

Entertainment In IOT

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Objects

Many objects in entertainment IOT are focused on **wearables** (EX. Microsoft HoloLens 2, Lenovo ThinkReality A3) . They are aimed to be portable to take advantage of the internet's ability to be almost anywhere.

The most popular IOT wearables are **AR glasses/ contacts** where they overlay screens on top of your real world vision so you can interact with both at the same time.



Users

Users when consuming entertainment with IOT tend to do so more **socially** than they would normally.

AR and VR technology are implemented well to **share media and experiences** with friends more easily as the barrier of physical location has been removed and it **mirrors face to face interaction**.



IOT's portability lets people share media with each other more easily with **cloud streaming** so that you can **share media wherever, whenever, with whoever**.

Even experiences that are already in person use IOT wearables to make interactions streamlined and make communication simpler and easier.

Discoveries

- **VR and AR** are still heavily within their **infant stages of development**
- Most commercially available ways to get it are still **hundreds of dollars in cost**
- Majority of people **don't have easy access** to it
- The range of things from **cost and portability range quite widely in this industry**
- Things like google cardboard are portable and cheap but dont offer nearly as much games if any versus more high end headsets like the Oculus Quest 2 or the even more expensive Vive offering everything google cardboard can do along with much more immersive and intense gaming and video experiences.

Magnified Look At Entertainment IOT

- 5 different categories of entertainment IOT users
- Each category is divided by user experience
- **Novice technology user** - most interactions are pre defined and set up is completed for the user
- **Proficient tech user** - can do some set up and initiate pre defined interactions
- **Experimental tech users** - can put together complex setups by themselves but not create their own interactions
- **Professional tech users** - use IOT devices as part of their job to create media, experiences, and interactions for the users in the groups below them
- **Tech developers** - create and designing the tech and interactions used by all the groups below them

There is a gap in the market for novice technology users to have an easy to use and affordable headset that they can have a full and immersive experience in. Creating an accessible headset both in cost and usability will not only benefit the novice user but user groups above them as well. This will make the tech more accessible for all groups to use and expand upon.

The Problem

- **Affordability** - VR and AR tech are too expensive
- **Versatility** - Users are unable to have the full experience of AR and VR
- **Accessibility** - VR and AR tech aren't user friendly making it difficult for new users
- **Portability** - VR tech is normally strict to where it can be used and how it's used, it's not easy to take on the go
- **User Experience** - there is a big gap between new users and experienced users, all the tech of VR and AR are made towards experienced users instead of users as a whole
- **Connectivity** - normally you need to have cords connected to you and VR tech for direct connection, which limits a users experience

Enabling Technologies

- As **smartphones** get more high tech they will **rival computers** in their capabilities
- Smartphones make **VR and AR more portable** by allowing for a lightweight and wireless replacement to a computer
- Many new VR headsets that are marketed towards introductory users can be run with a headset visor and a phone
- Set up is easy because the **user already knows how to operate the phone**



REALITY AR
INFINITY

Mission Statement

“To create the **best gaming experience** IOT has to offer for **all users.**”

REALITY INFINITY 

The Facts: VR

- The global VR market is worth **\$7.72 billion**.
- Worldwide spending on VR technology is expected to reach **\$72.8 billion** in 2024
- **47%** of Americans are at least somewhat familiar with VR, up from **41%** who said the same just three months earlier.
- The number of VR users in the U.S. has increased from **22.5 million** in 2017 to **50.2 million** in 2020.
- The top barrier to VR adoption is that it's **too expensive**, with **55%** of survey respondents listing this as their hesitation.

<https://www.zippia.com/advice/virtual-reality-statistics/>

The Facts: AR

- AR engagement is up nearly **20%** since the beginning of 2020, increasing by **90%** for consumers engaging with AR compared to those that don't.
- AR is **3 times** more memorable compared to traditional non-AR media
- AR received **45%** higher engagement than TV
- AR revenue is projected to reach **\$27.4** billion by 2023
- It is expected that by 2024, there will be **1.73** billion active augmented reality device users

<https://www.reydar.com/augmented-reality-facts-stats/>

The Solution

The **solution** is a new technology that's:

- Affordable
- Versatile
- Portable
- Easy to use for **all** experience groups
- Provides **multiple reality** experiences/ an all in one
- Upgrades overtime
- Changes gaming
- Become the **baseline** for IOT gaming and entertainment

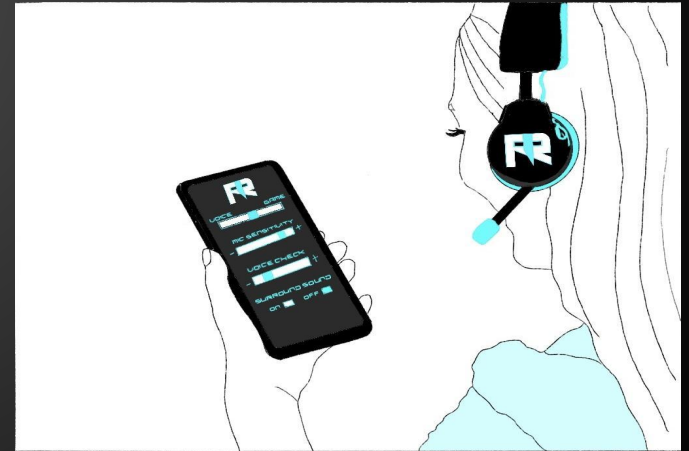
It will give users the **full experience** of **VR, AR**, and eventually MR and XR.

The Product - Reality Infinity



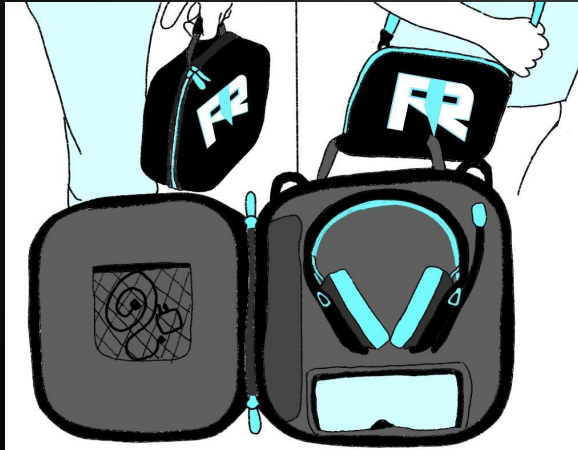
Wireless noise canceling headset with a microphone built in. **Lightweight** and **comfortable** design that locks onto the visor for long gaming sessions.

Adjust your headset settings in the **Reality Infinity app**.



The Product - Reality Infinity

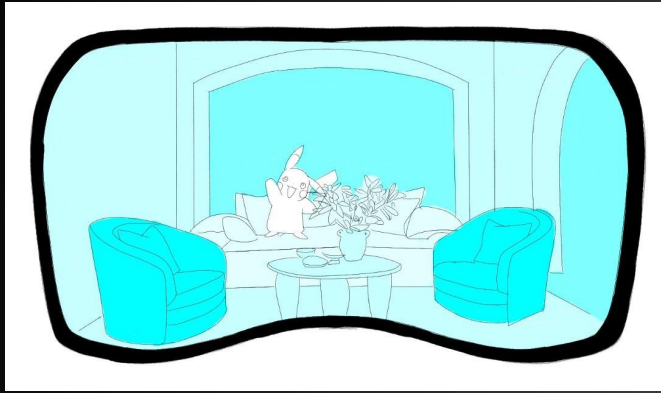
Tracking Cuffs are a **comfortable** and **easy to use** wrist cuff that **tracks your movement**. It keeps your movement **unrestricted** and has **sensory capabilities** to keep you aware of your surroundings. They are **rechargeable**, designed to be **waterproof** and to **withstand rough handling**.



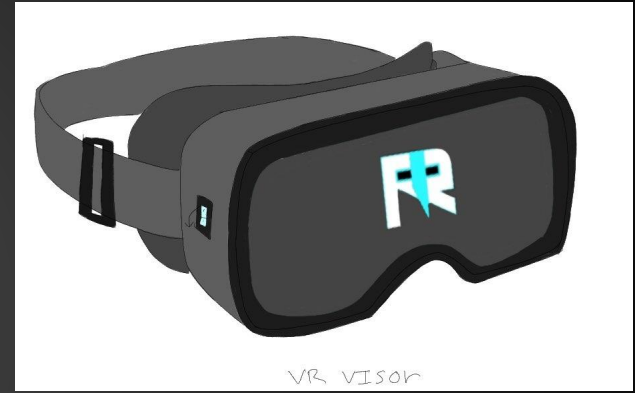
The **Portable Case** is a **waterproof** military grade **protective** case to keep your headset and visor scratch free. It has a **portable battery** and an interchangeable handle or shoulder strap to make your Reality Infinity **portable**.



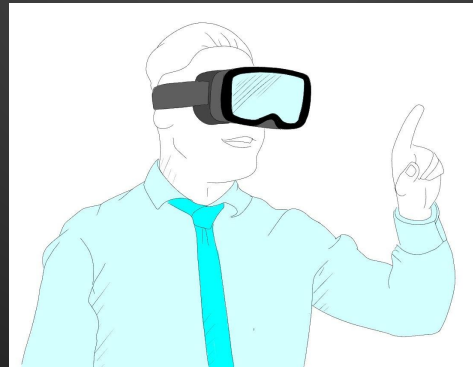
The Product - Reality Infinity



The headset has two modes **AR** and **VR**. With a simple built in switch you can jump between the **two realities** for a **diverse experience**.

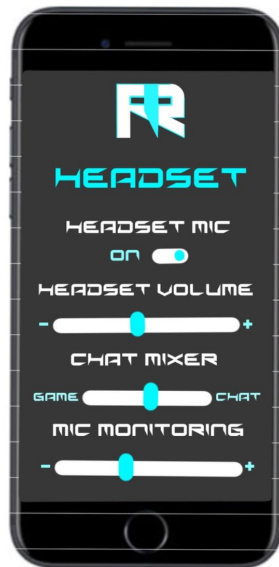
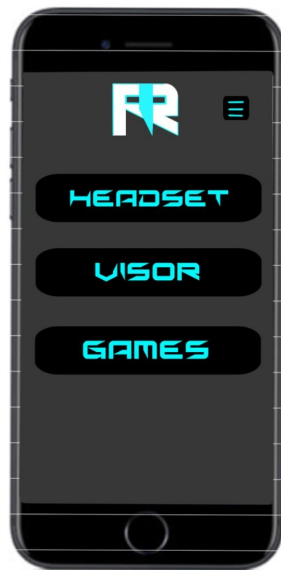


In the **AR** mode the visor uses a **built in camera** to see your surroundings. Your game can now **interact** with your **environment** or **layer over** it for a more **passive playstyle**.

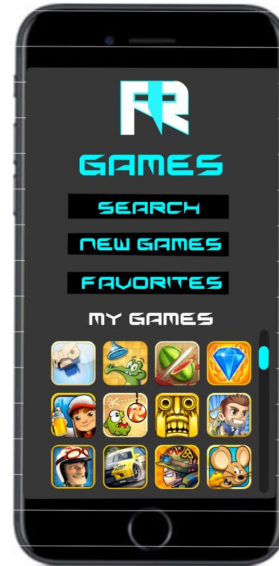


In the **VR** mode a **lightweight plastic cover** blocks the outside light and **transforms** your **AR visor** to a **VR visor** allowing you to enter a **whole new world**.

Reality Infinity - App



Reality Infinity - App



Reality Infinity - App



Reality Infinity - App



Reality Infinity - Extensibility

Reality Infinity can go beyond just gaming!

- Use it in the medical field for training and therapy
- Access a manual as an electrician without physically having to pull one out
- Can be used in the military for training
- A new way to stream
- Watch a netflix movie anywhere, anytime
- Chat with friends and family all over the world
- Use it to check security cameras

The possibilities are **infinite!**