



Oculus and other VR glasses for Business



Oculus Rift and other Virtual Eyewears can add value to businesses. In the following slides, we show you how.



Summary

Virtual glasses are projecting images immediately in front of your eyes with the help of a Headmount/Eyeglass

- There are two types of devices
 - Transparent, like Google Glass.
 The device adds content to the real view, or
 - Non-transparent, like Oculus Rift.
 The screen totally fills up the field of view.
- The devices usually can project
 - 360 panoramic photos,
 - 360 panoramic videos or
 - 3 dimensional spaces and models.
 To use any of the device, an application/software has to be developed with the integrated content.



Non-Transparent Devices



Own Screen Devices



Oculus Rift DK2 2500 EUR



Vuzix Wrap1200



Sony HMZ-T2



Zeiss Cinemizer



Holders for Smartphones





Samsung Gear VR



Zeiss Z One



Durovis Drive



Google CardBoard



Transparent Devices



Transparent Devices



Google Glass 1300 EUR



Epson Moverio 600 EUR



Vuzix M100 800 EUR

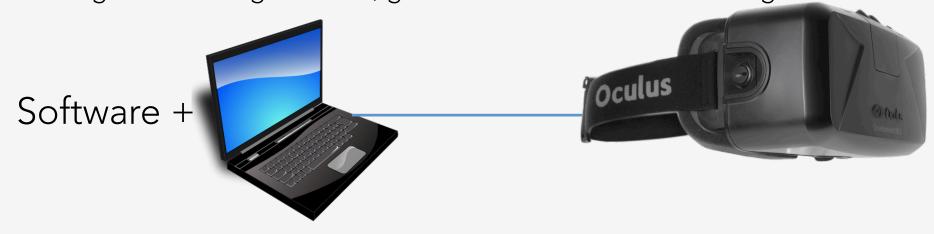


Recon Jet 550 EUR



System types

Connected Devices
 The Headmount is connected to a PC or other external device, which, through the running software, generates and transfers the image.



Standalone (smartphone based) devices
 A Smartphone is inserted into the Headmount. The app, running on the smartphone, generates the view.









How can it be used for businesses

These devices can be used with great effect in Marketing/Sales/Training/Event, etc in various sectors

Auto

- Virtual Showroom
- Car interior demo

FMCG

- Activation programs
- Merchandising Training

Real Estate

- Building Walkaround
- Immersive Site Visit

Pharma

- Conference Demo
- Drug 3D tour

Fashion

- 7/24 fashion show
- Virtual Panoramic Shop

Industry

- Technical Training
- Sales demo

Etc....



VR

Zeiss One

Google Glass

Device Summary

Gear VR +

Galaxy Note 4

One + Android/

iPhone

1000 EUR

1000 EUR

Smartphone Applications				
	Ease of Use	Advantages/Disadvantages	System	Total Price
Oculus Rift	Low	Comfortable, very good experience –difficult to set up	Oculus + PC	2000 EUR

High Samsung Gear

High

High

Handy, easy to use – only works with Note 4 from US

Cool design, works with

many devices

put the Phone in

Well known, cool – out from the market

The devices are usually not available in shops – they're ordered through webshops with a estimated delivery time of 2-3 weeks (some of them will be available in the coming month)

Their penetration is low – a very small fraction of geeks are owning them. Any content will be available through devices purchased by the company – on events, stores, etc.

Cheap, available, adjustable Homido Homido + 1000 EUR High - device can get scratchy Android/iPhone 1000 EUR Duravis High Cheap, available – hard to Duravis + Android/iPhone

> 1600 EUR Glass+Android Phone



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