CS213
Creating Great VR:
From Ideation to Monetization

Aaron Davies
Week 3 (April 18):  
*Identifying Technology Strengths and Opportunities*

Goal: Discuss the role of content in advancing new mediums. Review practical case studies drawn from various technology platforms. Identify new technology value propositions, expectation variables, and adoption factors at industry and consumer levels.
Content Drives Adoption
Personal Computer
# VisiCalc

![VisiCalc Spreadsheet](image)

<table>
<thead>
<tr>
<th>ITEM</th>
<th>NO.</th>
<th>UNIT</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUCK RAKE</td>
<td>43</td>
<td>12.95</td>
<td>556.85</td>
</tr>
<tr>
<td>BUZZ CUT</td>
<td>15</td>
<td>6.75</td>
<td>101.25</td>
</tr>
<tr>
<td>TOE TONER</td>
<td>250</td>
<td>49.95</td>
<td>12487.50</td>
</tr>
<tr>
<td>EYE SNUFF</td>
<td>2</td>
<td>4.95</td>
<td>9.90</td>
</tr>
</tbody>
</table>

**SUBTOTAL** 13155.50

9.75% TAX 1282.66

**TOTAL** 14438.16
1. Introducing WordStar

WordStar is highly flexible and very visible. Watch the screens as you give commands, and information in various parts of the screen will guide you. You won’t see all the information all the time, but it will be there when you need it.

WHERE YOU ARE

The seven WordStar menus are your greatest aids. They are like signposts at the top of your screen, showing you where you are.
Microsoft Windows
AOL
Examples: Location vs Home-Based Entertainment
Pong, Pac-Man, Donkey Kong
Pong, Pac-Man, Donkey Kong
Super Mario Bros
Halo: Combat Evolved
Identifying Platform Advantages
Oculus VR Jam (2013)
Winners (“Open Call” Category)

- **Grand Prize: Ciess**
  - E McNeill

- **3rd Place: Sight Line**
  - Tomas Mariancik

- **2nd Place: Dumpy**
  - Brian Schrank

- **Honorable Mention: Dreadhalls**
  - Sergio Hidalgo
Ciess
Dumpy
Sightline
Dreadhalls

Dreadhalls
(Milestone 2 footage)
Winners (“Selected Developers” Category)

- **Grand Prize: Virtual Internet Hacker**
  - Lau Korsgaard

- **3rd Place: Elevator Music**
  - Julian Kantor

- **2nd Place: Nostrum**
  - Robert Yang
Virtual Internet Hacker
Nostrum
Elevator Music
Oculus VR Jam (2015)
Winners

SteamCrew VR
Collaborative 3D chess and maintain your alien submarine! (Shihe hitori) (Shihe avoidon)
Aurten Karber

Daydream Blue
A game about you, a pet robot, and a компании by the lake.
Horie Hoogland

DRIFT
DRIFT is the first full 3d simulator for VR.
Ali Batty & 1 other

Neumig VR
Co-op tabletop game, the Operator guides the Runner in the simulation.
Kevin Tsang & 2 others

PhaseShift
A mind-bending platformer with dimension-shifting puzzles.
Chris Johnson & 3 others

Polo
Polo is an asymmetrical game of cat and mouse developed for the Gear VR.
Marc Hansen

Double Destruction
Search together and get your friends to protect you & fight the evil
Kala Gosse & 1 other

Blind Swordsman
You are a blind swordsman. You can't move. You can't attack. (Seer carefully).
Scott Learner

Maiden Chaos VR
Die the eyes in the sky as you navigate your operator through even of
Void Way

Bazaar
Fly on a magic carpet through the mystical land of Bazaar. collecting
Jeff Gates & 4 others

Scorched Battalion
Shy tank to destroy the landscape of a devastating wipe in a turn-based
Daniel Fawson & 1 other

Panopticon
Watch or be watched, a warden simulation for Gear VR.
Louis Gledhill & 2 others

Audio Arena
Player vs music
Yonick van Ylat

Wendy
A comfortable VR adventure where you have fun exploring and interacting with
Dmitry Kucherenko & 1 other

Atop The Wizard's Tower
Control the elements to keep the house of wizard named casting
James Scott

Captain Clark Adventures
Captain Clark Adventures is a Point & Click game where you play a medieval
Oedibose

TECHNOLOUS: THOUGHT CHIP
You are Big Brother's eyes and ears. (Watch the world before it)
Blair Hoenau & 1 other

The Bouncinators
If you're not on the list, you're not coming in.
Stef Kergan & 2 others

The Night Cafe - An immersive
What did the world look like through
Van Gogh's eyes? Enter into his
Mat

Colosse: A Story in Virtual
Colosse: A story of realism, panopticonic adventures in ancient
Hina Pithon & 7 others

Along the Trail
Walk through an intimate data portrait of yourself
Louis Gledhill & 3 others

Soundscapes VR
Create electronic music, alone or with randomly selected people from all over the
Dmitry Kobl

Speech Center
Public speaking virtual trainer
Dmitry Kobl

DM2: Memories of no man's
A documentary experience where you discover and understand the Homo
Hayvan HAVON

House of Languages
New way to learn languages with rift and audio, make fun and beat
Master Bibleplay

Neo2: The Universe
Experience the world we live in through elementary particles to the vast
Tommaso Maranico & 3 others

Tana Pura
A cosmic light sculpture
Mike Tucker
SteamCrew
Panopticon
Daydream Blue
Phase Shift
Blind Swordsman

THEY COME TO KILL YOU
LISTEN VERY CAREFULLY
TAP TOUCHPAD TO STRIKE
The Night Cafe
Speech Center
Tana Pura
NeoS: The Universe
Stand-Outs
ALONE
Lucky’s Tale
Bullet Train
Toy Box Demo
End