



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.

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



Homido



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....

Device Summary

	Ease of Use	Advantages/Disadvantages	System	Total Price
Oculus Rift	Low	Comfortable, very good experience –difficult to set up	Oculus + PC	2000 EUR
Samsung Gear VR	High	Handy, easy to use – only works with Note 4 from US	Gear VR + Galaxy Note 4	1000 EUR
Zeiss One	High	Cool design, works with many devices	One + Android/iPhone	1000 EUR
Homido	High	Cheap, available, adjustable – device can get scratchy	Homido + Android/iPhone	1000 EUR
Duravis	High	Cheap, available – hard to put the Phone in	Duravis + Android/iPhone	1000 EUR
Google Glass	High	Well known, cool – out from the market	Glass+Android Phone	1600 EUR

- 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.

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