



Virtual Reality

Gary Radburn – Director, VR and AR



We believe we're at a turning point.

Wave 1

Destination

Wave 2

Portable

Wave 3

Immersive

VR & AR are part of a story of changing usage patterns to increase productivity

In this new world, the computer isn't **just** sitting on a desk or in your hand. **It's all around you.** Thoughtfully designed to make you more productive and your life easier. Letting you engage in more immersive ways. Inspiring you to collaborate more naturally. Even predicting things you need, before you know you need them.



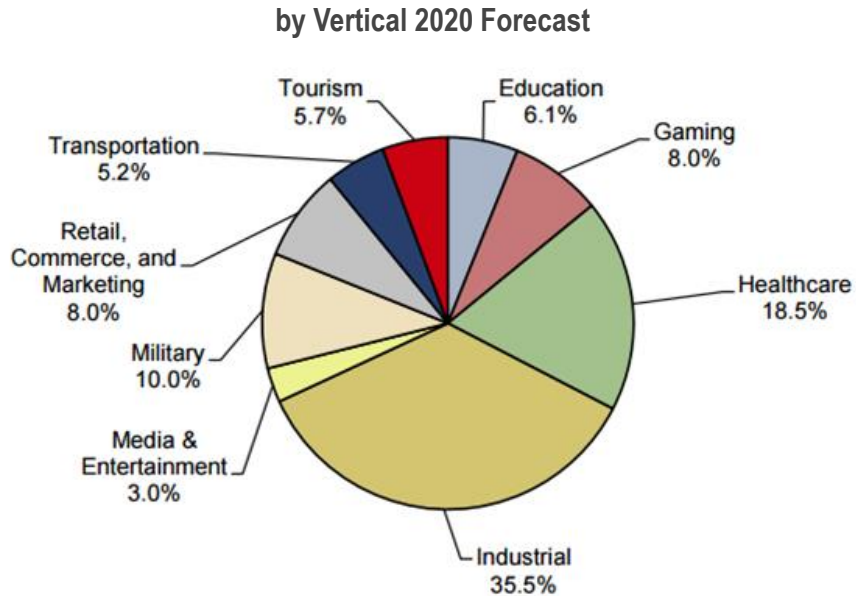
VR/AR and the new market place

- By 2025 VR headsets alone are projected to have a total available market of 80 billion dollars
- Projected revenue for VR headset is split by the following markets:
 - HW Market \$45bn
 - SW Market \$35bn





Commercial VR/AR Market Forecast



Source: ABI Research 2015

- By 2020 the two largest verticals are projected to be Industrial and Healthcare.
- Growth in industrial applications will be driven by industry programs such as exploratory and building architecture.
- Spinal clinic and programs such as UFC project bravemind are two examples of initiatives that will help drive Healthcare expansion.

VR use cases across industries



Oil and Gas

- Training
- Simulation
- 3D presentation
- Mapping and interpretation
- Safety

Media and entertainment

- Advertising
- PR
- Purchased media
- Free media
- In game content
- On-premise experience

Engineering and manufacturing

- Product design
- Visualizations
- Collaboration
- Training

Healthcare

- Interactive education
- Therapy and treatment
- Surgery planning
- Training





“The I-PACE Concept represents the next generation of electric vehicle design,”

-Ian Callum, director of design, Jaguar

Dell Precision workstations powered the design and development of the Jaguar I-PACE Concept and the VR reveal experience.





Dell Precision powers Project Bravemind at the University of Southern California

Project Bravemind is designed to help sufferers of PTSD, through Exposure Therapy, to reenact situations in VR under the control of a trained specialist that recreates the environment in VR and introduces vibration and smell to enhance immersion.



Gamification for Commercial

- New techniques being pioneered in the gaming industry
- Partnered with First Contact's ROM:Extraction
- Uses green screen and multiple trackers
- Insert customers into VR situations and allow others to view
- Commercial applications of this tech for training/coaching etc

