



# Virtual Reality

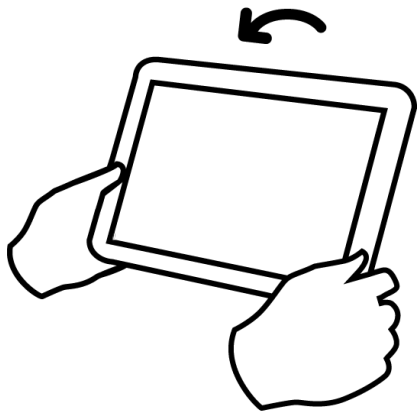
I M I



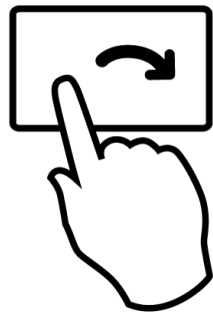
# Augmented vs. Virtual



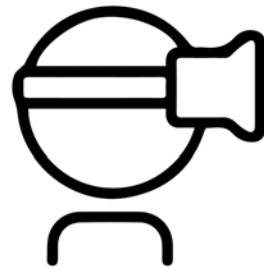
# 360° Video



Mobile



Trackpad



Virtual Reality

# 360° Photography & Video



Why Virtual Reality?

Why Now?

A.D. 105 1897 1957 1973



# This guy.

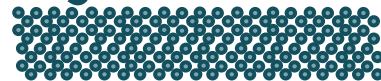
*Field of View*



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Y



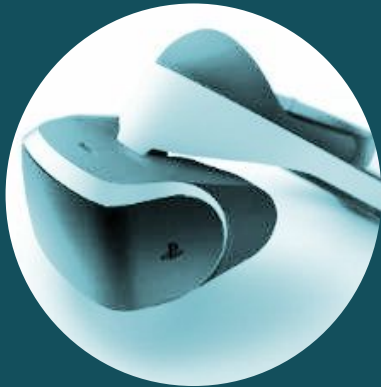
**High Resolution**



lightweight  
lightweight  
lightweight

Palmer  
Luckey







# 360° Cameras



# Virtual Reality Use Cases

Product Videos

Brand Immersion

Education

Tourism

Customer Interaction

Training

# Jim Beam Devil's Cut



# Marriott VR Postcards

**Why do we travel?**

# Patron Behind the Scenes



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THE ART OF PATRÓN

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MAKING THE VR EXPERIENCE



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