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THE STATE OF VIRTUAL REALITY

VR is essentially a computer-generated simulation of a three-dimensional image or environment that can be can be explored and interacted with by the user in a seemingly real way using a specialized VR display device called a head mounted display (HMD).

TYPES OF VIRTUAL REALITY (VR)



Traditional VR

An example of traditional VR is through video games like PlayStation VR where you interact in an immersive experience by moving a character or object through a completely generated environment.



Augmented Reality (AR)

AR allows you to see the physical outside world through your headset, and you add computer generated graphics in that headset.



Mixed Reality (MR)

MR typically describes the ability to visualize and manipulate virtual 3D objects in a physical real-world setting.

HOW BUSINESSES ARE APPLYING VR TECHNOLOGIES: VR FORECAST 2014-2020

ABI research estimates that the VR market for hardware is projected to be \$45B by 2020, while the software market is projected to grow to \$35B



VR is used for battlefield stimulation to enable soldiers to learn how to react in an appropriate manner for combat situations or other dangerous settings without the risk of serious injury or death.



In London's Westfield mall, customers use headsets to interactively experience the latest fashion collections.



Marriot Hotels provides their Vroom Service VR app that allows you to view and experience select travel destinations including Chile, Rwanda, or Beijing.

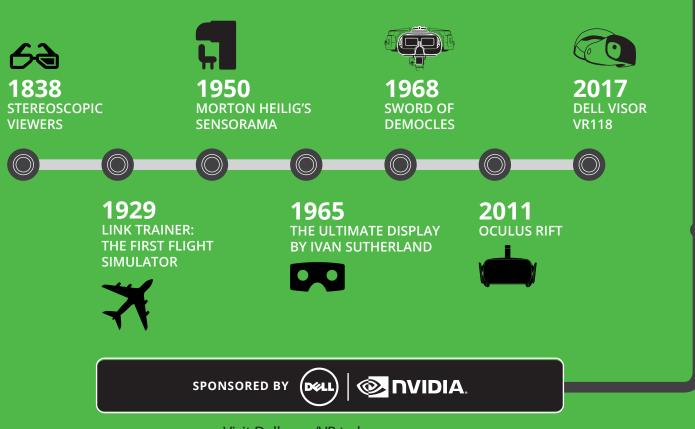
18.5% HEALTHCARE

VR is used as a diagnostic tool in conjuction with other technologies like MRI scans to enable doctors to better diagnose patient issues. In many cases, VR can improve the outcomes of surgical procedures.

35.5% -

Product design teams can place themselves inside large products like planes, trains and automobiles to experience a more intuitive perspective of the model, which can help improve designs. In addition, training workers on assembling products in VR prior to taking on the physical task can lower costs and save time.

A BRIEF HISTORY OF VR



Visit Dell.com/VR to learn more.