

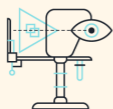
THE FUTURE'S SO BRIGHT YOU GOTTA WEAR SHADES
WHY YOU'LL BE WEARING YOUR NEXT COMPUTER



VIRTUAL REALITY (VR): THE FUTURE IS NOW

VR fully immerses you into a 360° digital world, creating an alternate reality experience

FROM STATIC BEGINNINGS TO SCREENS THAT NEVER END...

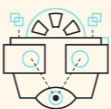


1883

STEREOSCOPIC PHOTOS

Side by side photographs create a 3-D effect

Gives viewers a sense of depth & environment



1939

VIEW-MASTER PORTABLE STEREOSCOPE

Introduced at World's Fair in New York City as a souvenir

100,000+ stores sold View-Masters by 1941



1962

SENSORAMA

Video head mount, vibrating seat, & fragrance sprays spawn first interactive device

6 films made specifically for machine

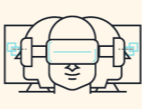


1987

VR GAMING HITS THE MARKET

Primitive headgear & hand controls allow users to interact with video footage

188 different headsets currently available in market



2014

VR TECHNOLOGY COMES OF AGE

Facebook acquires Oculus VR, immersive VR platform, for \$2 Billion

Advanced optics finally create perception of VR as real life



2020

\$30 BILLION PROJECTED INDUSTRY

TECH POWERHOUSES WAGE INTELLECTUAL WAR FOR THE (IM)MATERIAL WORLD

Augmented reality (AR) eyewear places interactive 3-D imagery into physical surroundings



META AR HEADSET: A DEVELOPER'S DREAM

Clear headset displays holographic images and digital content

Includes 3-D software development kit



MICROSOFT HOLOLENS: NOT YOUR DAD'S HEADSET

Self-contained computer uses visor to mix the physical world with virtual projections

Built to entice businesses to the looming potential of AR



FACEBOOK AR GLASSES: GO-GO GADGET GLASSES!

Lenses display virtual overlay so consumers can interact with their digital network, in real life & in real time

See digital avatars of your friend's physical location, access comments online, & receive updates on current events



SONY AND SAMSUNG CONTACT LENSES: TERMINATOR VISION

Lenses differentiate between unconscious & conscious blinking to take pictures & record video

Stream videos or recordings of memories as if you are seeing them IRL

AUGMENTED REALITY IS PROJECTED TO BE A 90 BILLION DOLLAR INDUSTRY

THE FUTURE OF LENS TECHNOLOGY IS (VIRTUALLY) LIMITLESS

A multi-dimensional marketplace coming to a world near you

WHY IS AUGMENTED REALITY PROJECTED TO GENERATE SO MUCH MORE REVENUE THAN VIRTUAL REALITY?



COMMUNICATION

2015:

- 341.5 million smartphone sales worldwide
- AR provides real world replacement for mobile devices



NETWORKING

By 2018:

- 2.55 billion social network users
- Never forget someone's name again—as long as they are in your social network...



MARKETING

By 2019:

- 72% of digital advertising will be targeting mobile users
- Remarketing your personalized advertisements to stream to your glasses or contact lenses