

□ WHITE PAPER

The VR Arcade Phenomenon

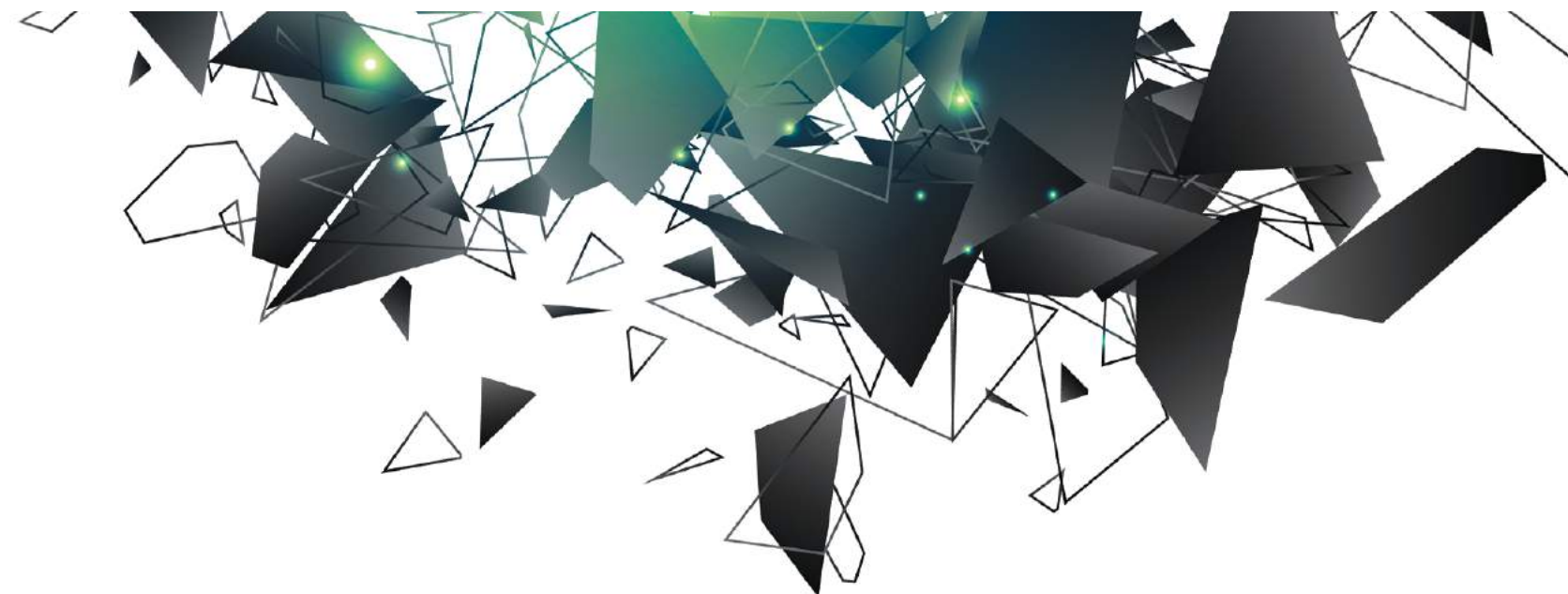
SEPTEMBER 2017



THIS CONTENT IS OFFERED TO YOU BY



smart**VR**®
store



THE BEST OF VIRTUAL REALITY FOR PROFESSIONALS

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A PIONEERING CATALOG OF EXPERIENCES DEDICATED TO VR ARCADES

smartVR store is the first and only subscription service to virtual reality experiences to provide VR professionals with quality content (VR arcades, communication agencies, event planners...) while supporting content creators to earn from their work.

Carefully selected, new experiences are offered on the store each month while the monthly subscription price always remain the same.

Our monthly subscription service fits the needs of virtual reality professionals. With already about twenty various and strongly immersive experiences, and exclusivity of distribution on the store for some of them, our platform can serve short gaming sessions as well as long sessions, ravishing your clients.

THE CONTENT CATALOG DEDICATED TO VR ARCADES



smart**VR**®
store

<https://store.smartvr-studio.com/>



A STORE WITH ALL THE EXPERIENCES YOU NEED

Dozens of games and experiences available, some of them exclusive, specially selected to meet the needs of arcades and satisfy their customers. A library updated regularly with new content.



A FIXED PRICE, AHEAD OF THE COMPETITION

Even if the number of experiences available on the smartVR store is always increasing, the price remains the same : a competitive advantage compared to other VR distribution platforms.



A SIMPLE AND INTUITIVE INTERFACE

An easy-to-use interface that will allow you to install and uninstall the games available on the store as you wish, access the game documentations, communicate with developers, manage your invoices and licenses and many more.

SUMMARY

01. WHEN VIRTUAL REALITY BRING ARCADE BACK TO LIFE

02. EVERYTHING YOU NEED
TO KNOW ABOUT VR ARCADES

03. STUDY CASES - VR ARCADES
ALL AROUND THE WORLD

04. HOW TO SUCCESSFULLY OPEN A
VR ARCADE ROOM ?

05. SMARTVR STORE, THE BEST OF VIRTUAL
REALITY FOR PROFESSIONALS



**A SURPRISE IS
WAITING FOR YOU
AT THE END OF THIS
WHITE PAPER :)**

01. _____

WHEN VIRTUAL REALITY BRING ARCADE BACK TO LIFE



01.1 ARCADES BEFORE VIRTUAL REALITY

THE VIRTUAL REALITY ARCADE PHENOMENON

The first born of the arcade games was « Pong », released in 1972 in the United States: a table tennis game with simple graphics and gameplay, which let two players to challenge each other on an arcade machine.

But it's only in 1978, with the release of Space Invaders, that arcade games became so popular. From that moment, they entered their Golden Age, led by powerful licenses like Pacman, Donkey Kong or Street Fighter 2.

In bars and dedicated arcade venues, people became fond of playing video games. Some of them even embraced it as a new lifestyle, putting themselves in danger by spending all their money on these new machines or quitting their jobs in order to have more time to play.



At that time, arcade was a way to spend good time with friends and meet new people around more and more addictive and challenging games - and especially in Japan, where the government had to increase the production of small change to play arcade machines!

01.1 ARCADES BEFORE VIRTUAL REALITY

THE DECLINE : THE ARRIVAL OF GAMING AT HOME

If game consoles like the NEO GEO or the NES already existed since the 70's, they didn't offer the players a gaming experience as qualitative as the arcade machines.

Things change in 1994, with the release of the first PlayStation and the Sega Saturn. Household gaming became a seductive alternative for players who can finally play quality games at home and invite their friends, with no time limit and without being worried about how much money game sessions would cost them.



In Europe, the appearance of the Euro money, that has increased arcade session by 30% (from 5 to 6,5 francs) had a lot to do with the end of the arcade gaming era.



THE CONVERSION : MAKE WAY FOR SIMULATORS!

Arcades are not as popular as they used to be, because players can now access more sophisticated games and play at home. No longer reserved to arcade gaming, they can also join communities of gamers at home, thanks to more and more performing networks and active groups worldwide.

Facing this new competition, arcade venues owners had to find other ways to attract customers and decided to invest on technologies that players couldn't afford at home. Most of them bet on big game stations, based on users' movements, like dancing games or racing simulators.



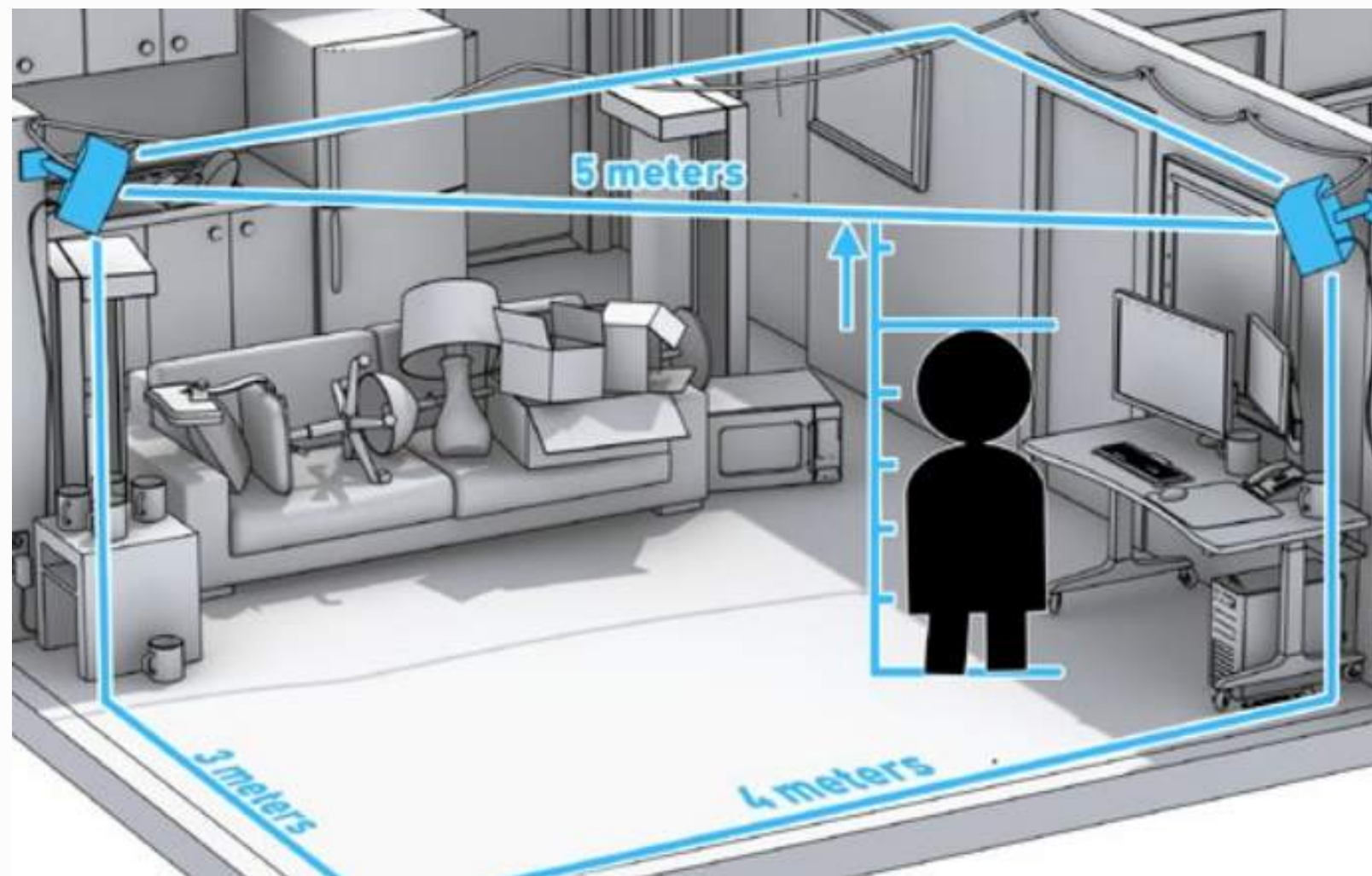
THAT'S WHERE VR COMES INTO PLAY...

01.2 THE VR ARCADE, WORTHY SUCCESSOR OF THE ARCADE

VIRTUAL REALITY: THE NATURAL EVOLUTION OF ARCADE

Virtual reality headsets require space in order to be comfortably used. One can easily draw a parallel with VR systems as we know them and modern arcade spaces, that have invested in large and heavy simulators to offer players a gaming experience that they would not have at home.

Room-scale headsets, delivered with numerous threads and accessories, imply to dedicate a space of at least 3x4meters to be used correctly and for the user to be able to move around and feel a real sensation of immersion.



HTC VIVE



To date, the HTC Vive seems to be the best virtual reality headset of the market. Released in early 2016, it comes with controllers and motion sensors that track with high precision the movements and the gestures of the player for what is called room-scaled VR experiences.

Thanks to a partnership with Valve, the company behind the well-known gaming platform Steam, you get a VR headset able to attract many gamers. A substantial advantage to take advance on its main competitor, the Oculus Rift VR technology which does not as many possibilities.

01.2 THE VR ARCADE, WORTHY SUCCESSOR OF THE ARCADE



VIDEO GAME : FROM ARCADE MACHINES TO GAME CONSOLES

Arcade have known a prosperous period during more than twenty years, between 1972 and 1994, because players could not afford good gaming experiences at home, at least not as good as what arcades could offer.

Arcade machines were expensive and too heavy to put them in a living room! They were a luxury product that only a few could possess.

The arrival of smaller and affordable 3D video game consoles, significantly changed the market, allowing players to play limitless with their friends, inviting them at home for hours of comfortable gaming.

VIRTUAL REALITY AND ARCADE : THE PATH TOWARDS MAINSTREAM MARKET

No only VR headsets cost hundreds of euros, you need enough space at home to play in good conditions, and have a, expensive VR-ready computer with sufficient performance.

For these reasons, virtual reality remains mainly explored by the business sector and have some difficulties to reach the general public.

Even if VR headsets compatible with smartphones reach a decent a level of sales, the mass of consumers wait for a lower price, less constraints and more compatibility to access VR performing technologies.



01.3 VR ARCADE, A WORLDWIDE PHENOMENON

VIRTUAL REALITY ARCADE, ALREADY A WORLDWIDE PHENOMENON

Virtual reality headsets that we can find nowadays in VR arcades (Oculus Rift and HTC Vive) only appeared early 2016, after months of teasing.

Nevertheless, 25% of arcade owners who answered our survey told us that they opened their VR space more than 12 months ago, using for most of them the first prototypes of the Oculus Rift headset (Developer Kit 1 and 2), even if they did not offer a good graphic resolution and caused motion sickness (feeling of nausea) to a lot of people.

These precursors have quickly been joined by other entrepreneurs, as virtual reality technology evolved and started making its way towards professionals and consumers.

Nowadays, we count hundreds of VR arcades around the world. Many locations dedicated to this technology are currently being created so that in a few months, it will be impossible to avoid the phenomenon!



CTRL V, THE FAMOUS CANADIAN VR ARCADES NETWORK

02. _____

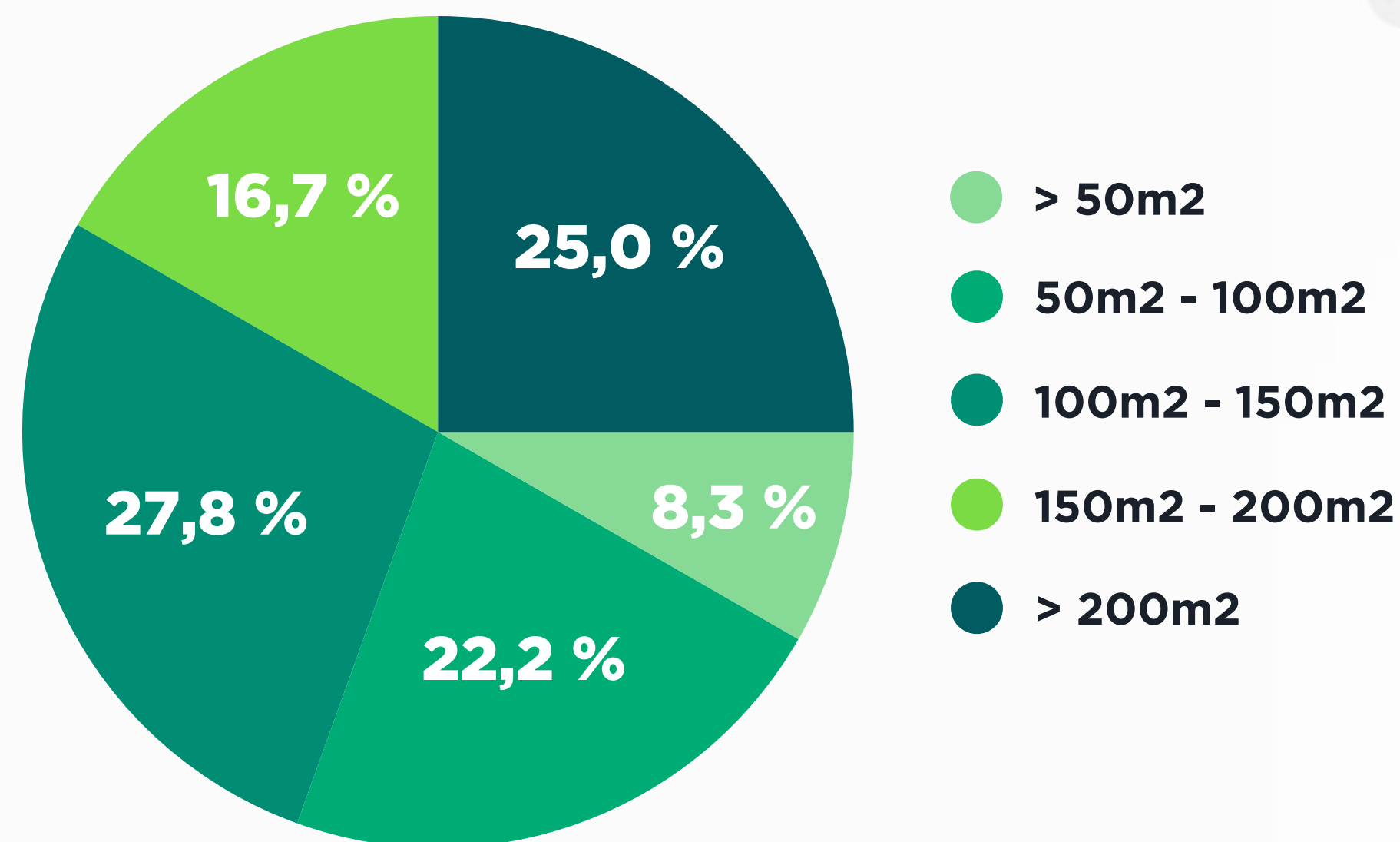
EVERYTHING YOU NEED TO KNOW ABOUT VR ARCADES





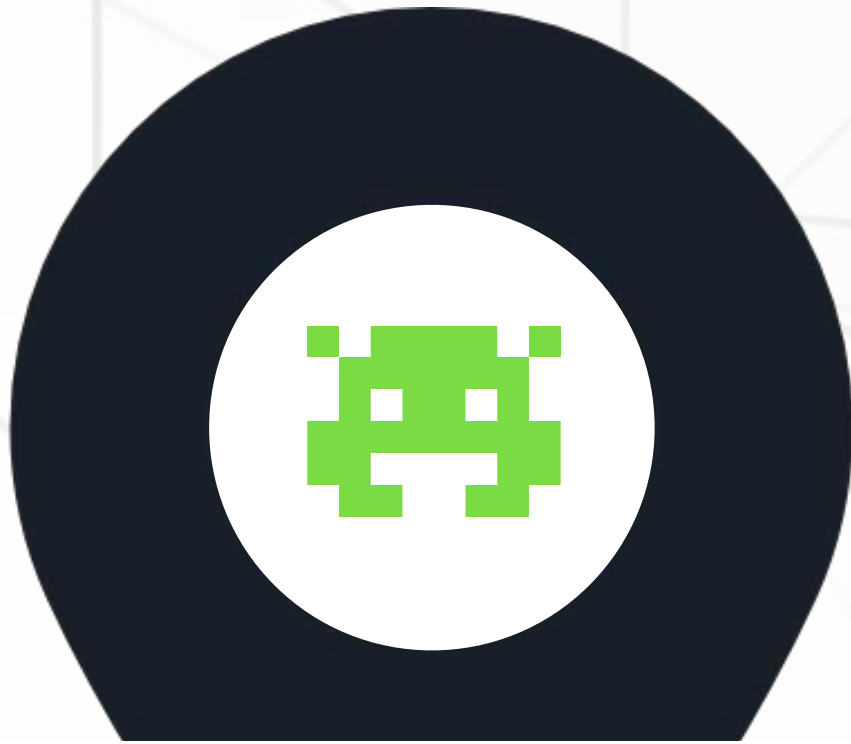
02.1 OPENING A VIRTUAL REALITY ARCADE

WHAT IS THE SIZE OF VR ARCADES?



If the answers to this question are distributed quite equally, almost a third of the arcade owners interrogated have announced that their space size is around 200m2. This is not surprising, taking into account the space that VR headsets require to be used.

According to the small proportion of the people who own a place smaller than 50m2, it appears to be a necessary to offer customers a large environment to make their experience comfortable.



WHERE ARE THEY LOCATED?

44%

of them are
located downtown

30%

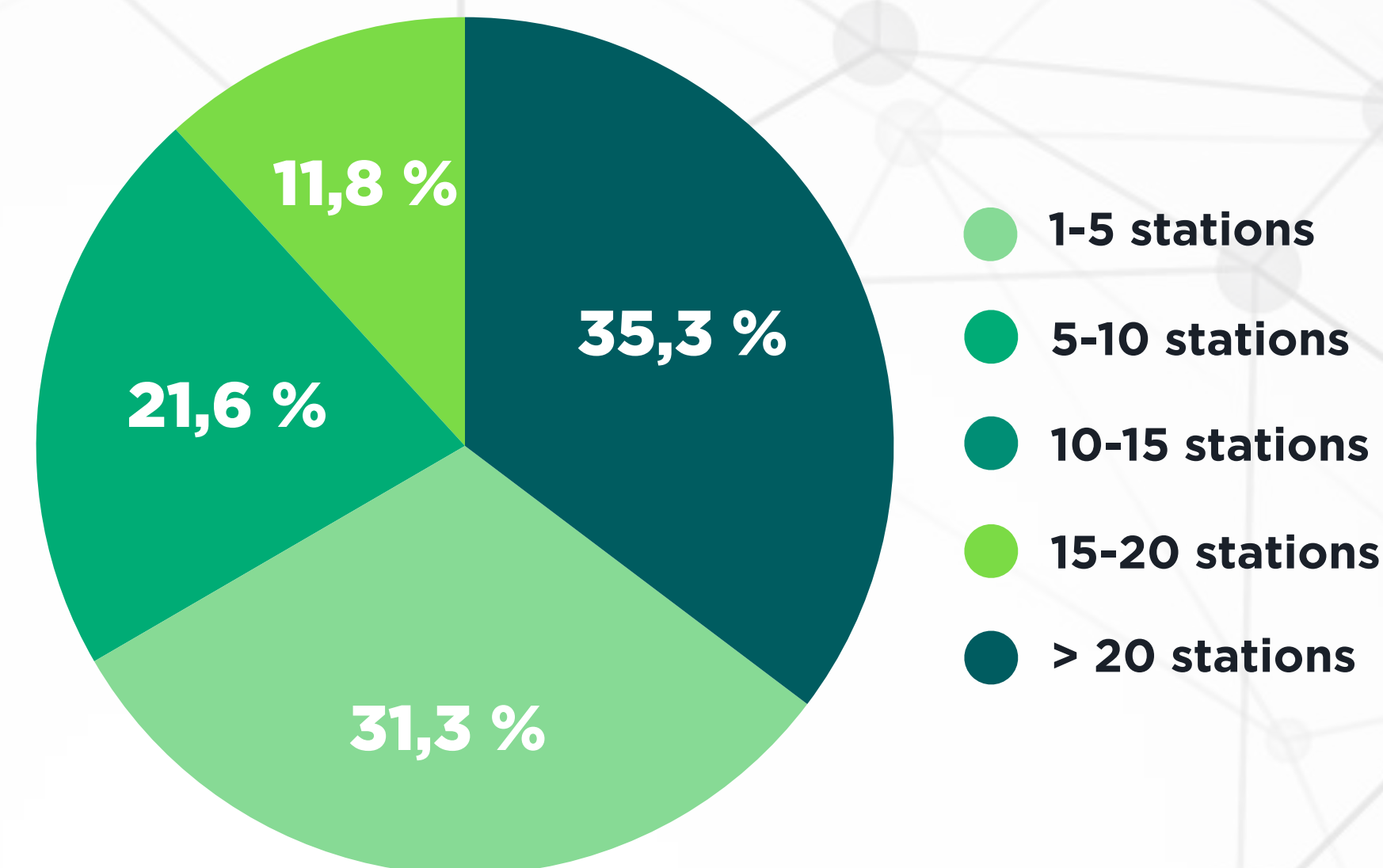
of them are
located in the suburbs

The other VR spaces told us that they were located in highly frequented areas such as sports venues, shopping centers and touristic areas.

* According to our survey of more than 200 VR arcades around the world.



HOW MANY STATIONS DO THEY HAVE?

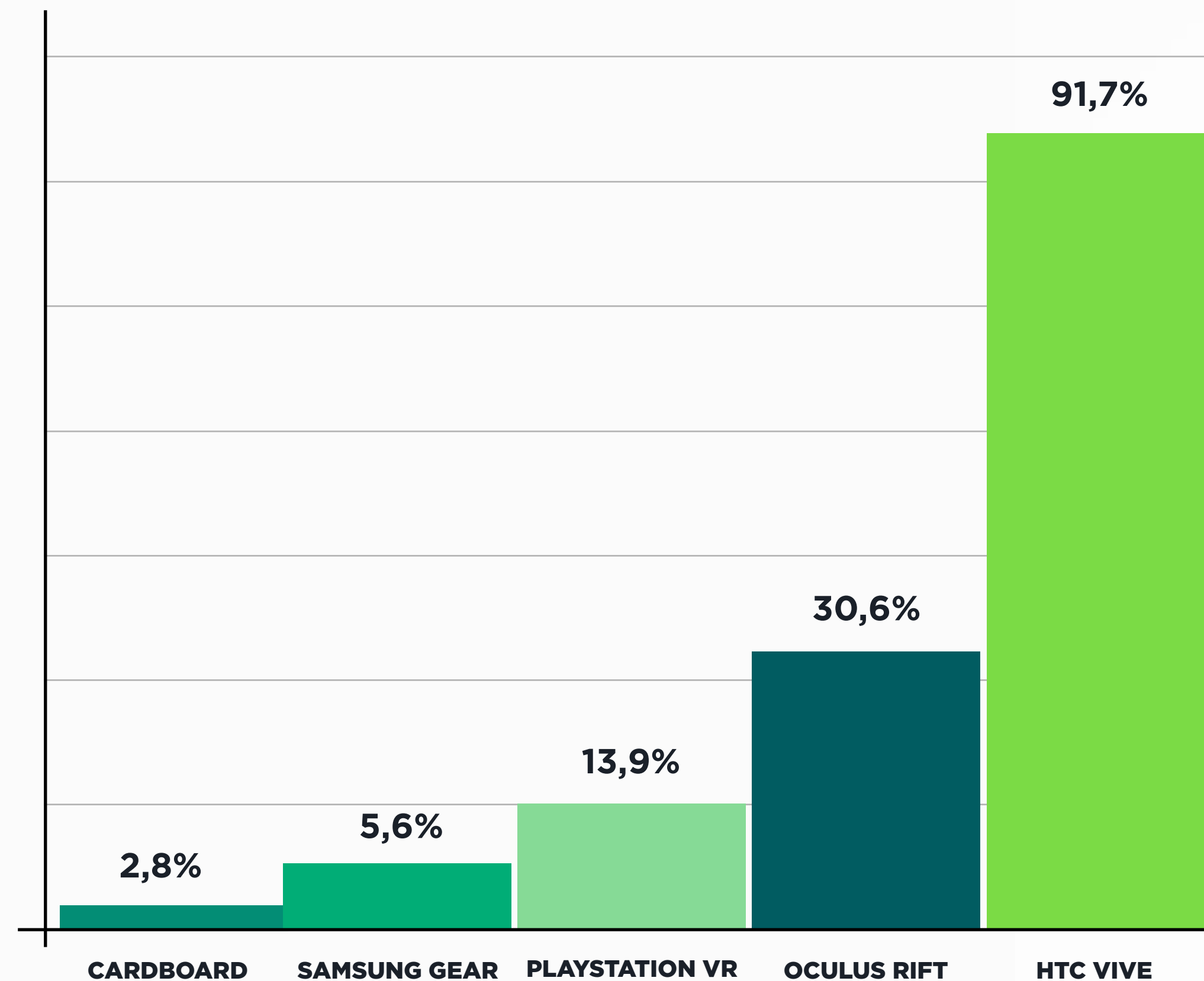


If one third of virtual reality arcades only have 1 to 5 stations, a big part of them offer between 5 and 20 gaming areas in their VR space.

That means that the market traction is sufficient enough for these new gaming spaces to deploy many stations and fill them. We can see that the general public shows real interest in this new technology.

* According to our survey of more than 200 VR arcades around the world.

WHAT ARE THE MOST POPULAR HEADSETS?



No doubt here: the HTC Vive is by far the most popular VR headset, with 91,7% VR arcades equipped. No surprise here, because as we said earlier, the device of the taiwanese company is the gamers' favorite headset. It offers the most immersive and convincing experience.

Its main competitors, the Oculus Rift and the PlayStation VR are also used, but significantly less as they can't compete with HTC Vive VR device.

Mobile VR doesn't belong in VR arcades, because they are the less interactive devices and they are affordable to everyone.

* According to our survey of more than 200 VR arcades around the world.

02.1 OPENING A VIRTUAL REALITY ARCADE

ACCESSORIES THAT IMPROVE CUSTOMERS' EXPERIENCE

Virtual reality headsets only interact with two senses: vision and hearing. It limits the user's immersion who has three other senses which could be left solicited.

From this observation, numerous companies and startups around the globe have decided to build an ecosystem around VR headsets, creating new accessories meant to improve VR experiences realism.

If touch will undoubtedly be the first sense to be added to virtual reality experiences, more experimental accessories will perfect the VR users' immersion by interacting with their senses of taste and smell.

AND TO STAY A STEP AHEAD

Offering multi-sensory experiences to their customers will allow VR arcades to keep an advantage over competitors. Indeed, experiences that require accessories and scenographic elements are the most successful ones. The immersion that these contents offer is more intense and users have only one wish as they remove their headsets: going back in the virtual world.

Moreover, by regularly checking the latest technological advances in the virtual reality field, virtual reality arcades will avoid the same phenomenon that put an end to traditional arcade gaming. Soon, consumers will be able to afford the best virtual reality headsets and have a convincing VR experience at home.

VR arcade owners will have to respond to the spread of high-end VR by investing in the latest accessories and devices to keep their public's interest, and providing them with experiences they will never be able to get at home.



02.1 OPENING A VIRTUAL REALITY ARCADE



VR TREADMILLS

VR treadmills are VR arcades' favorite accessories. They allow users to move, run and jump in a natural way.



SIMULATORS

Like in traditional arcades, flying/driving simulators are also very appreciated by consumers.



CONTROLLERS

Alternative controllers - shaped like real-life items - can improve users' immersion as they can really feel the weight and the shape of the object they manipulate in the virtual environment.

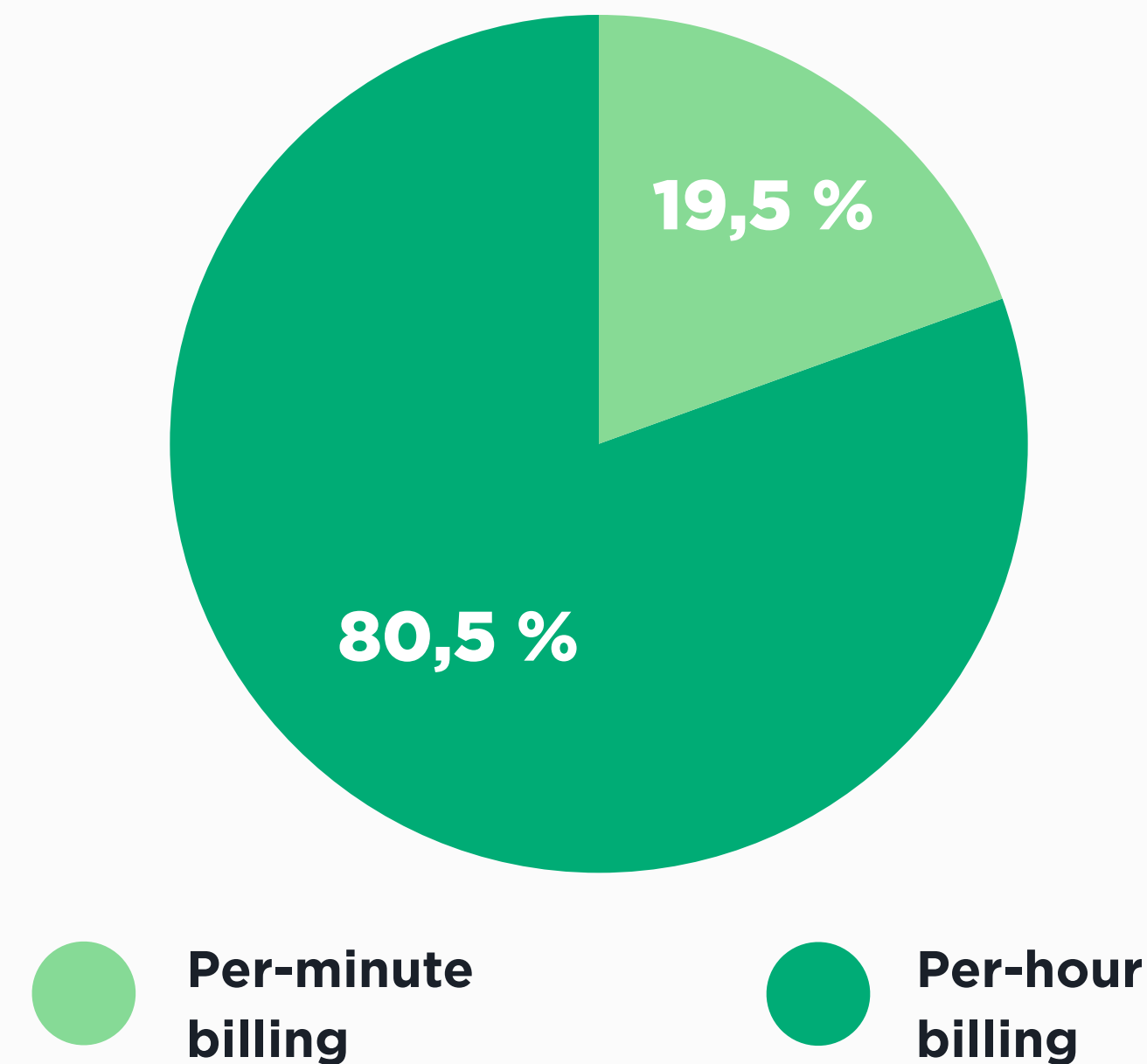


HAPTIC ACCESSORIES

Currently in development, haptic accessories like suits, gloves and even shoes will soon allow VR users to feel the textures, the temperatures and the weights of virtual objects.

02.2 WHAT IS THE VR ARCADES' BUSINESS MODEL?

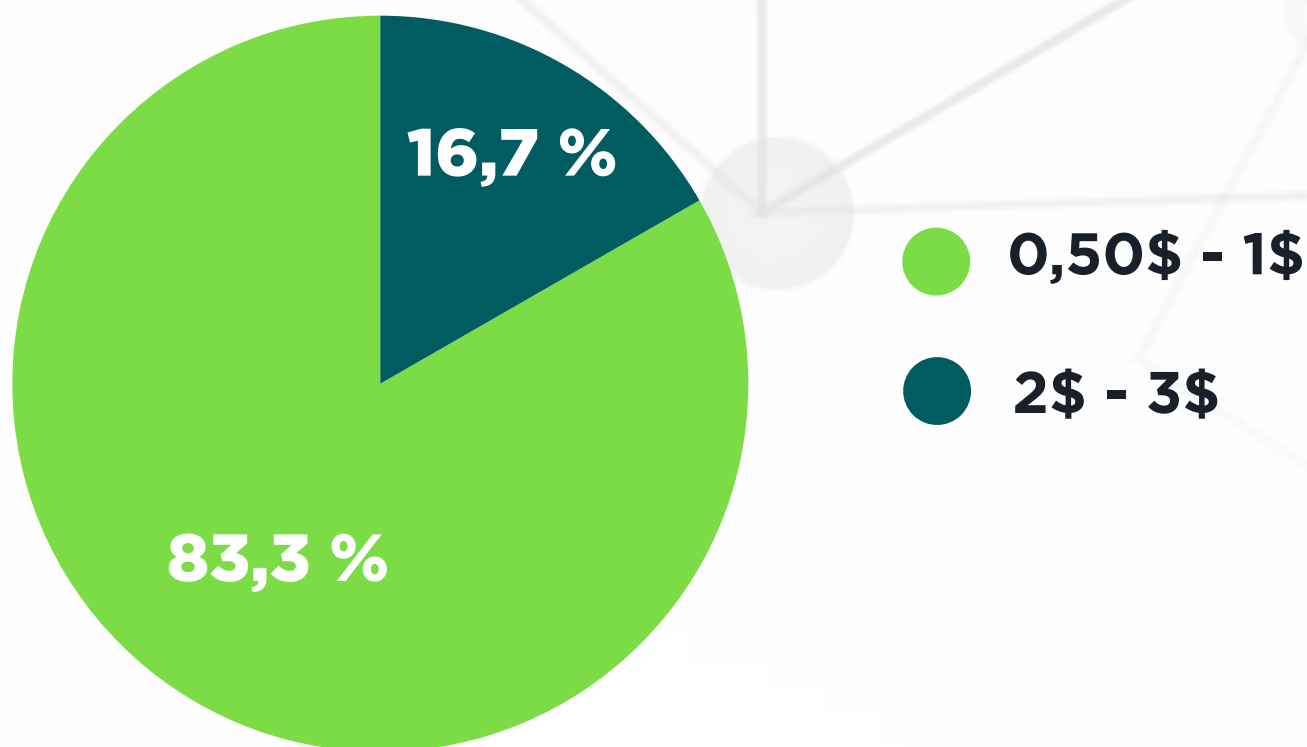
WHAT IS THE VR ARCADES' BUSINESS MODEL?



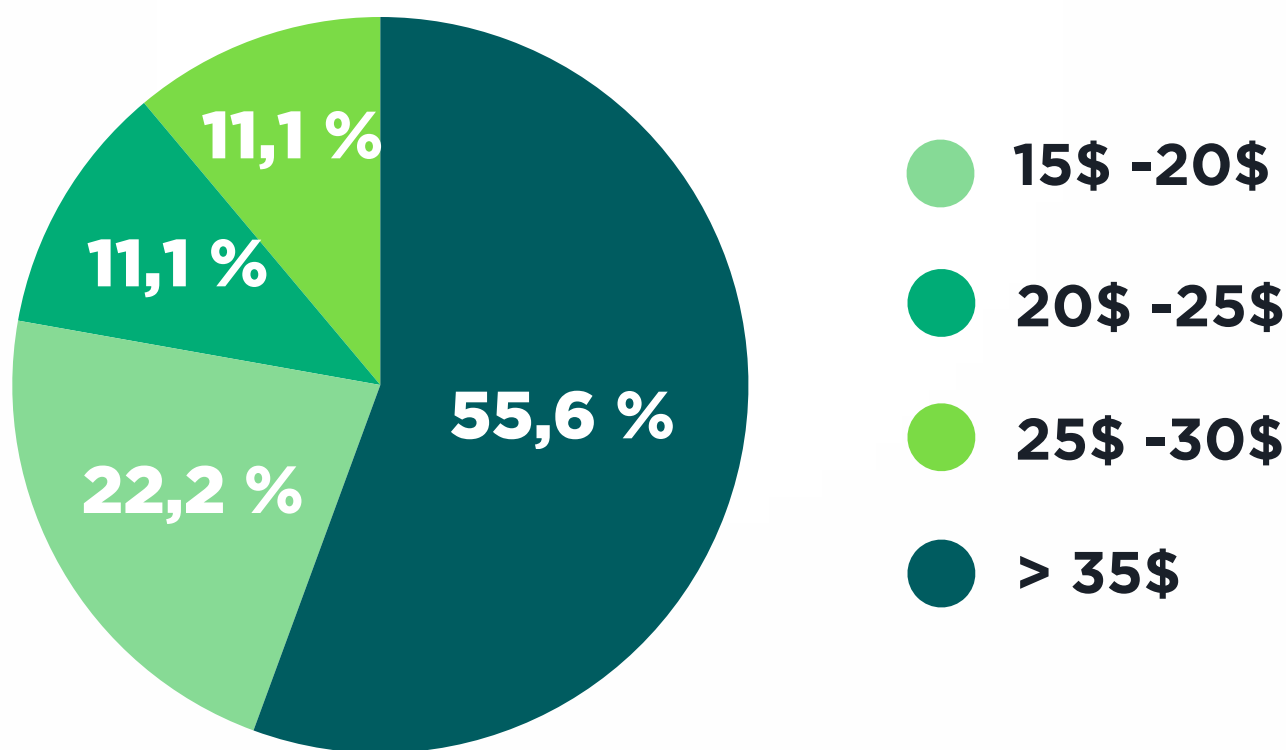
Obviously, per-hour billing is preferred to the per-minute billing model, if we take into account that VR users tend to lose all sense of time during their game session.

Most of the VR arcades that have adopted the per-hour billing model also offer their clients 30 minute sessions.

PER-MINUTE



PER-HOUR



* According to our survey of more than 200 VR arcades around the world.



WHAT IS THE VR ARCADES' BUSINESS MODEL?

OTHER BUSINESS MODELS



PER-SESSION BILLING

A lot of VR arcades have chosen to set a per-session billing. Most of them have chosen to develop their own content to differentiate themselves in the market, and provide their consumers with only one unique experience.

Also, virtual reality spaces that are located in highly frequented areas like shopping centers or touristic areas offer people to pay for one short gaming sessions, as people are often in a hurry. Their experiences have a well-defined timetable that they bill in totality.

PRIVATIZATION OF VR SPACES

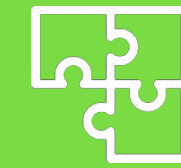
Many virtual reality arcades also developed another type of offer. They allow companies or groups of people who can afford it to privatize their VR spaces to organize their events.

If the demand is strong, no VR space has decided to specialize in this type of business model. They usually provide their rooms for privatization aside of their main source of revenues. The billing is also really flexible from one VR arcade to another.

02.3 WHAT CONTENT SHOULD I PROVIDE IN MY VR ARCADE?

WHAT CONTENTS ARE THE MOST ADAPTED TO VR ARCADES?

Arcades follow events' rules. It is necessary to offer customers short experiences, but sensational enough to avoid frustration.



SIMPLE EXPERIENCES

Gaming sessions for VR arcades' customers are usually very short, especially if they are not familiar with virtual reality. Contents easy to take in hand are advised to satisfy the clients that are only composed with regular players.



SHORT EXPERIENCES

A lot of the experiences that we can find in the main stores are made for private use only and not for VR arcades. These contents are not adapted for arcades customers, because they usually contain a story or a tutorial that will last too much time for a gaming session.



MULTI-PLAYER EXPERIENCES

Most of the people who go to virtual reality arcades bring their friends along. Naturally, they will be more than happy to share VR experiences together rather than getting separated in individual experiences.



MULTI-SENSORY EXPERIENCES

Ideally, virtual reality arcades should use accessories and simulators to provide their customers with the most immersive and the most realistic VR experiences. Doing so, they can be sure to have a competitive advantage on the other VR arcades and household VR.

02.3 WHAT CONTENT SHOULD I PROVIDE IN MY VR ARCADE?

WHERE CAN I FIND CONTENT FOR MY VR ARCADE?

The vast majority of VR experiences are available on the respective headsets' marketplaces for private or commercial use. You should subscribe to the second one to legally use experiences and avoid any legal issue. In any case, we advise you to always get in touch with developers to work in full transparency and create a long-lasting relationship with determining actors of your VR arcades' viability.

VR CONTENT PLATFORMS

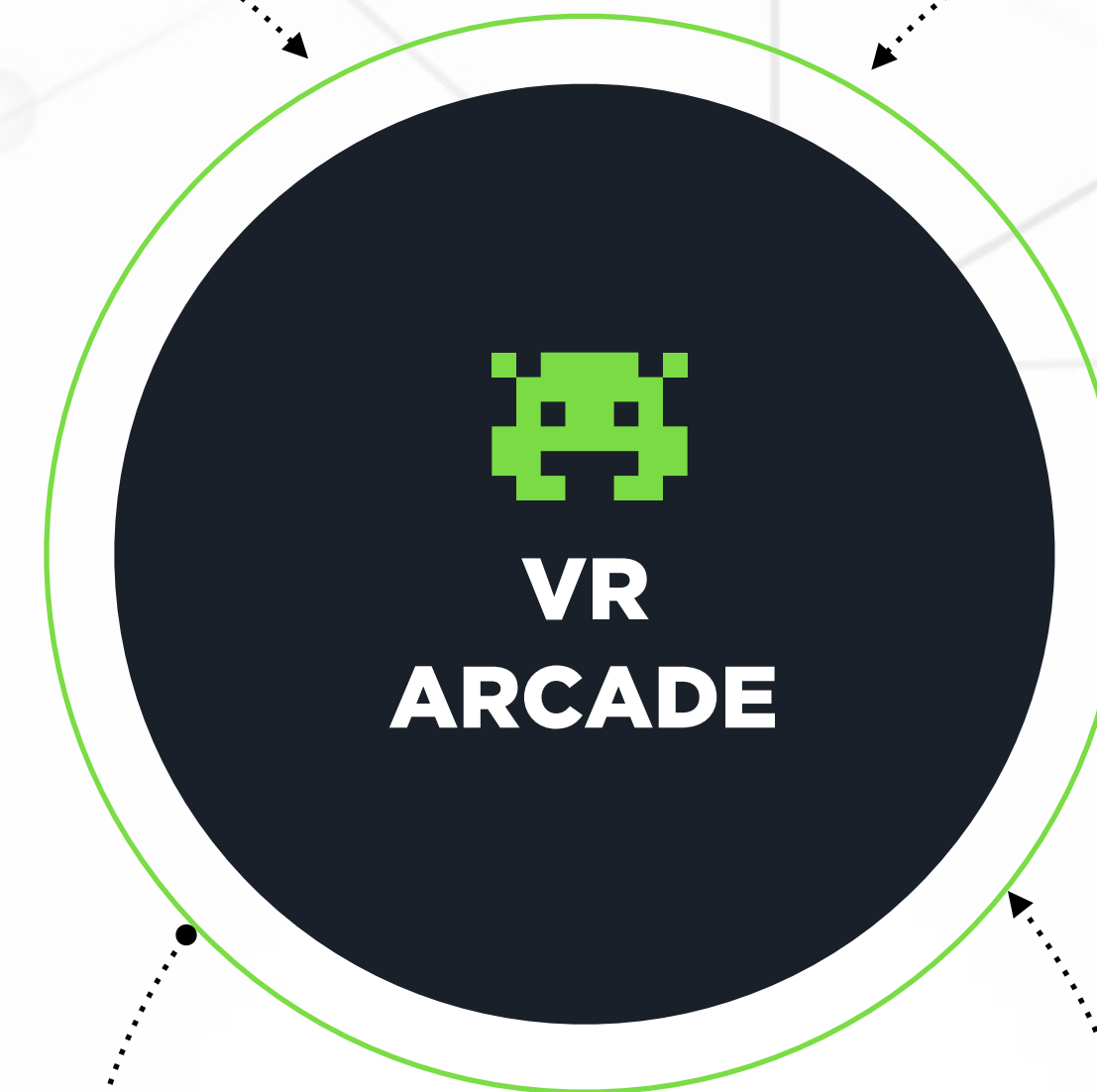
VR arcades can find commercial licenses on content distribution platforms like SteamVR or the smartVR store. No need to say that this type of collaboration is the most appreciated by developers as it is their biggest source of revenues and the processes are automated.

DEVELOPMENT STUDIOS

VR arcades can also get in touch directly with game studios who have developed the games they are interested in. They can negotiate with them directly to legally use their content. They might get VR experiences at a better price but most of all, they will be able to build a strong relationship with those who provide quality contents to run their businesses.

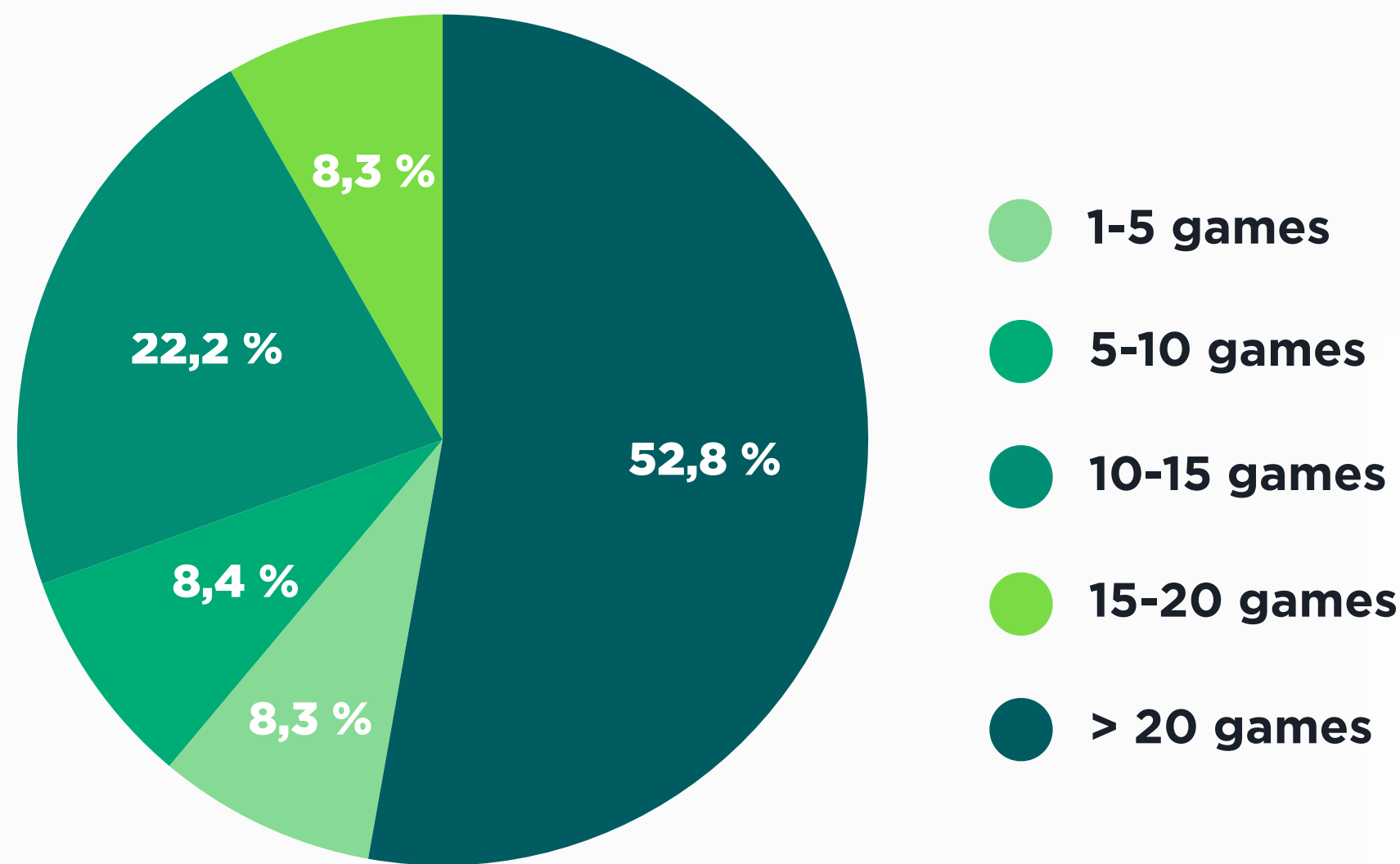
IN-HOUSE DEVELOPMENT

Last but not least, VR arcades can recruit or dedicate their teams to create their own content, or work with gaming studios to develop exclusive experiences that they will be the only ones to offer.



02.3 WHAT CONTENT SHOULD I PROVIDE IN MY VR ARCADE?

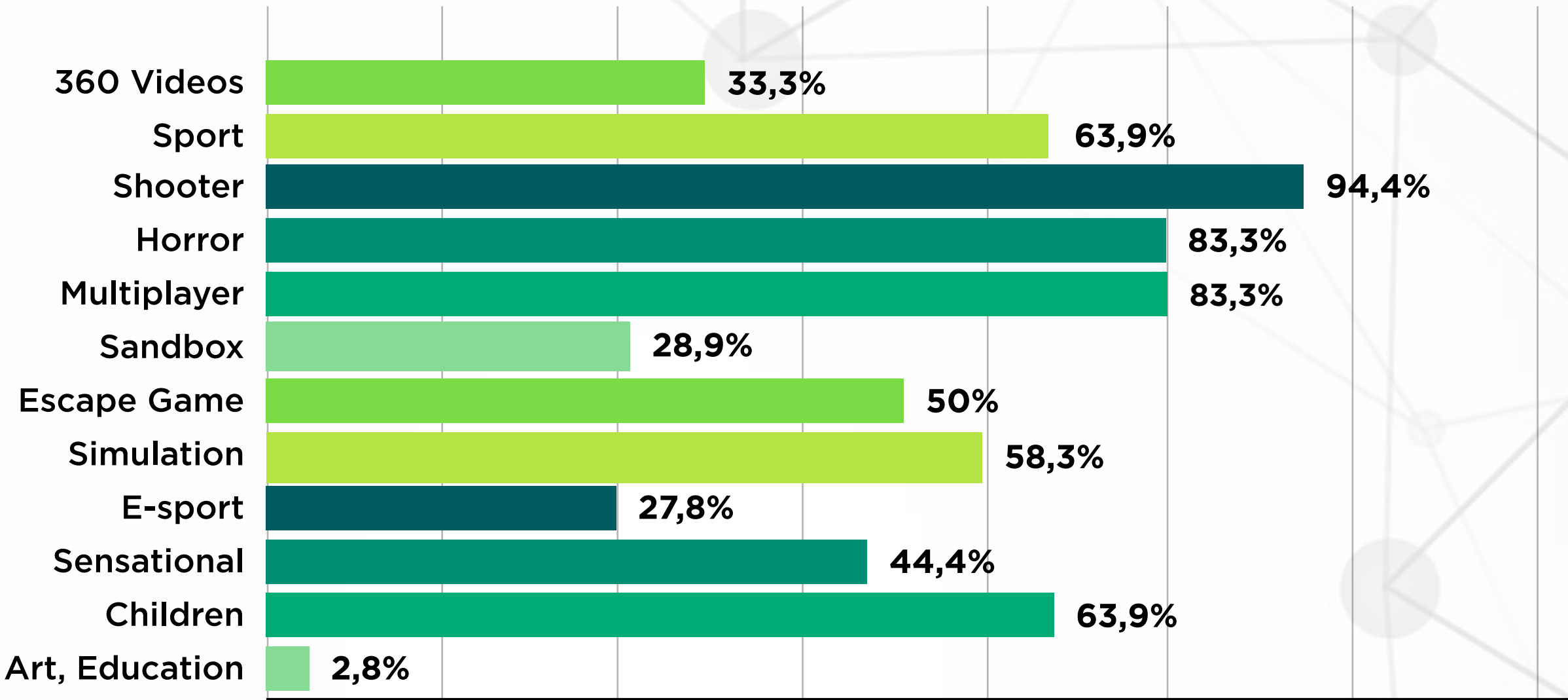
HOW MANY GAMES DO VR ARCADES PROVIDE?



More than half of the VR arcades who answered our survey told us that they had more than 20 VR experiences. Only 8,3% offer less than 5 games.

Unless you want to capitalize on one unique experience developed specifically for your VR space, diversity will make your customers come back to try other games.

WHAT ARE THE MOST POPULAR CONTENTS?



* According to our survey of more than 200 VR arcades around the world.



THE TOP 5 OF GAMES

HORROR

Undoubtedly, a VR arcade must have horror VR games. The horror category is the most immersive and the one who gives VR users the most thrilling sensations.

MULTI-PLAYER

Multiplayer games are also very popular to VR arcades' customers. They usually come in groups, to share an experience together rather than being separated in different virtual reality stations.

SHOOTER

Shooting games are amongst the most popular video game categories in classic gaming. Shooter gameplay is perfectly adapted to virtual reality and the controllers associated with VR headsets.

SPORT

Sport experiences are appreciated by the general public. Virtual reality being a technology that require users to move around, it allows them to have fun while making some exercise.

SIMULATOR

Driving or flying simulators are very appreciated by people who try virtual reality. Although they are quite an investment, they will guarantee the most immersive experience to the users.



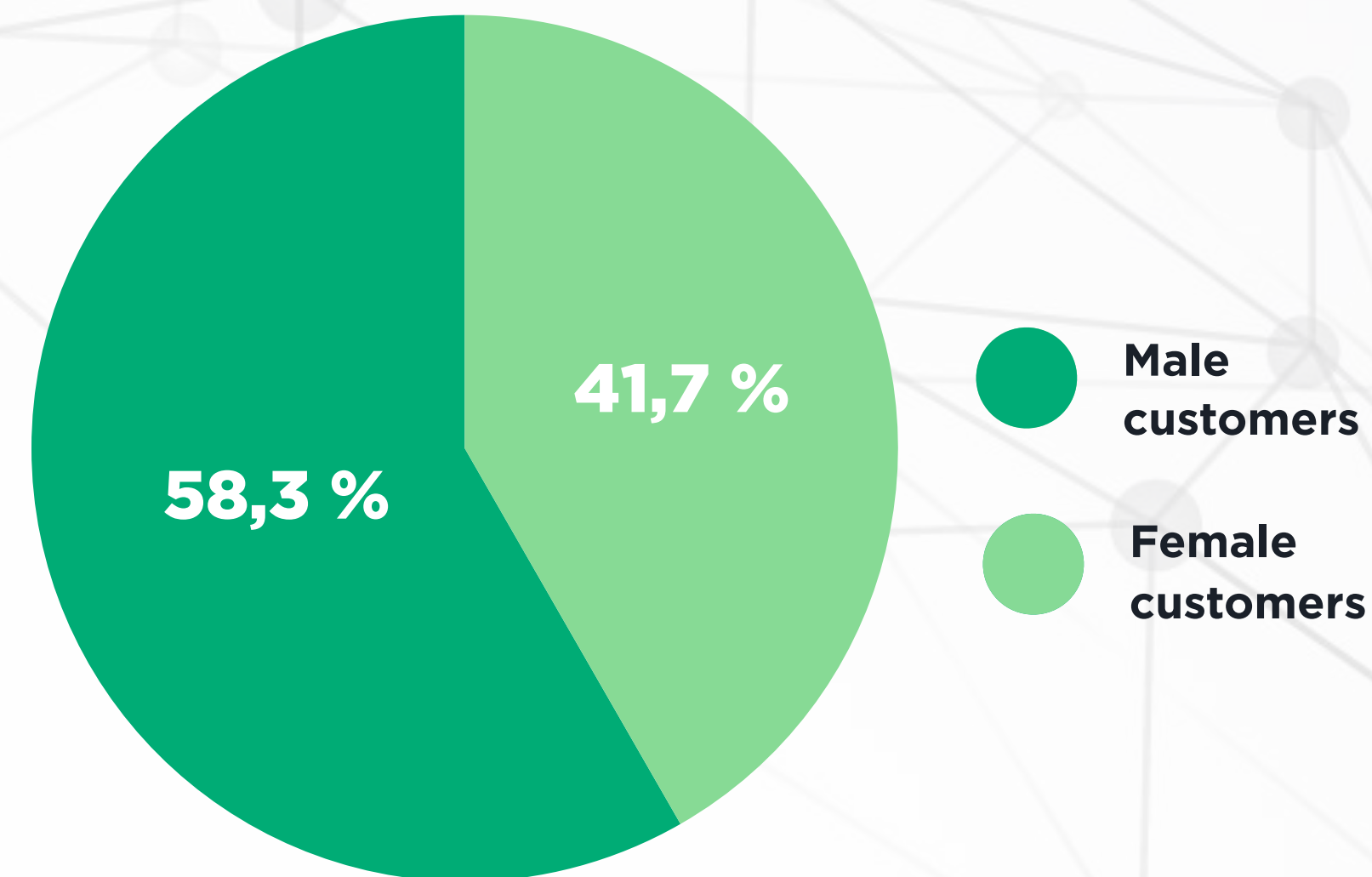
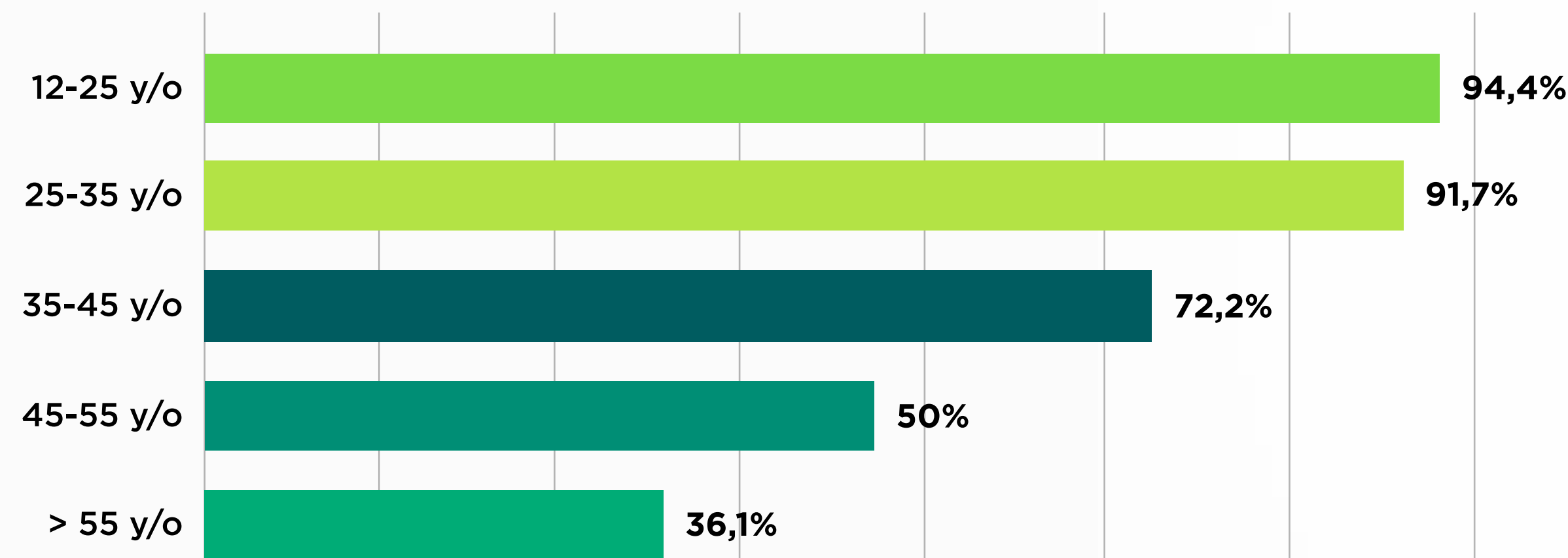
02.4 WHO ARE THE VR ARCADES' CLIENTS?

HOW OLD ARE VR ARCADES' CUSTOMERS?

Surprisingly, the young generations are not the only one to be interested in virtual reality.

Even though the majority of VR arcades' clients are between 12 and 35 years old, people who are more than 45 years old are also attracted to this technology.

Could it be the generations who have grown with traditional arcade gaming?



WHAT PROPORTION OF MALE AND FEMALE CAN WE FIND IN VR ARCADES?

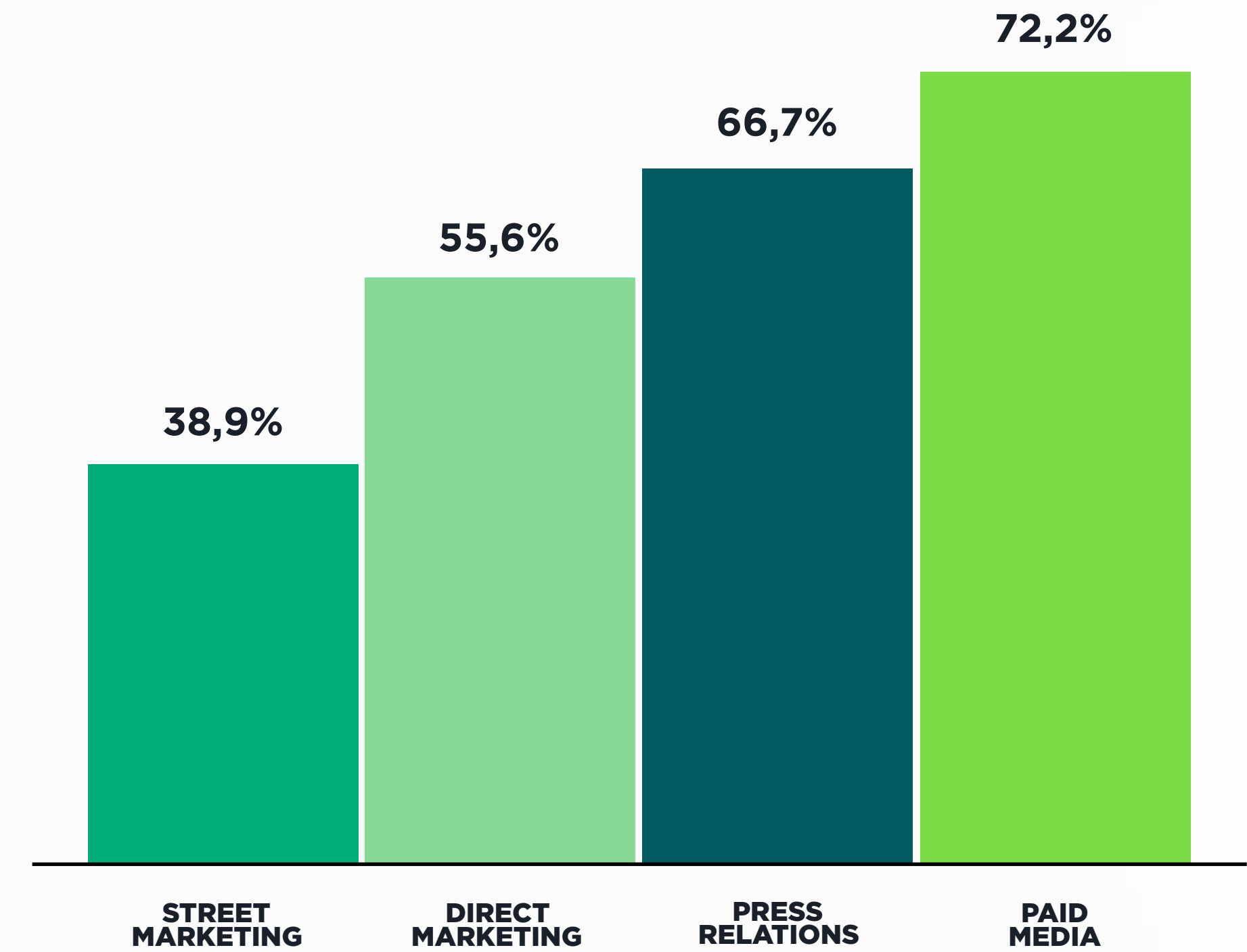
A majority of VR arcades' customers are men, but women are also highly represented (with more than 40%).

This makes sense, because the area of new technology, that was in the past strictly reserved to men, attracts more and more women, a lot of them also playing video games.

* According to our survey of more than 200 VR arcades around the world.



WHAT COMMUNICATION LEVERS DO VR ARCADES USE?



PAID MEDIA

A majority of arcades rooms use this means of communication. The objective is to get advertising on web search engines, websites and social networks to promote the VR venue.

PUBLIC RELATIONS

A vast majority of VR locations also use medias and press to get known from the general public. Specialized medias, as well as IT and gaming magazines, are privileged sources to talk about the opening of a new VR venue.

DIRECT MARKETING

Less significantly, VR rooms use direct marketing to promote their activities. Mailing is the best way to do so, with newsletters, invitations, promotions, etc. The main goal here is not only to attract an audience but also to retain customers.

STREET MARKETING

Some VR rooms use street marketing to reach their audience. The idea is to offer for exemple a simple VR experience in the streets while distributing flyers and offering promotions for the first gaming sessions.

* According to our survey of more than 200 VR arcades around the world.



02.6 WHERE TO FIND VR ARCADES?

REFERENCE YOUR VR VENUE ON SPECIALIZED WEBSITES



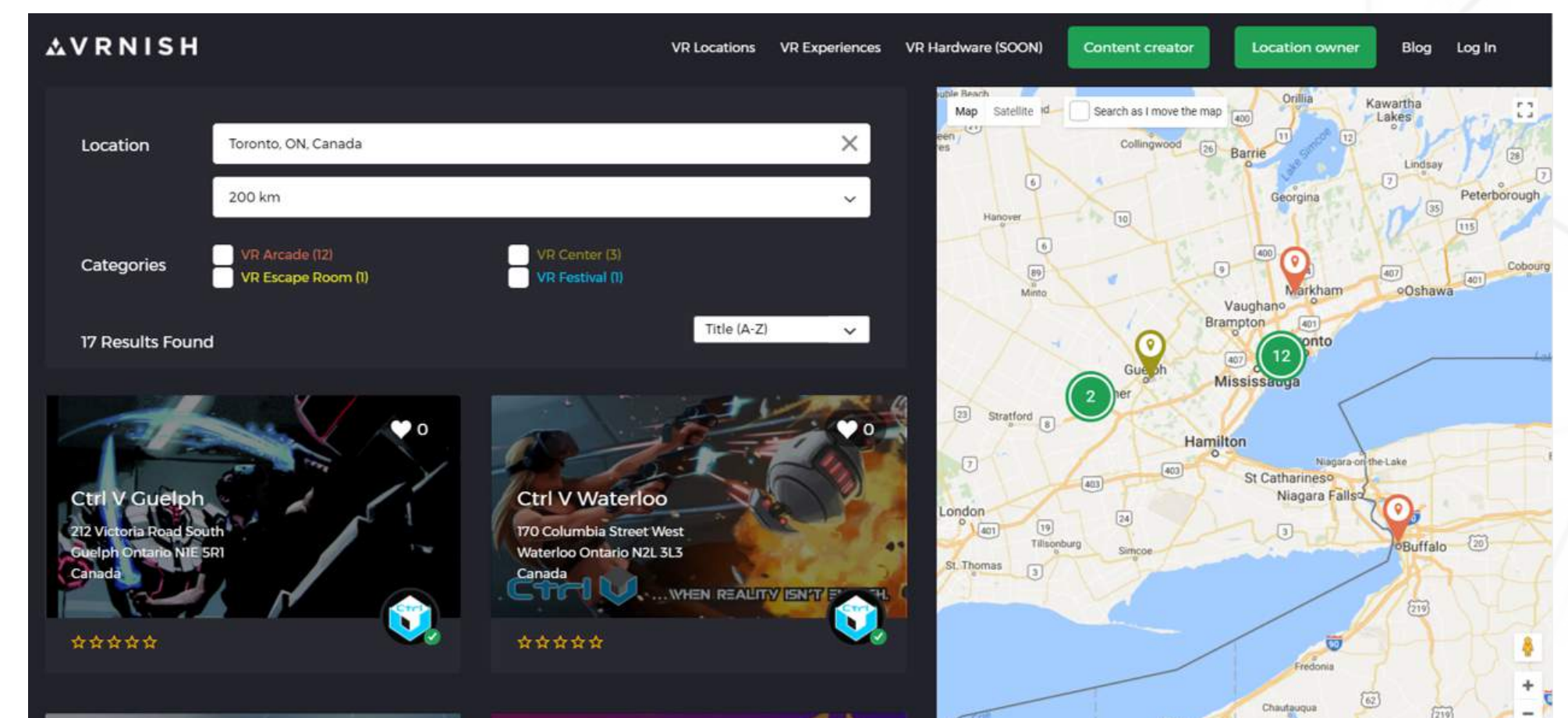
VRNISH: THE FIRST WORLDWIDE DIRECTORY OF VR LOCATIONS

VRNISH allows people to find nearest VR locations addresses, and check details : available VR experiences, from games to movies, including arty experiences ; opening hours ; customers reviews and ratings. Online reservation will be soon operating.

VR location owners, such as arcades, movie theaters, museums, escape rooms, permanent and temporary places can create and manage their own page, for free, on www.vrnish.com.

The same is offered to VR content creators, including games, fictions, arty experiences.

VRNISH already references more than 400 locations (China not included) and around 450 VR experiences.



03. _____

VR ARCADES ALL AROUND THE WORLD

* For VR spaces networks, the informations are based on the main location



03.1 MK2 VR, PARIS

MK2 VR, PARIS



MAXIME LABIERE
Director, MK2 VR

100m²
OF SURFACE

1000
VISITORS/WEEK

12
VR STATIONS

12
EXPERIENCES

50
MINUTES/SESSION

28
DOLLARS/HOUR

CAN YOU BRIEFLY INTRODUCE YOURSELF?

My name is Maxime Labière and I am the current Director of MK2 VR. Before that, I was a movie theater Manager.

WHY HAVE YOU OPENED MK2 VR?

MK2 Group has the ambition to duplicate its expertise of the film industry with virtual reality. Starting by the opening and exploitation of a first dedicated VR space hosting public.

WHAT MAKES YOUR VR SPACE SPECIAL?

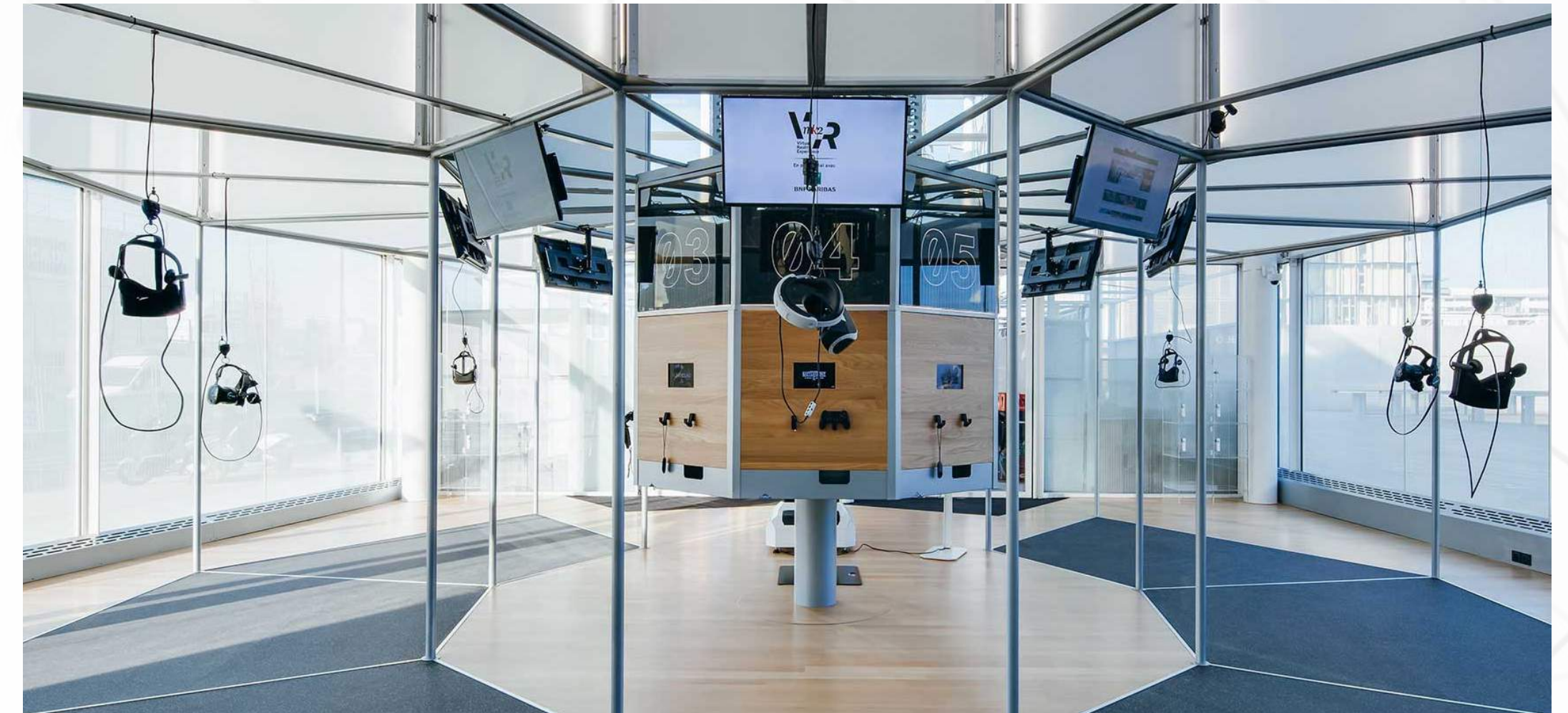
MK2 VR is an open space, on the city as well as its interior design, with a unique concept: offering a collective experience to its visitors that can be lived together, through the prism of virtual reality. We do a big work on programming so we can renew our VR room regularly.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

An instantaneous immersion and a powerful emotional potential for the entertaining and cultural side of virtual reality. Infinite possibilities for other fields of application such as medicine, training, education... VR's weakness are exactly the ones we try to fight at MK2 VR, with success: virtual reality is not necessarily isolating or dehumanizing.

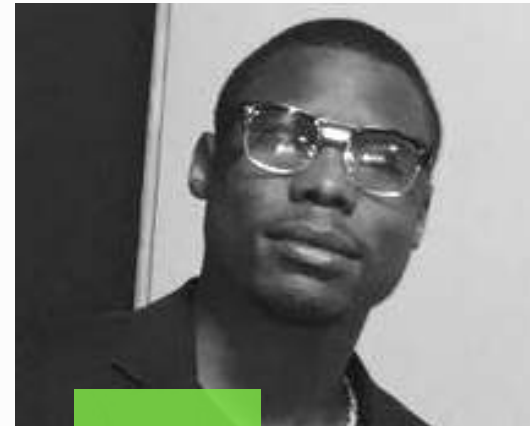
IN YOUR OPINION, WHAT IS THE FUTURE OF VR?

I think VR won't be independent anymore, but that it will merge with other technologies



03.2 FUTURIST GAMES, BRUXELLES

FUTURIST GAMES, BRUXELLES



MASY ADJOUA
Founder,
Futurist Games

200m2
OF SURFACE

1000
VISITORS/WEEK

5
VR STATIONS

19
EXPERIENCES

60
MINUTES/SESSION

35
DOLLARS/HOUR

CAN YOU BRIEFLY INTRODUCE YOURSELF?

I am Masy Adjoua, passionate about virtual reality and founder of Futurist Games, a space dedicated to VR based in Brussels.

WHY HAVE YOU OPENED FUTURIST GAMES?

The activities that are available in the city tend to be repetitive and redundant. This is why we decided to innovate and create a place where people could gather between friends and family.

WHAT MAKES YOUR VR SPACE SPECIAL?

At Futurist Games, we have done everything possible to offer a quality experience, regarding the design of our virtual reality space and the reception of our customers. Above all, we have neatly selected the contents we offer them. What we wish the most is that every single person who visits us leaves with a memorable memory and the will to come back.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

The true strengths of virtual reality lie on its fields of application. Thanks to it, we can treat people's phobias or accelerate learning processes for instance. Virtual reality is not, unlike what a lot of people still think, only meant for gamers. It remains difficult though, despite more and more contents, to find quality content.

IN YOUR OPINION, WHAT IS THE FUTURE OF VR?

To me, the adoption of virtual reality by the film industry is the next step.



03.3 DNA VR, LONDRES

DNA VR, LONDRES



ALEXANDER TSYURUPA
Founder, DNA VR

120m2
OF SURFACE

200
VISITORS/WEEK

10
VR STATIONS

30
EXPERIENCES

60
MINUTES/SESSION

47
DOLLARS/HOUR

CAN YOU BRIEFLY INTRODUCE YOURSELF?

My name is Alexander Tsyurupa, I am one of the Founders of DNA VR. Graduated from quite a traditional university, worked in a couple of industries with a focus on management consulting.

WHY HAVE YOU OPENED DNA VR?

We started with an idea of Escape rooms which we love ourselves. We came across a couple of VR Escape room experiences and after some primary research, we realized that London does not have any permanent dedicated VR spaces.

WHAT MAKES YOUR VR SPACE SPECIAL?

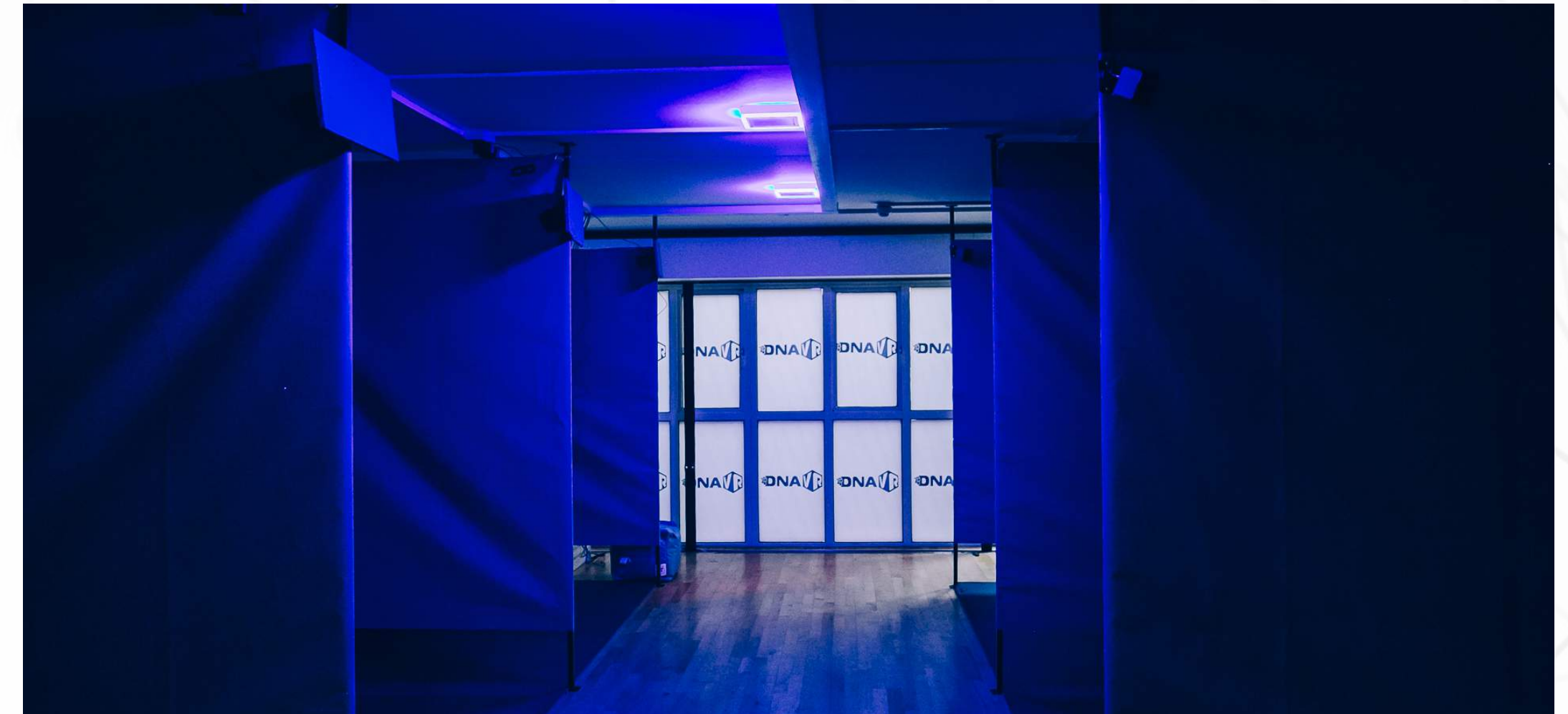
VR businesses that I have seen so far (except for the void and similar) rarely allow 4-6 people to play the same game together at the same time rather than watch each other. We knew from the beginning: we wanted our customers to come in groups and to play in groups. They can each do their own thing afterwards but nothing really compares to their emotions when they first see each other in VR.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

Virtual reality offers real emotions to the players, but also to people who are not used to play video games. Moreover, it allows them to do things they will never be able to do in their daily lives. The weakness of the technology is that any technical issue immediately ruins the user's experience and that the headsets are not very practical to use. A lot of people are still afraid to put an electronic device on their face.

WHAT IS THE FUTURE OF VR?

It's really hard to predict. Price drops show that both Oculus and HTC want the consumers to purchase these for themselves. I can't see too many people buying an expensive headset and a gaming PC. The cheaper versions might have a chance of becoming more mainstream, though the experience with Gear VR and similar is far from what vive and oculus have to offer.



03.4 HOLOCAFÉ, DÜSSELDORF

HOLOCAFÉ, DÜSSELDORF



SEBASTIAN KREUTZ
Co-founder, Holocafé

600m²
OF SURFACE

300
VISITORS/WEEK

22
VR STATIONS

26
EXPERIENCES

30
MINUTES/SESSION

33
DOLLARS/HOUR

CAN YOU BRIEFLY INTRODUCE YOURSELF?

My name is Sebastian Kreutz and I am CEO and co-founder of the Holocafé franchise. I was previously working in the games industry for several years at Ubisoft Blue Byte.

WHY HAVE YOU OPENED HOLOCAFE?

When we first experienced room-scale VR and motion controllers, we knew this was a game changer. But at the same time, most users would not have the space or funds at home for the best experience. It was logical to provide a space for the games.

WHAT MAKES YOUR VR SPACE SPECIAL?

We are creating so-called common-space experiences tailored for arcade sessions where up to four players share the same physical and virtual space. This allows for social experiences whilst keeping the entrance fees low by using the Lighthouse tracking system. In the future, we'll add larger spaces and motion simulators, again with a focus on multiplayer. At the same time, our venues are locations for geeks and gamers to just hang out together.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

The major strength is the sense of immersing completely in a fantasy world like no other medium can provide. Especially if you can share that experience with friends. The major weakness is the locomotion issue that restricts the sense of exploration by restricting the user's movement to avoid motion sickness.

IN YOUR OPINION, WHAT IS THE FUTURE OF VR?

The next step will be higher pixel density displays and improved ergonomics, probably hand in hand with further wireless technologies that support the higher resolutions.



03.5 ANVIO VR, MOSCOU

ANVIO VR, MOSCOU



SERGEY SHAKHOV
CCO, ANVIO VR

220m2
OF SURFACE

450
VISITORS/WEEK

5
VR STATIONS

1
EXPERIENCES

50
MINUTES/SESSION

30
DOLLARS/HOUR

CAN YOU BRIEFLY INTRODUCE YOURSELF?

Hello! My name is Sergey Shakhov, I'm the CCO at ANVIO VR.

WHY HAVE YOU OPENED ANVIO VR?

What market held at the time ANVIO was founded was not exactly what we expected it to be. The VR attractions that were available at that time didn't provide players with the immersion people sought. We saw that the technology shown in sci-fi cinema was finally within our grasp. So we decided to make it available to everyone.

WHAT MAKES YOUR VR SPACE SPECIAL?

We're currently the only commercially available system with Full-Body Tracking. Our clients are able to freely move any part of their body and have that immediately be reflected in the virtual space. Our customers can make gestures at each other, signaling whether to advance or hold back, they can hold hands in order to help their friends cross bridges at gaps, or just wave. In general, it creates for an incredible level of immersion.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

The biggest strength of VR is its ability to create immersive experiences. A lot of our customers spend a good 10 seconds to look in disbelief around the game area where they've been running for half an hour. The biggest weakness of VR to me, is its accessibility terms of price and amount of hardware required for an experience of this scale. Although this is undoubtedly something we will see immensely improved in the near future.

IN YOUR OPINION, WHAT IS THE FUTURE OF VR?

VR will definitely become a huge part of the location-based entertainment industry. As it becomes more accessible, I'm certain we'll be seeing more and more advanced systems and most importantly, better and more exciting games with new possibilities.



03.6 CTRL V, ONTARIO

CTRL V, ONTARIO



Robert Bruski
Co-founder Ctrl V

4000m2
OF SURFACE

800
VISITORS/WEEK

20
VR STATIONS

60
EXPERIENCES

60
MINUTES/SESSION

25
DOLLARS/HOUR

CAN YOU BRIEFLY INTRODUCE YOURSELF?

My name is Robert Bruski and I am the CFO and co-founder of Ctrl V Virtual Reality Arcade the first VR arcade in North America and expanding around the world.

WHY HAVE YOU OPENED CTRL V?

With the broad emergence of VR and it’s availability to the general consumer, we knew that there would be an opportunity to help introduce the technology to the world and facilitate the growth of the industry.

WHAT MAKES YOUR VR SPACE SPECIAL?

Ctrl V is a unique arcade where patrons of all demographics can take control of their experience and truly visit other words in an atmosphere that is fun and professional, with helpful staff, clean facilities, and meticulously chosen content.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

We have great relationships with all of our developers and hardware providers which leads to an offering that is superior to any one of our competitors. When this is coupled with a great staff and refined facility, it is evident that our entire offering is our greatest strength. Our biggest weakness is the legitimacy our offering – too many competitors are pirating content and operating without appropriate permissions. This is the weakness of the entire industry as well.

IN YOUR OPINION, WHAT IS THE FUTURE OF VR?

VR will grow to be more immersive with each new development eventually leading to mass adoption.



03.7 VR WORLD, NEW YORK

VR WORLD, NEW YORK



Jonathan Elkoubi
Head of Business Dev.,
VR World

2000m²
OF SURFACE

n/a
VISITORS/WEEK

50
VR STATIONS

35
EXPERIENCES

6
MINUTES/SESSION

39
DOLLARS/2 HOURS

CAN YOU BRIEFLY INTRODUCE YOURSELF?

I'm the head of Business Development for VR World, the first of a series of unique spaces dedicated to Virtual Reality in North America. Our first space and flagship is in the heart of New York City.

WHY HAVE YOU VR WORLD?

The idea started with a pop-up shop project which became elaborate. And VR is addictive: once you start tinkering with VR, there is no coming back; on the contrary, you want to push the experimentation. Or at least that's how it is at VR World and that's what motivated us to "go big".

WHAT MAKES YOUR VR SPACE SPECIAL?

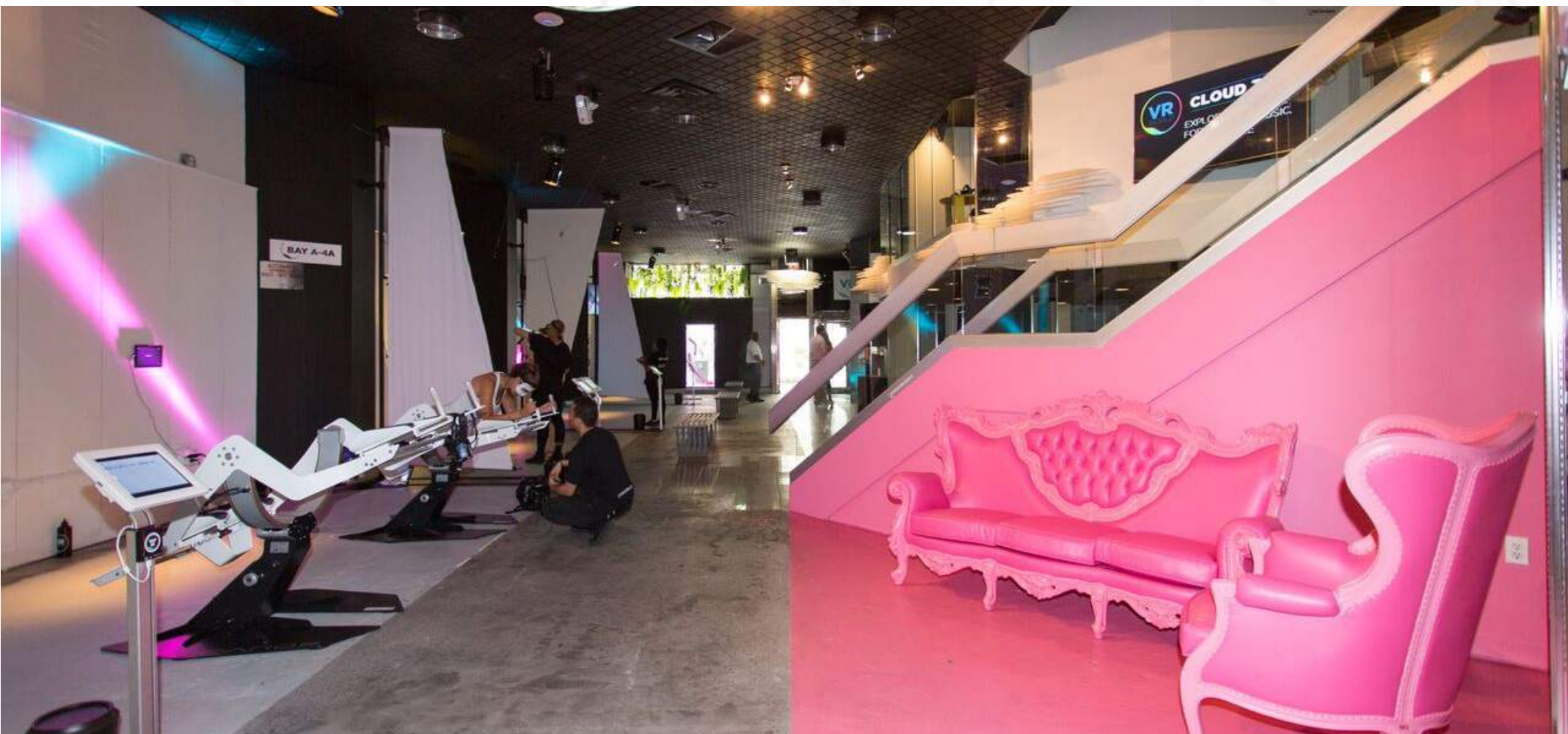
Everything! Prime real estate (we are steps from the Empire State Building), massive open spaces, palooza of experiences to try, dedicated instructors to guide you through every step of the way, hardware prototypes, exclusive content, and "VR Bar". No other place offers an initiation to Virtual Reality like we do.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

There is finally some real mainstream push and support for more hardware and for some content but we are still a few years away from having VR becoming part of the at-home entertainment. It's also still suffering from the stigmata of being some contraption meant for gamers instead of being looked at as a more evolved mean to consume multimedia in general.

IN YOUR OPINION, WHAT IS THE FUTURE OF VR?

The VR "community" benefits from places like VR World to slowly but surely penetrate the home market.



03.8 VR JUNKIES, OREM (UTAH)

VR JUNKIES, OREM (UTAH)



McKay Christensen
Co-founder, VR Junkies

200m2
OF SURFACE

1000
VISITORS/WEEK

10
VR STATIONS

70
EXPERIENCES

15
MINUTES/SESSION

40
DOLLARS/HOUR

CAN YOU BRIEFLY INTRODUCE YOURSELF?

I am one of the owners of VR Junkies which is the oldest and largest VR arcade chain in the US.

WHY HAVE YOU OPENED VR JUNKIES?

We played a Vive early on before they were available for sale and were blown away. The price to own one was obviously going to be an issue for people so we decided we would try doing an arcade and see if people would be interested in playing. They were.

WHAT MAKES YOUR VR SPACE SPECIAL?

We have excellent staff and customer support. Our staff help out customers with game selections, training, and any and all questions related to VR. We believe that a great VR experience starts with excellent customer interaction and support. Our software is also very special and allows our facilities to track game time, customer interactions, promotions, and much more.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

I will speak to the current industry rather than VR in general. It is an incredible technology and the current version is really executed very well. People are always amazed by the experience. The tether is by far the biggest complaint. Backtops are available but also a pain to use. We are looking forward to wireless.

IN YOUR OPINION, WHAT IS THE FUTURE OF VR?

Multiplayer, area scale, and a heavy push into the MMO and e-sports spaces.



03.9 DREALITY, HONG-KONG

DREALITY, HONG-KONG



Kevin Lau
Founder, Drealty

1300m²
OF SURFACE

200
VISITORS/WEEK

6
VR BAYS

n/a
EXPERIENCES

180
MINUTES/SESSION

6
DOLLARS/HOUR

CAN YOU BRIEFLY INTRODUCE YOURSELF?

Kevin Lau, a local gaming YouTuber(LKNim). I Founded Drealty Limited after graduation of Automotive Engineering.

WHY HAVE YOU OPENED DREALITY?

Both me and my partners are enthusiast gamers. We realize that most of the Hong Kong people don't have the recommended room scale play area(4x3m) at their home, there is demand so we started this business.

WHAT MAKES YOUR VR SPACE SPECIAL?

We're the only VR center in Hong Kong which has realtime preview Mixed Reality setup, player's friend have a better understanding of what is VR, before their first experience. Also they can take away the MR video if they want, to share on social platform such as Facebook to their friends.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF VR?

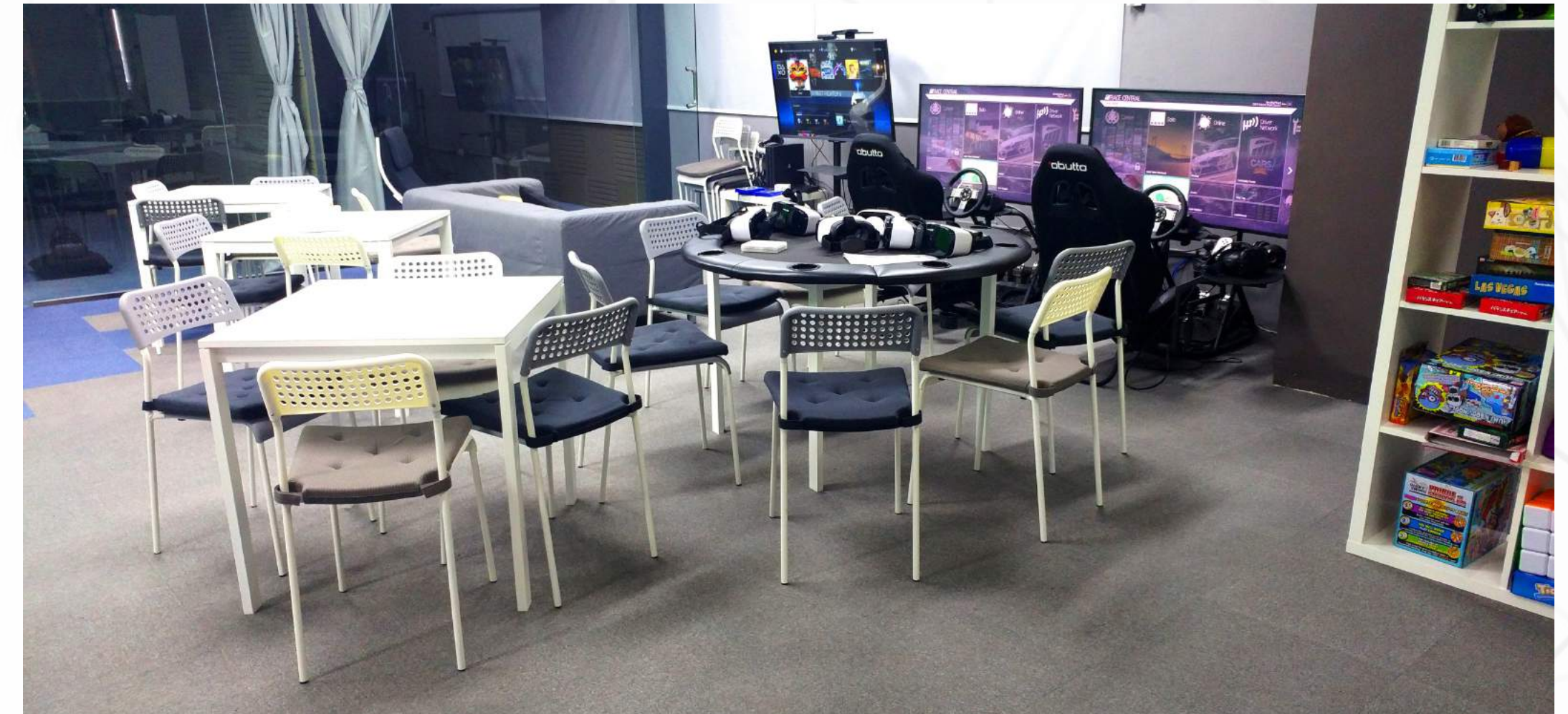
VR is strong in letting people to do something impossible in real life such as flying and fall without damage. The weakness would be that we can't completely get into the virtual world, we still need to take off the VR headset to eat and do rest of the daily things.

IN YOUR OPINION, WHAT IS THE FUTURE OF VR?

To be more mature, more immersive, the current generation of hardware that comes with a lot of limitations.

ADDITIONAL QUESTION: HOW IS THE VR MARKET IN CHINA?

Virtual reality is now widely spread and really common, many of the people know what VR because a lot of companies offer VR at an affordable price.



04. _____

HOW TO OPEN A SUCCESSFUL VR ARCADE





04. HOW TO OPEN A SUCCESSFUL VR ARCADE



CONSTANTLY WATCH TECHNOLOGY EVOLUTIONS

Virtual reality is a technology that evolves very quickly. New headsets, new contents and new accessories are frequently released so that it is not easy to always be up-to-date. If you want to have a sustainable business, to stand out from competition and anticipate VR democratization among the general public, we invite you to make a point of offering the most immersive experiences to your customers, with multi-sensory equipments. Return on investment guaranteed!



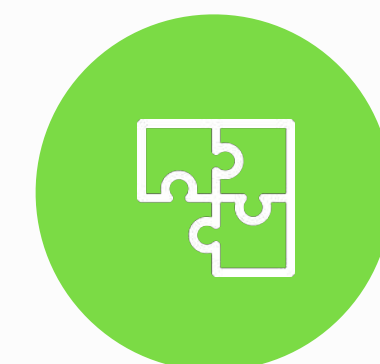
KEEP YOUR SPACE CLEAN AND TRANSFORM YOUR EMPLOYEES INTO VR EXPERTS

Your clients' experience starts way before they put on their virtual reality headsets and immerse themselves into the virtual world. No need to say that you must welcome them in a clean and comfortable space. You also have to take time to train your employees so they can answer any question related to VR that your customers might have. Doing so, they will leave your arcade room with a memorable experience, but also a better knowledge of this technology, that they will want to improve by your side.



OFFER AS MANY MULTIPLAYER EXPERIENCES AS POSSIBLE

Contrary to tradition arcades rooms, only a few people go alone to VR locations. Our survey has highlighted that VR consumers go to VR venues in groups. They can split to enjoy individual VR content, but their experiences will be all the more memorable if they can live it together.



PROVIDE SIMPLE, ADAPTED AND VARIOUS CONTENTS

You have understood it, the VR arcades audience is eclectic and not always familiar with gaming. So, we advise you to offer different types of content, adapted to ages, genders, centers of interest... Keep in mind that all VR experiences are not that easy to take in hand, especially the ones that have been developed for VR headsets' owners. A player that would spend all his session trying to figure out how to play would leave with a negative memory and might not come back.



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OCTOBRE 31, 2017**

To sign the end of summer, the arrival of fall, of rain and dead leaves, we wish to offer virtual reality users a way to escape in the virtual universe of their choice.

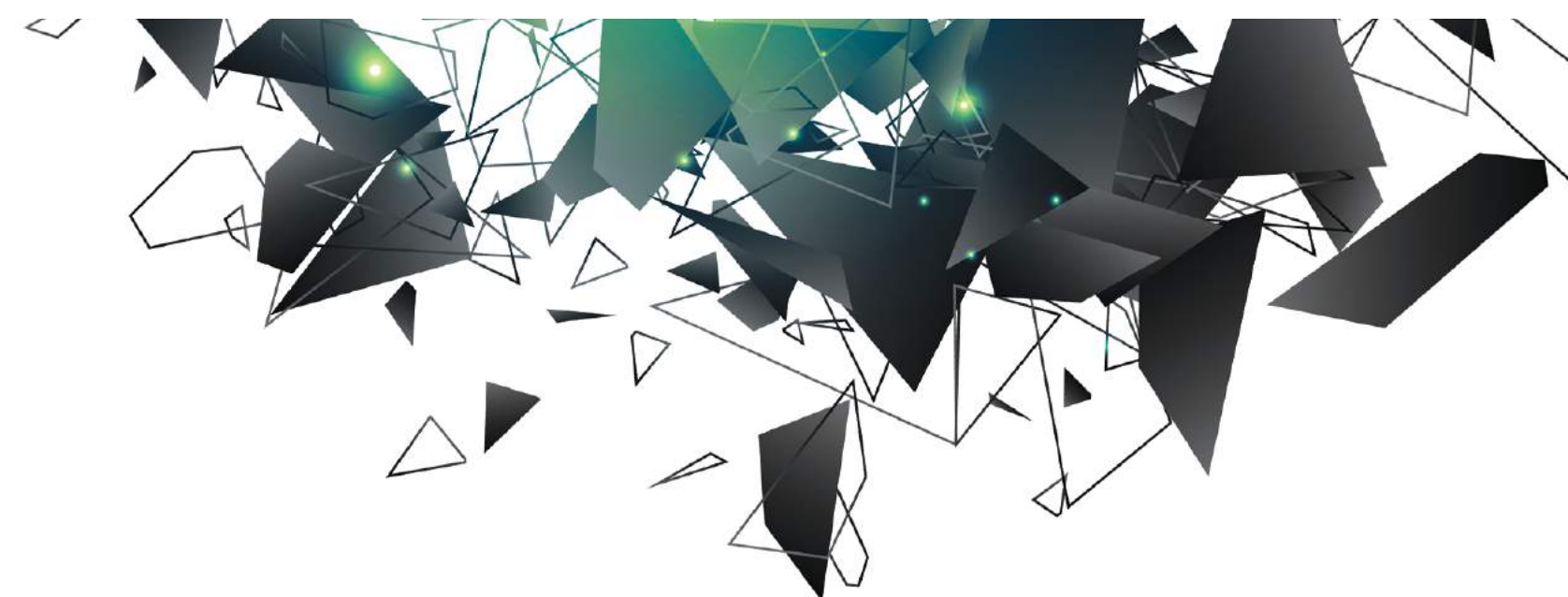
We offer you a promotional code that will give you access to a lifetime discount of 50% to every licenses created before October 31, 2017. After your free month trial free of engagement, your monthly payment will be reduced by half, for the rest of your exploitation.

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THANKS FOR READING
SEE YOU SOON!