zdążyła się opamiętać, już znalazła się ku jakiejś przepaści.

Lecz widocznie przepaść nie była tak głęboką, jak się w pierwszej chwili wydawało, bo Alinka, rozglądając się, spostrzegła zaraz z brzegu półki do książek, gdzieniegdzie zaś wisiały mapy i obrazy. W przejściu udało się dziewczynce wyjąć z jednej szpiżarki słoik, opatrzoney napisem: «Marmelada pomarańczowa», lecz ku jej rozczarowaniu słoik był pusty.

Wtym zaczęła dalej spadać.

— Zlatywanie ze schodów jest niczym w porównaniu z tym spadkiem — rzekła sama do siebie — jakże odważną okrzyczą mnie w domu!

— Ale czy ten spadek nigdy się nie skończy? Na wieleż to już mil się spuściłam? Najmniej

na jaki tysiąc, dotrę chyba do samego środka ziemi.

Jak widzimy, Alinka uczyła się się wielu



Printed books
Alice in Wonderland – 1865

Image from Wikimedia

rzeczy i choć to nie była pora właściwa, aby popisywać się nabytymi wiadomościami, jednakże nie szkodziło coś nie coś przypomnieć sobie.

The background of the slide is a reproduction of the painting 'The Starry Night' by the Dutch Impressionist painter J.M.W. Turner. The painting depicts a night scene of a coastal town with a prominent church spire, viewed from a high vantage point. The sky is filled with swirling, turbulent clouds and numerous stars, some of which are rendered as bright, glowing spheres. The overall color palette is dominated by various shades of blue, with accents of yellow and white. The brushwork is visible and expressive, characteristic of the Impressionist style.

Paintings

Starry Night – 1889

Image from Google Cultural Institute



Film

Star Wars: The Empire Strikes Back – 1980

Image © Disney



Theatre

Phantom of the Opera – 1986



Video games

Skyrim – 2011

Image © Bethesda

Storytelling takes many forms

Abstract

Explicit

Seen



Visual



Written

Heard



Audible



Spoken

Most stories are hybrids



Video games



Theatrical shows



Films



Presentations



We've been telling stories for a long time

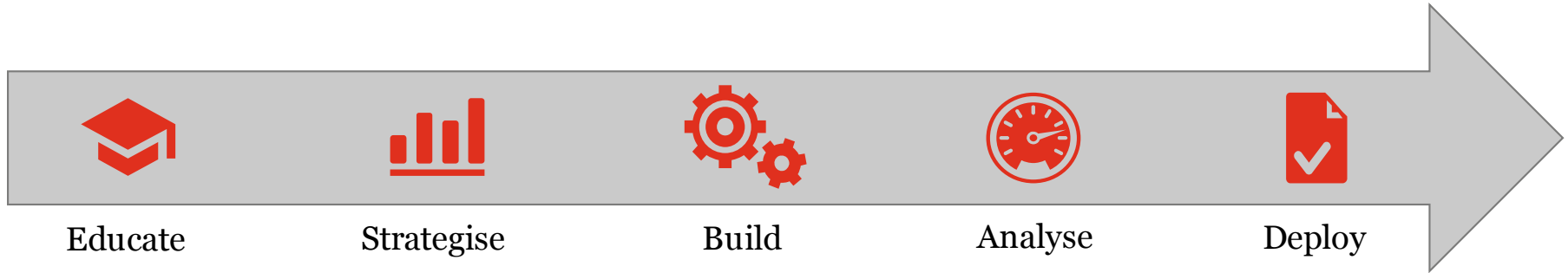


Photo by Trevor Cleveland on Unsplash

02

Let's get down to business

VR/AR projects comprise one or more of five main areas



Enterprise VR/AR applications can be categorised as follows



Training



Design



Contextualisation



Telepresence



Walmart operations training

Listen **CE**
Appreciate
Share Motivate
ation Celebrate

Image © Walmart



Ford production line testing

thyssenkrupp Elevator Maintenance

The AR interface is overlaid on a physical elevator control panel. At the top, a red box is labeled "ELEVATOR". Below it, a "WELCOME JEFF" message is displayed. A navigation bar contains icons for "Service Request", "Emergency Report", "Profile", and "iMCM". A large blue arrow points to "TAC 20 elevator". Below this, there are icons for a video tutorial, a service manual, and a phone call. A "DANGER Low Clearance" warning is visible. On the right, a "Location" card shows "San LaMonte Building" with a map. Below that, a "100 Rules for Health & Safety" card lists safety protocols. The interface also shows "Service Manuals" for "10-513 Door Operator" and "TAC 20 Door Operator".

Image © thyssenkrupp

A 3D rendered street scene. The road is dark asphalt with white dashed lines. On the left, there is a grassy area with a wooden fence and trees. On the right, there is a grassy area with a row of trees. In the distance, a white van and a white truck are visible on the road. The sky is a clear, light blue.

UK legal visualisation

Image © Teeside University

03

A story about a changing world



Technological breakthroughs

PwC's Digital Services

Photos by Eddie Kopp, Anna Dziubinska, Filipe Almeida, Marcelo Novais, and Redd Angelo on Unsplash



Rapid urbanisation



Demographic and social change

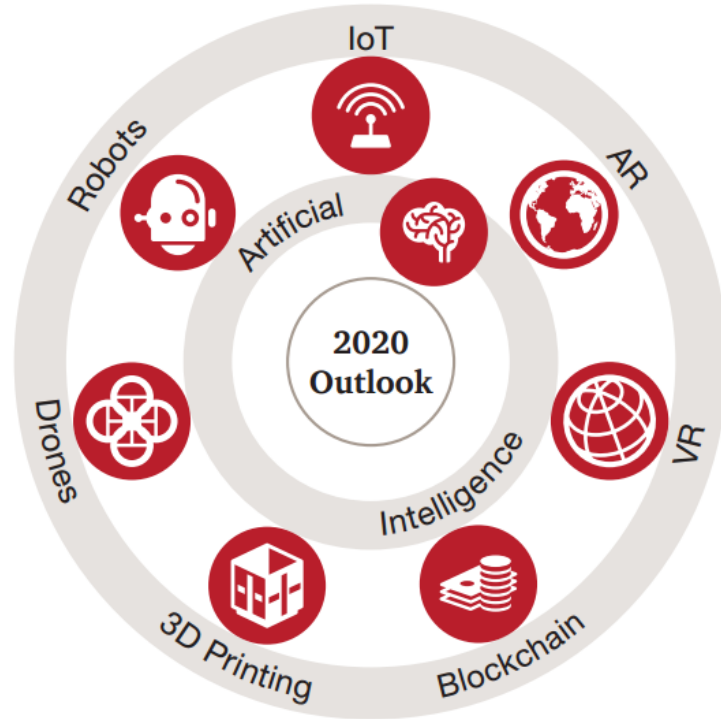


Climate change and resource scarcity



Shift in global economic power

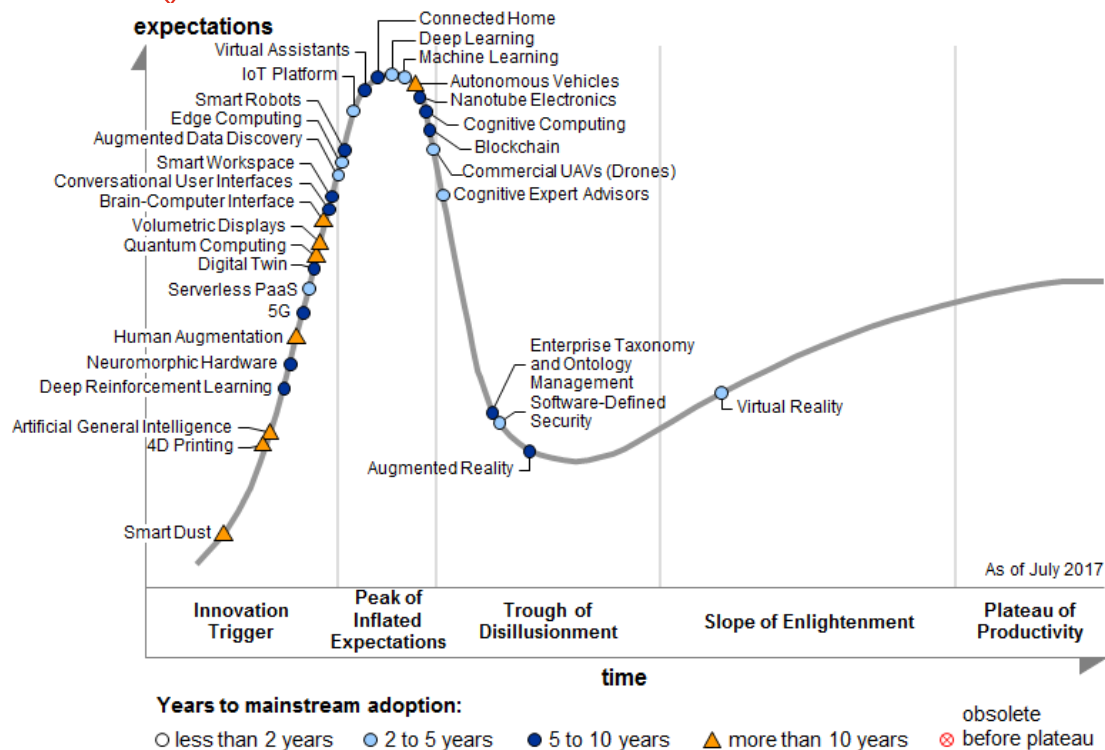
VR and AR are two of the “essential eight” emerging technologies



04

What can we expect from the future?

VR and AR are ahead of every other emerging technology on the Hype Cycle



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Industry growth for VR is expected to be strong



\$75 billion by 2021 ¹



45% enterprise
driven ²



257m headsets
being used in 2021 ³



New communication methods

Image © Facebook



New digital interfaces



New ways of learning

Photo by Jimmy Baum on Unsplash



Tilt Brush

by Google

New art forms



A woman with long blonde hair, wearing sunglasses and a dark polka-dot dress, is blowing a kiss towards a young girl. The girl is wearing a denim dress with floral patterns over a floral top. They are standing in a sandy area with white columns, possibly a beach or a park. The background is slightly blurred, showing trees and a fence.

New ways of sharing moments

Photo by Patricia Prudente on Unsplash

Thank you!



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