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**Igniting Your  
Business Through  
Modern Marketing  
& Technology**



**west**

# The Rise of VR



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**VR  
is:**

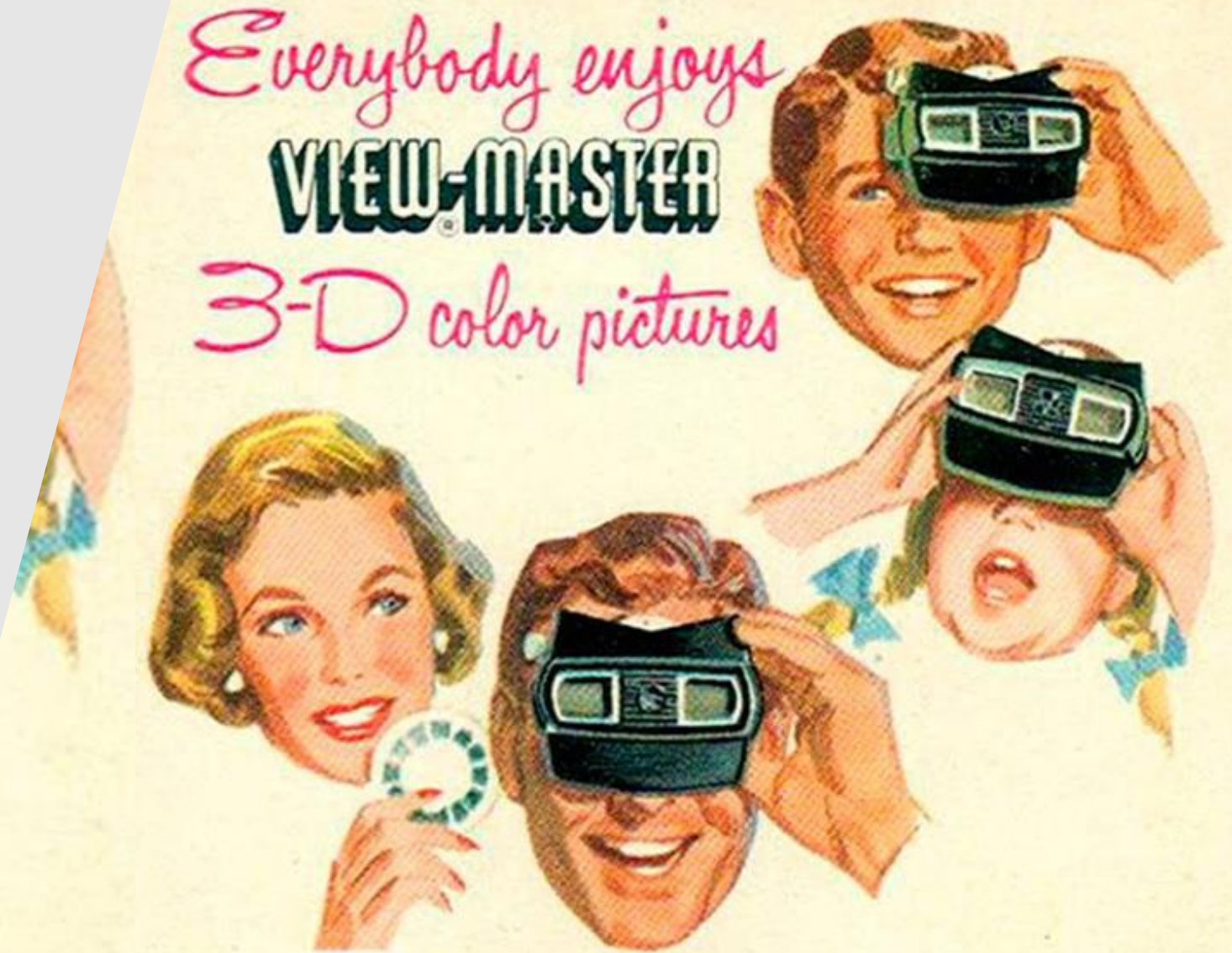
Technology that generates realistic images, *sounds and other sensations* to simulate a users physical presence in a virtual or imaginary environment.



# Quick History of VR

View-Master:  
Introduced in 1939

Stereoscopic device  
that allowed users to  
view “3D” color pictures.





# Quick History of VR

Sensorama:  
Introduced in 1962

First device that fits today's definition of VR by introducing "other sensations".

Introducing . . .

## sensorama

The Revolutionary Motion Picture System that takes you into another world with

- 3-D
- WIDE VISION
- MOTION
- COLOR
- STEREO-SOUND
- AROMAS
- WIND
- VIBRATIONS



○ PATENTED



# Current State of VR

Multiple platforms competing for market share:

- Oculus Rift, HTC Vive, Google Cardboard, etc.

Various media formats depending on which platform:

- 3D Scans, 360 degree videos, Stitched DSLR photos





Connectivity

Drones

Satellites

5

Telecommunications

Telco Infra

Free

Vision

Reasoning

V

Touch

# Future State of VR

- Merging platforms and technologies
- Standardized mediums across all platforms
- Easier to produce & easier to consume
- Mass adoption



# Future State of VR (in Real Estate)

- Matterport rolls out support for multiple VR headsets
- Competing platforms drive down cost of implementation
- Combining VR with Augmented Reality and Artificial Intelligence platforms create opportunity
- Higher adoption rates as demand climbs



# ARE YOU READY?

