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WRITTEN
&
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EXPERIENCE VR

Experience can be viewed on Computers, Tablets, Mobile, and VR headsets

WHAT IS VIRTUAL REALITY?

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The era of Virtual Reality (VR) has arrived. VR is a window into a digital world that can reflect real places or created spaces that are not possible in reality but, instead, provide a powerful, digital narrative. Indeed, virtual reality has moved far beyond the days of entertainment and video games. Immersive environments can be simulated that are useful in many fields, with exciting, useful applications in the design and marketing industries like art, architecture and interior design.

WHAT DOES VIRTUAL REALITY MEAN?

VR comes from “virtual” -- an experience that is familiar to us, and “reality” which is something we experience as human beings in our everyday lives. VR provides a window into a virtual world by creating a digital environment using a computer, that reflects everyday life; or one can go beyond this.

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WHAT IS THE HYPE AROUND VR?

VR has a long history stemming back to the 1860's where artists and architects were trying to achieve 360-degree murals. As technology has progressed, VR has boomed and developed with the desire to temporarily suspend reality. In the 1990's, with movies like The Matrix and with the affordability of home computers, yet limited computing and graphics power; VR was not been able to provide the immersive and engaging experience vital to suspend reality.[1] The demand for this escape seems to be innate in all humans. It is only now in the 21st century that the technology has advanced enough and content creators like ESR-dc are able to create digital environments that capture and expand on the users' imagination.

IT REALLY IS MORE THAN JUST GAMING?

Creating digital environments requires a wide range of expertise. One of the leading fields advancing VR is medical education. For example, a surgeon can practice complex surgery using digital scans of the actual patient they will be operating on.[2] This can be the critical difference between life and death. VR can also be a collaborative tool where professionals, in medicine and other fields and industries, can communicate even though they are worlds apart. With real-time collaboration, experts can interact and perform at higher, more efficient and effective levels.

WHAT CAN VR BE USED FOR?

VR is often misunderstood because it has only recently been possible for ordinary people to experience it, not just industry professionals. With an infinite number of applications that span across entertainment, education, medicine, design, architecture and marketing, VR increasingly affects our everyday lives. For artists. architects, and a broad range of designers, it is a new format of storytelling where the artist or designer is not creating a static piece, but one that anyone can manipulate and engage with, providing a dynamic experience.

WHAT ARE THE CHARACTERISTICS OF VR?

1. COMPUTER GENERATED - Using the latest technology and with advanced computers it is possible not only for large companies but individuals with the right equipment and systems to create impressive virtual narratives.[3]

   Example: A high end gaming laptop, with an Oculus Rift or Oculus Go (tether-less)

2. IMMERSIVE - It is vital for the user to temporarily suspend reality in order to become part of the narrative. This requires the user to engage their sense of sight, sound and in the future incorporate touch, smell and taste through haptic advancements.[3]

   Example: Technological improvements of Haptic Gloves that provide a sense of touch through feedback with the digital environment. In VR you will be able to touch an old wooden, barn door in the digital environment and feel the grain of the wood as if you were really there.

3. INTERACTIVE - It is important not to just be in a space (for example, 360-degree photos and videos on Google Earth), but to be able to interact. It is important that the user feels like they are part of the journey and not separate from the narrative by allowing interactions and decisions.[3]

   Example: Providing a “fork” in the narrative that allows the user decisions to go down a path along the river, or walk the busy streets of a city.

4. BELIEVABLE - Using the latest technology allows the designer of the digital environment to create visuals that are visceral and indistinguishable from “real reality” where you feel like you are there. This will start a revolution in the very experience of reality.[3]

   Example: Providing an experience using the same laws of physics as ‘real’ reality but can transport you back in time to the height of the Egyptian Empire or to a Future City filled with skyscrapers reaching into the clouds.

5. EXPLORABLE - Using current VR headsets and controllers we can explore digital environments ourselves. With this autonomy these experiences become more memorable because it is more likely to trigger dopamine spikes which are vital to organizing experiences in the hippo-campus into long term memory.[4]

   Example: Instead of providing a scripted narrative a user can become a digital explorer of a long-lost city like Atlantis or step into a digital world like the ‘Matrix’.

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HOW DOES OUR BRAIN PERCEIVE VR?

Virtual experiences in VR will change our perceptions and connect us as humans across the globe because we will be able to experience what others experience. Our brains help transport us into any world using cues/interpretations we learned from real life that are triggered by the digital environment through a headset experience.[5] This new brain-technology interaction will compel us to be more empathetic and understanding, because we can almost literally walk in someone else's shoes. This means that VR is a powerful storytelling device that can connect us utilizing multi-sensory stimuli. To learn more, the TEDtalk by Within founder Chris Milk explains how VR provides an emotional and empathetic connection.[6] These visceral experiences put the user into a situation not likely, or not possible for them to experience. This may be for many reasons such as cultural, geographical, or language barriers.[7] VR is universal, collaborative, immersive. It is the future.

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About the Author:

ERIC REID

I am a designer that specializes in emerging technologies and prototyping utilizing and combining the latest Virtual Reality, Design and Visual Marketing tools and techniques.

With my diverse experience in collaboration with ESR-dc's network of professionals we are confident we can deliver high quality design and marketing services.

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ABOUT US

ESR - Design Co is a network of problem solvers and storytellers that provide services for a wide range of industries and marketing purposes. We do this by adapting team sizes to suit the project's requirements and by utilizing the latest technological advancements to adapt to the continuously shifting industry demands. Through esr-dc's network of professionals and our collaboration with clients by using the latest technology and systems in order to solve our client's design or visualization problem.

What services can our network provide?

We specialize in Virtual Reality services that aid in design resolution and are a vital part of creating memorable and immersive marketing services.

2D RENDERINGS	ANIMATED RENDERINGS	VIRTUAL REALITY
Schematic $1500-2000	**Schematic** $2000-2500	**Interior** $3000
Marketing $2000-3000	**Marketing** $3000-3500	**Exterior** $4000
Time: 1-5 Days	Time: 3-10 Days	Time: 5-15 Days

COMING SOON

Animations for Digital and VR

ESR-DC.COM

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To receive exclusive technical and detailed studies of how to create VR and the impact it has on providing value for your clients and your business sign up using the link above.

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