



# Mass Virtual Reality Marketing is no Rocket Science



**MR. CARDBOARD**

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# #1 IN EUROPE FOR CUSTOM BRANDED VR VIEWERD



2.200.000+  
POP! CARDBOARDS  
hand-made

500+  
B2B clients  
satisfied

17.000+  
Consumers  
world-wide reached

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# Inspire to try VR for real, play around and create great ideas

What is VR?

What is mobile VR / Google Cardboard?

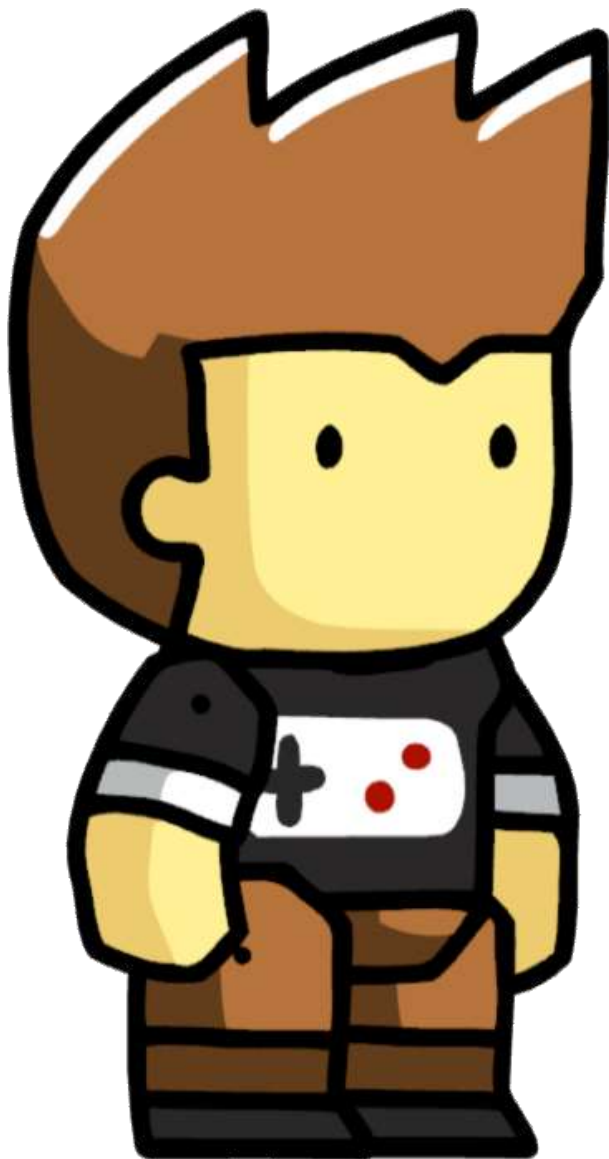
Why is mobile VR the future?

What is important for a great VR concept?

What can I do today?

Where do I get ideas?

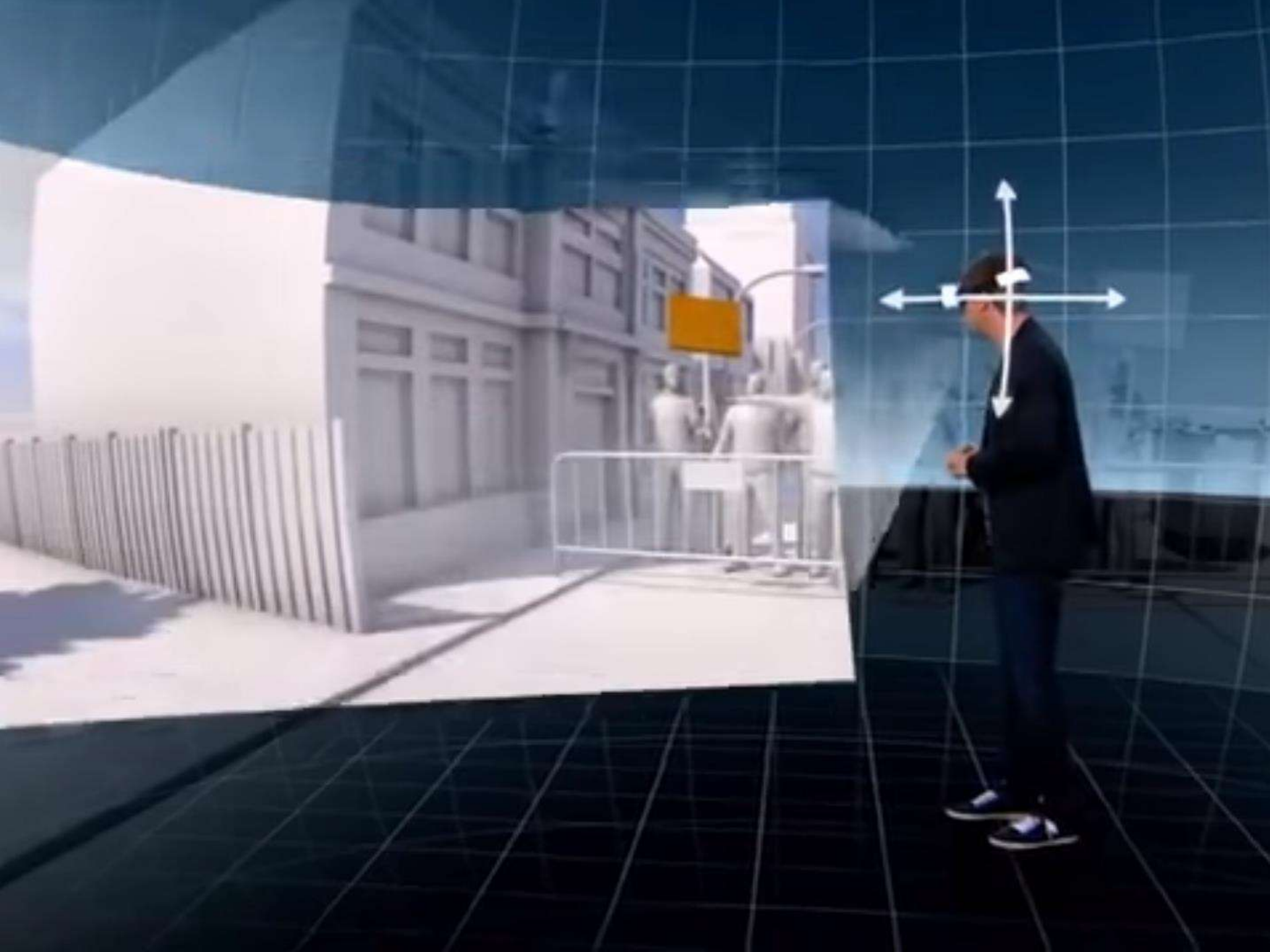
What is  
Virtual Reality?













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Virtual Reality











tvorí

Expr

Reality



# What is Virtual Reality?

- Have to be tried
- VR  $\neq$  only 360°
- Movement within the world
- Interaction with what is around you
- Value: “If it (game, app, ...) is possible to be made without VR, it's probably not good enough!”



What is  
Mobile VR  
(Google Cardboard) ?

## Thank you!

Thank you for coming by! You probably know what a Google Cardboard is, you may have used it before, or you maybe are totally new to this. To give you the best start we composed a small selection of apps that are worth to try and give you a the best idea about Google Cardboard. Please also visit our Workshop on the day 2 at 3 PM at TIGHA 2.

First please download the Google Cardboard App below and scan with the app the QR-code on your NEXT16 Cardboard to set your phone up.

### 1. Download Google Cardboard App



### 2. Scan QR-code with Google Cardboard App



## APPS TO TRY



#### AIDA ship tour

Visit the cabins of the fleet of AIDA from inside.

*No download required*



#### YouTube - Bahlsen

YouTube offers several 360° Videos. Try out Bahlsen Sweet Kitchen.

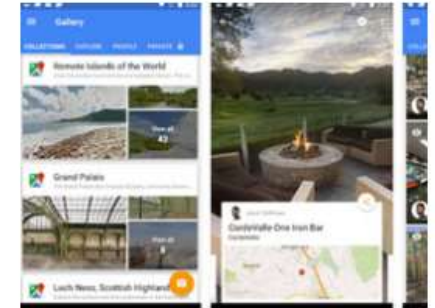
*No download required*



#### KNAUF Top View

Configure your car and learn more about the interior and accessories.

*~450 MB download*



#### Google Street View

Streets, but also entire museums. Try: „Miniaturwunderland Hamburg“

*~ 50 MB download*

<http://next.mrcardboard.eu>



# STREET VIEW VR



GOOGLE STREET VIEW

# Miniatur Wunderland

HAMBURG, DEUTSCHLAND

Entdecken Sie den Zauber der weltweit größten Modelleisenbahnausstellung.

JETZT ERKUNDEN



MINIATUR WUNDERLAND



# Auf Augenhöhe: Mit Google Street View durchs Miniatur Wunderland

15.01.2016 06:00 Uhr - Peter König

vorlesen



"Brand im Finanzamt" – eine dramatische Modellszene aus dem Miniatur Wunderland in Hamburg.

[Nachschauen](#) • [Fotoalbum](#) • [Video](#) • [Google Street View](#) • [Google Street View geht auch in Miniaturwunderland](#)

Hamburger Miniaturwunderland

## Google Street View jetzt eine Nummer kleiner

Deutsche Straßen digitalisiert Google derzeit nicht, dafür aber eine Hamburger Touristenattraktion: Bei Street View kann man sich jetzt durch das Miniaturwunderland klicken.



Bild: Google



Richy Muñoz @mrassin8 · 8. Sep.

#MiniView: Das Miniatur Wunderland auf Google Maps



#MiniView: Das Miniatur Wunderland auf Google ...

Alles einsteigen und ab geht's auf eine Abenteuerreise mit Street View durch das Miniatur Wunderland, die größte Modelleisenbahn der Welt. Mit dem weltweit e...  
[youtube.com](#)



FABIÁN SIRNI @fabiansimi · 6. Sep.

Watch "Google Maps #MiniView Miniatur" on @Vimeo



Google Maps #MiniView Miniatur

Google Maps #MiniView Miniatur  
[vimeo.com](#)



Monique Lisa Nieves @MoDUMBO · 26. Aug.

Check out MiniView 4 Port KVM Switch [ebay.com/itm/1121077754...](#) @eBay  
#kvm #dealNOW #ebay #auction #buynow #port #computer #4 #miniview



Kristina Ackerman @knuckle\_salad · 15. Aug.

I liked a @YouTube video [youtu.be/G6G17uU3Y\\_8?a](#) Explore the biggest model railway with the tiniest Street View - #MiniView on Google

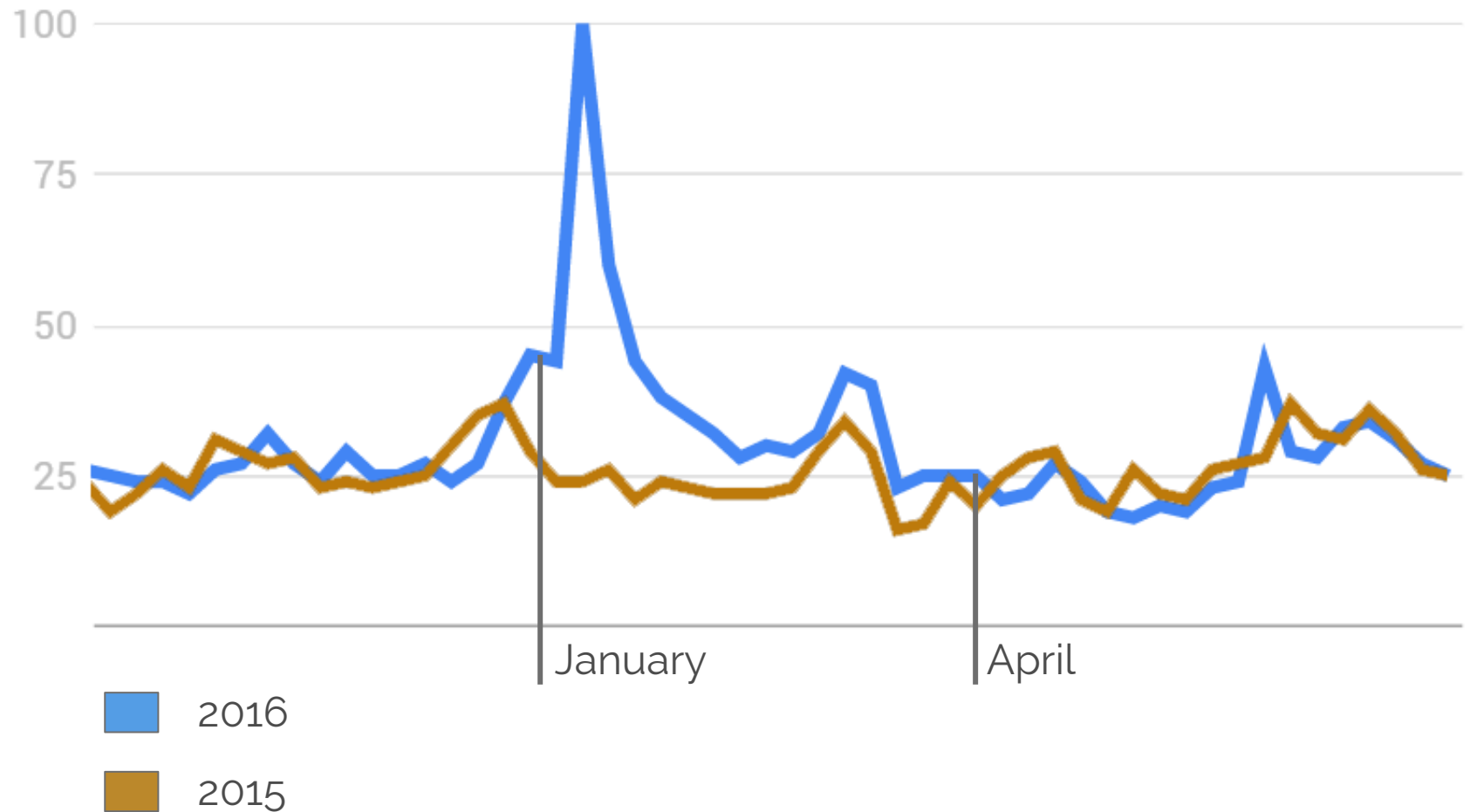


Explore the biggest model railway with the tiniest ...

Discover the magic of the world's largest model railway exhibit, Miniatur Wunderland, through the first ever mini-Street View. See tiny recreations of sites ...

[youtube.com](#)

# Google Trends for "Miniatur Wunderland"

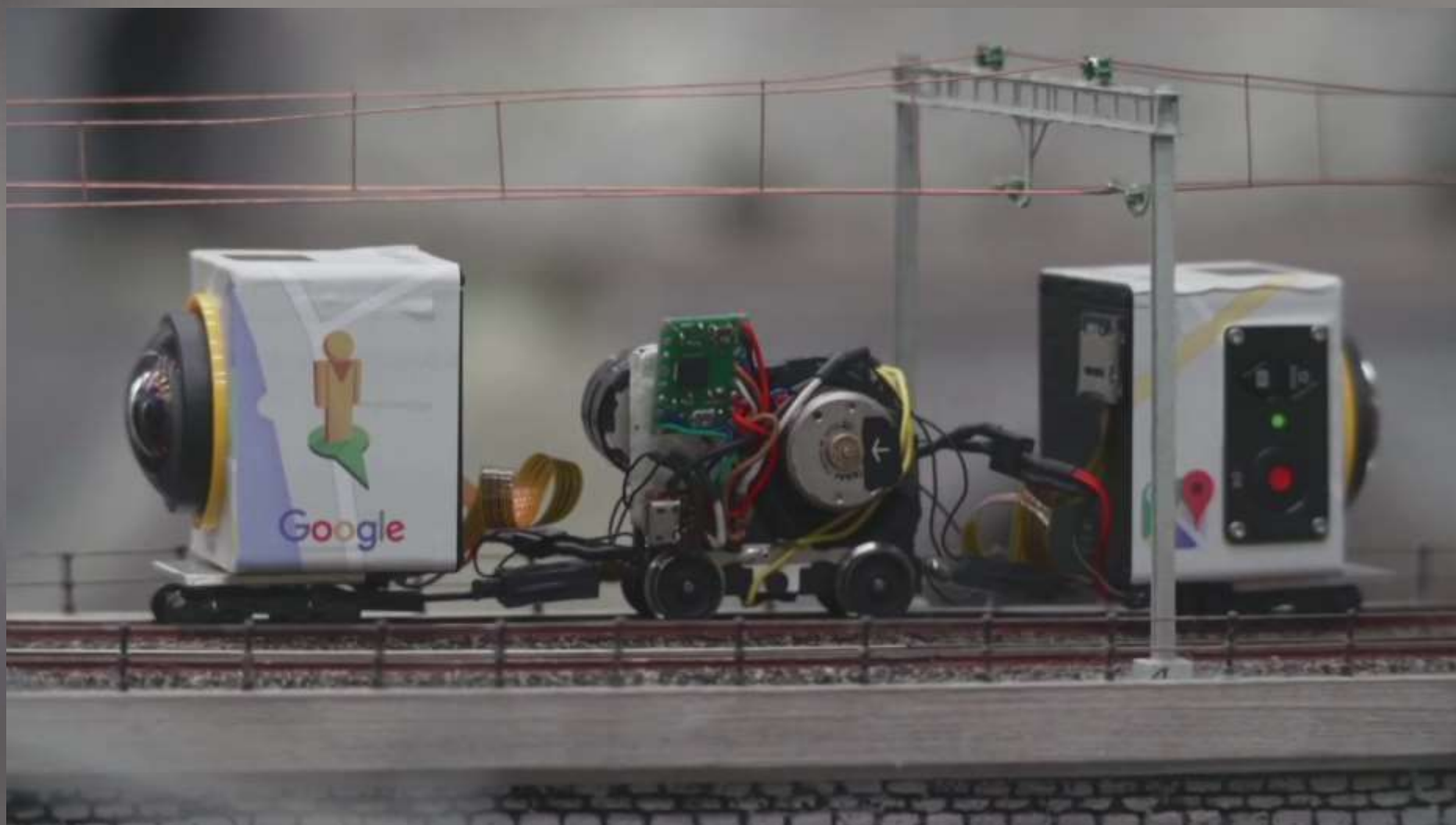




Google Maps

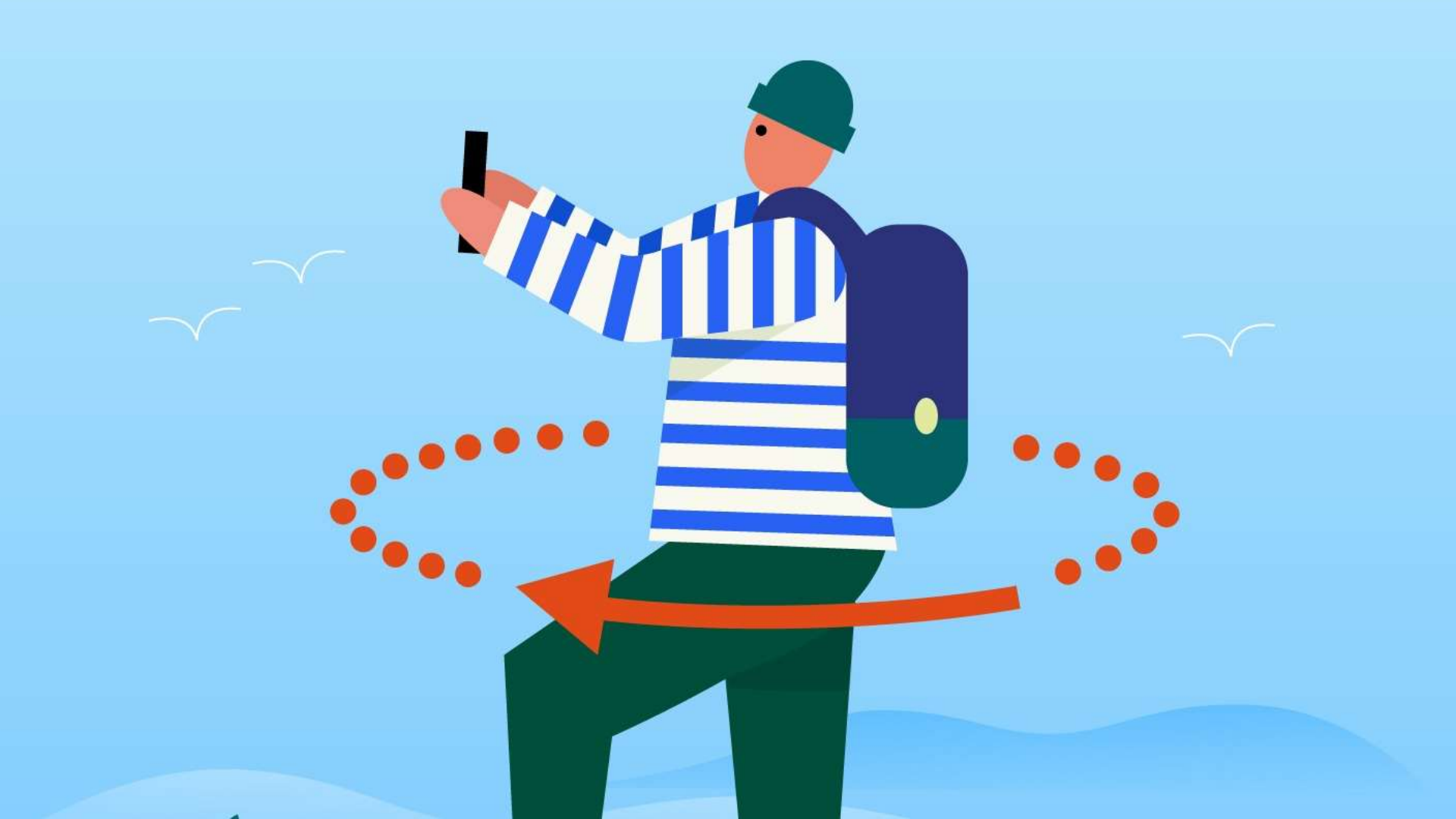








Samsung Gear 360 - ca. 370 €



Google Cardboard Camera  
Google Street View

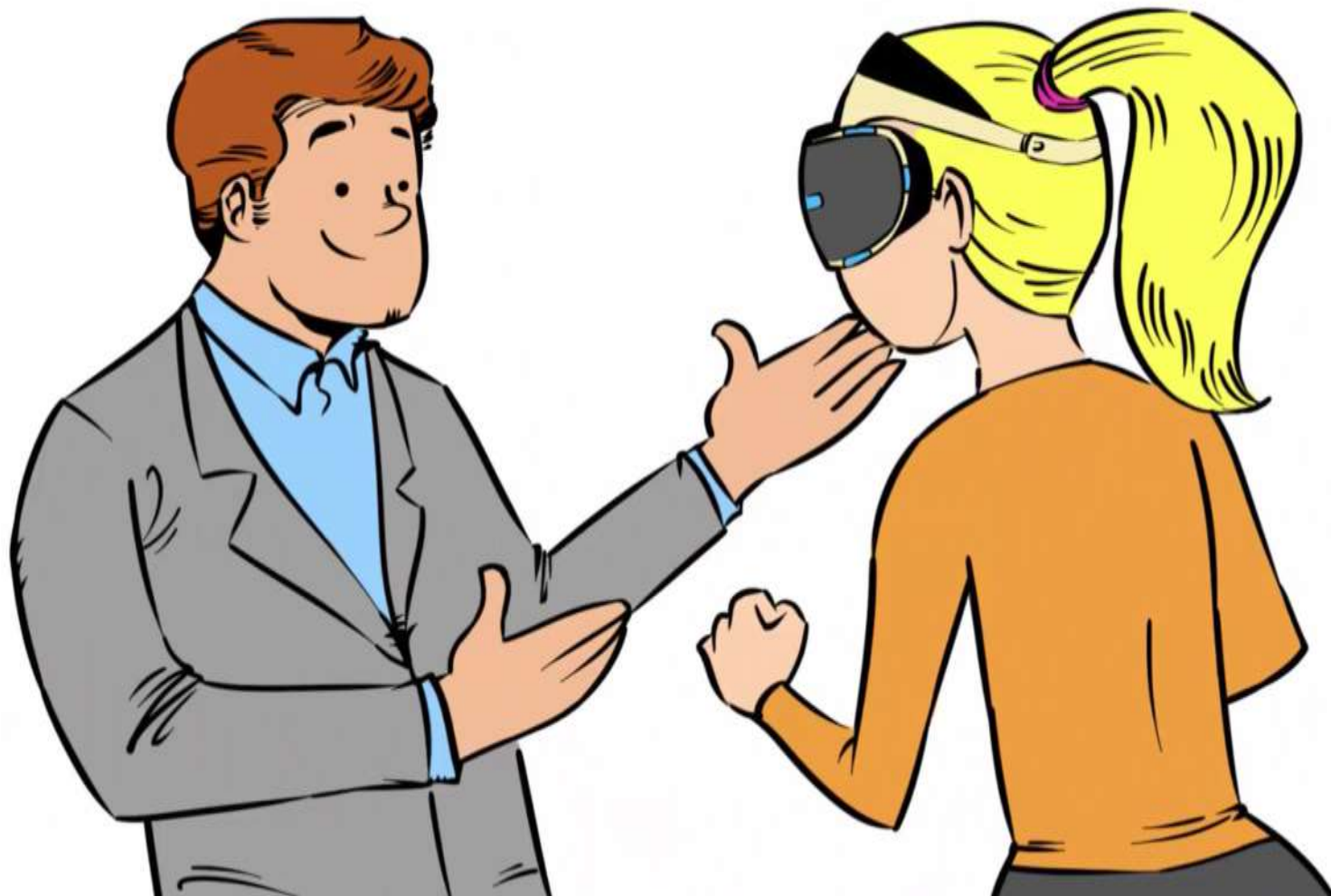


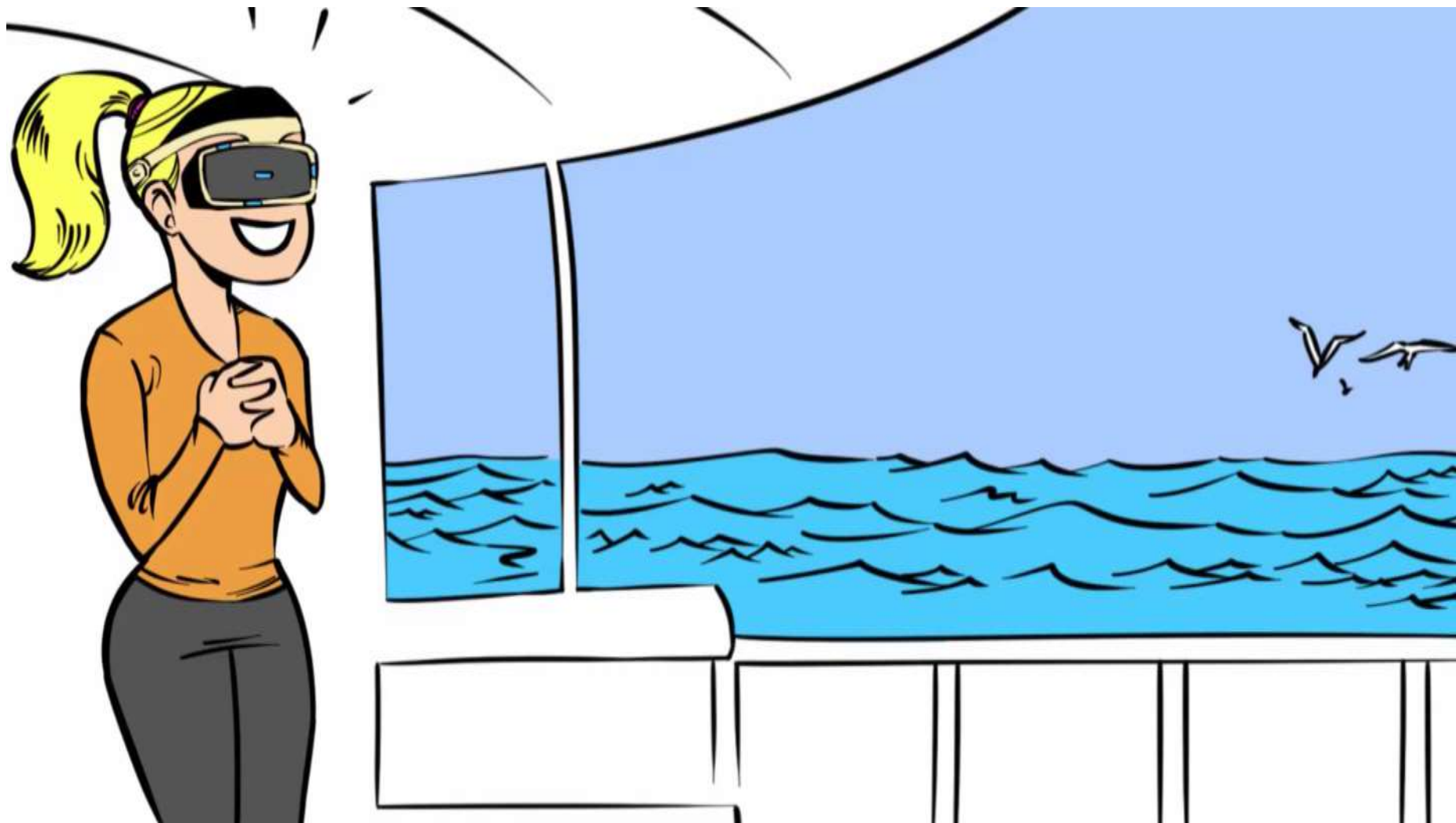
AIDA – 360° Schiffrundgang









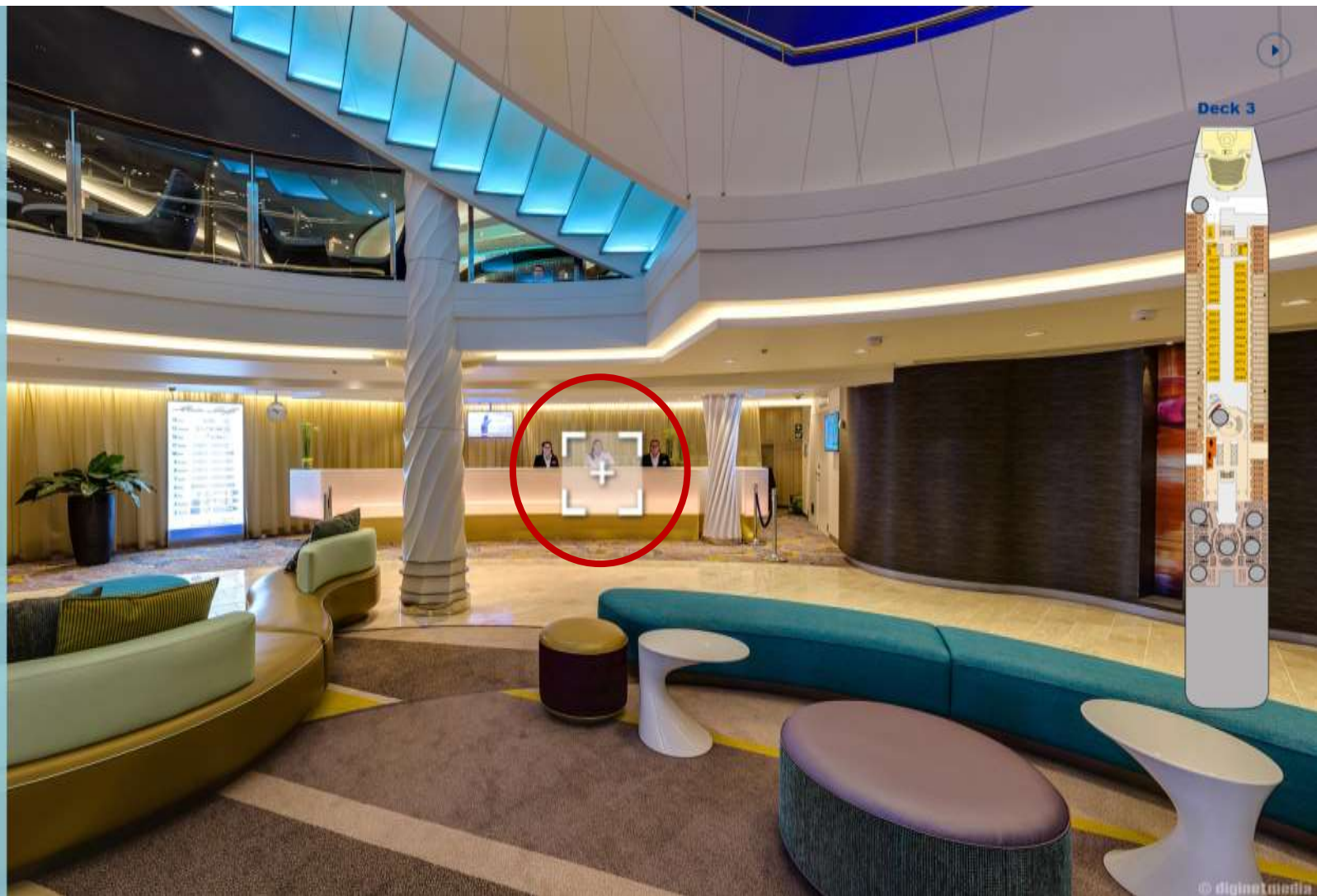








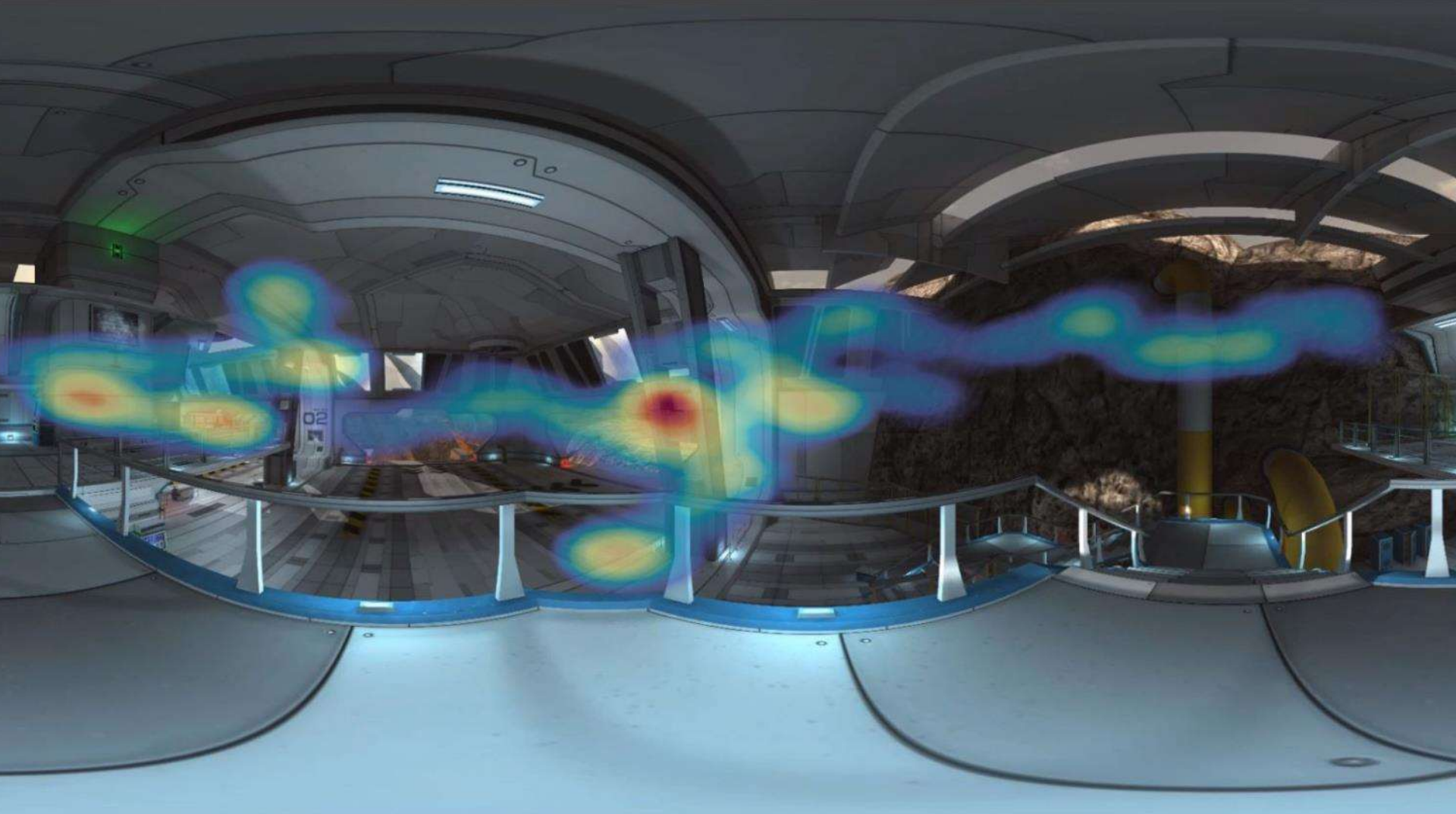






gebucht  
✓





Virtual Reality Heatmap  
"Retinad"





BAHLSSEN SWEET KITCHEN



# Dos for 360° Video

- Guidance by visual (arrow, text, mascot), auditory
- Minimize cuts using the full 360° to show content (step by step)
- Redirect attention if it gets lost
- Tell a story in 360° - step by step











MAKING OF (<http://goo.gl/oOH83p>)





# Don'ts for 360° Video?

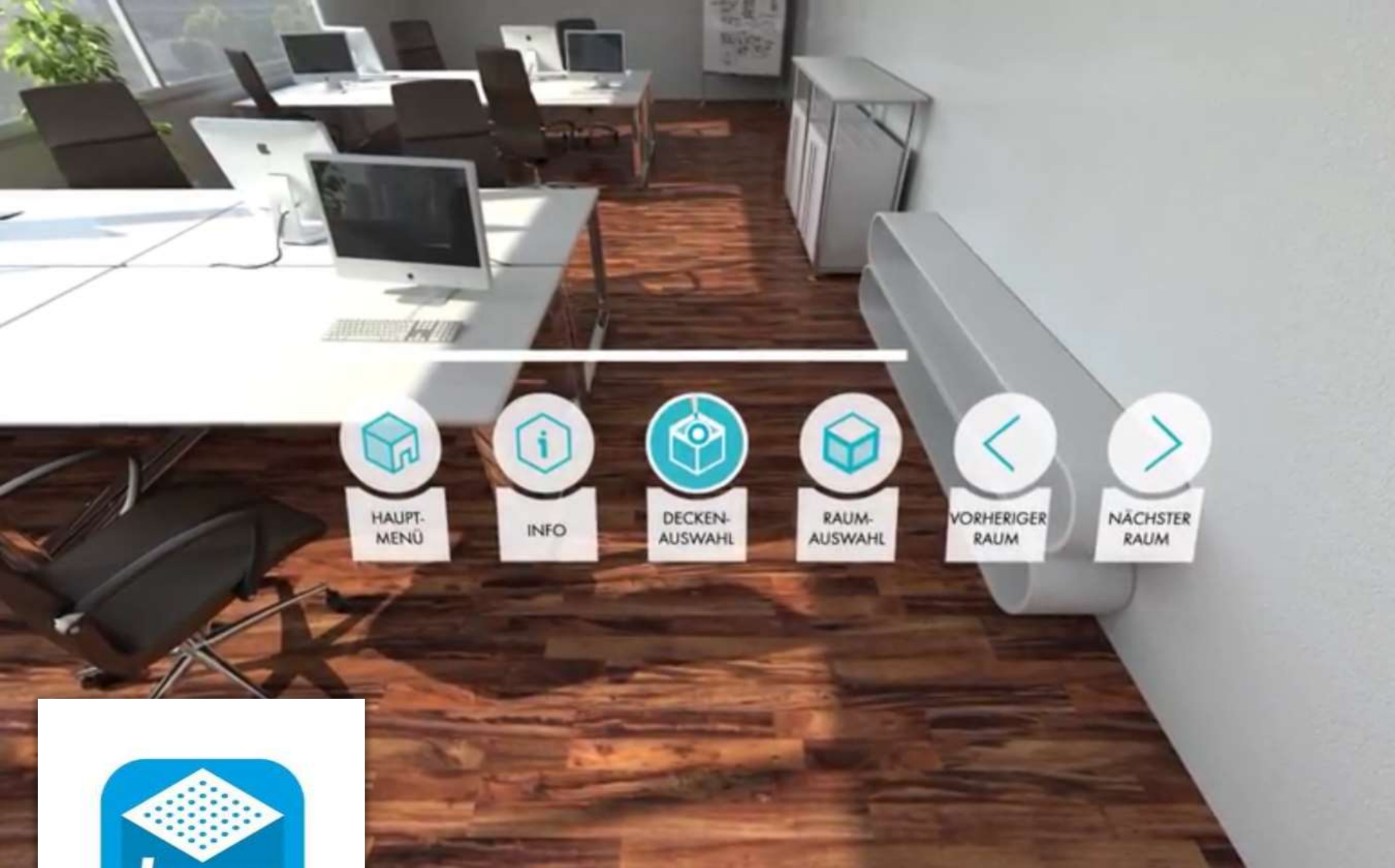
- Too many or fast “action” cuts
- Rapid movements (rollercoasters...)
- Too many things happen at once
- *„Think in rooms rather than in scences. In real life you also wouldn't rush people from room to room.“*



# Use cases for 360° Pics / Vids?

- (interactive) tours through real estate, factories, fair booths etc. „*everything that is difficult to move*“
- Image video, story telling etc.
- User generated content contest based on Samsung 360°, Google Cardboard Camera, Google Street View
- Christmas mailing with available content





KNAUF TOPVIEW







**CURISCOPE**

Virtuali-Tee by Curiscope

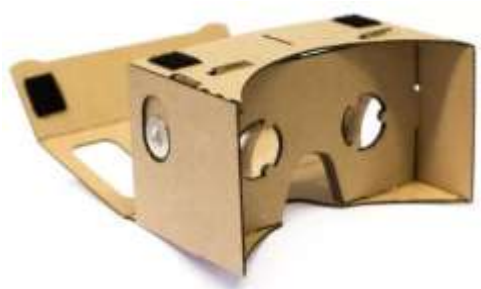
<http://www.curiscope.com/>



Why is  
Mobile VR  
(Google Cardboard)  
important?







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Virtual Reality<sub>(YTD)</sub>

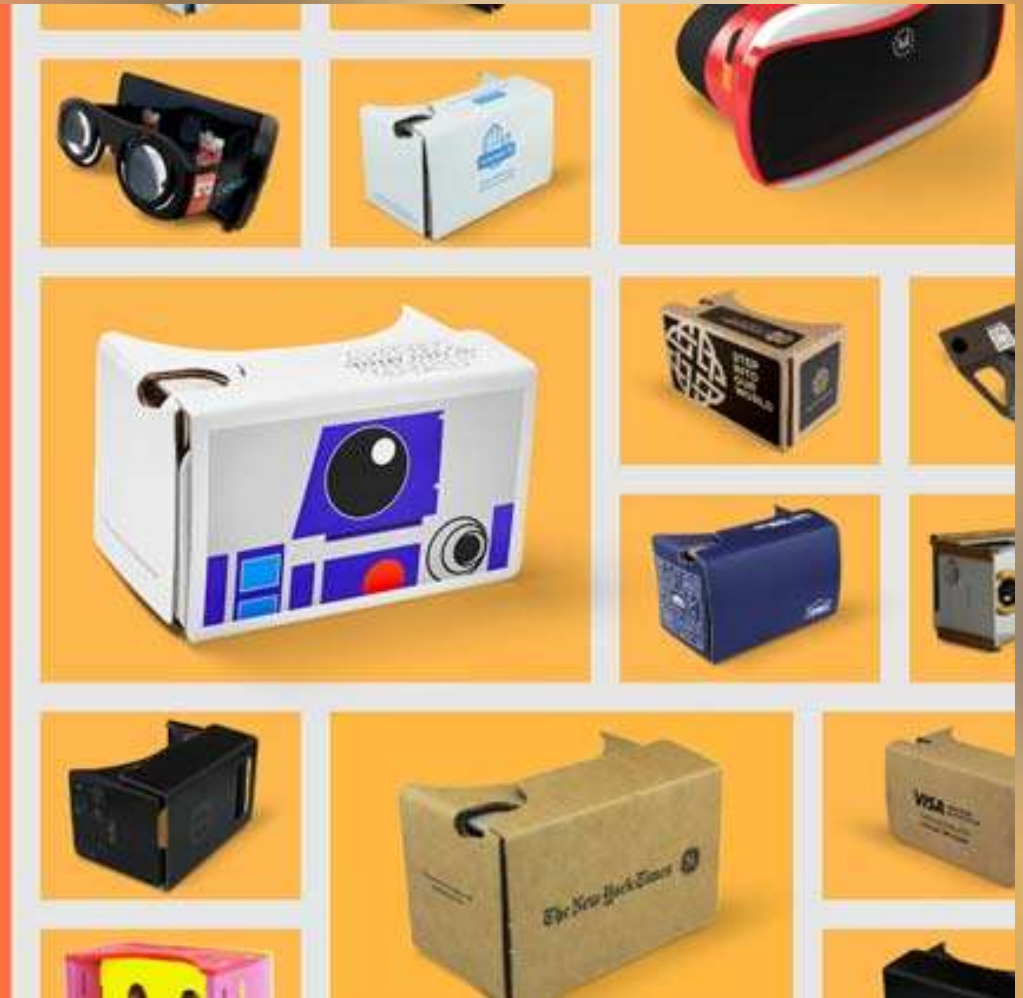


Google I/O, May 2015

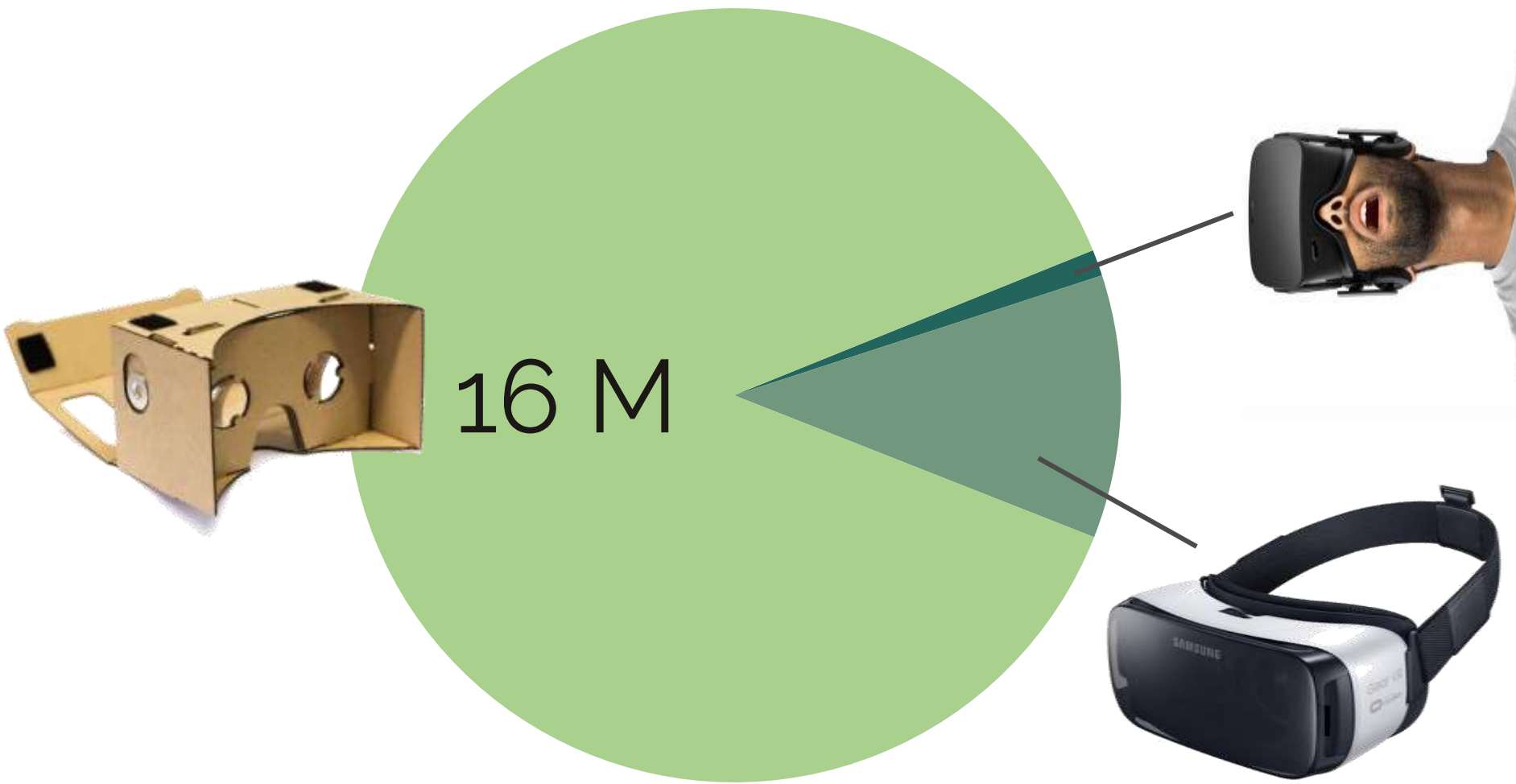


# 5M+

## Google Cardboard viewers shipped



January 2016





Smartphone







# Ketel One<sup>®</sup>

## VODKA

INSPIRED BY SMALL  
BATCH CRAFTSMANSHIP  
FROM OVER 10 GENERATIONS OF  
FAMILY DISTILLING EXPERTISE

*CH. NOLET*  
CH. NOLET

IMPORTED

# Ketel One<sup>®</sup>

## VIRTUAL REALITY VIEWER

- Explore the 325 year old Nolet distillery
- Step behind our bar to make:  
The Ketel One<sup>®</sup> Moscow Mule,  
Bloody Mary & Ultimate Martini

VISIT

[VR.KETELONE.COM](http://VR.KETELONE.COM) TO EXPLORE OUR DISTILLERY



*The New York Times*



iPhone



# What is Virtual Reality?

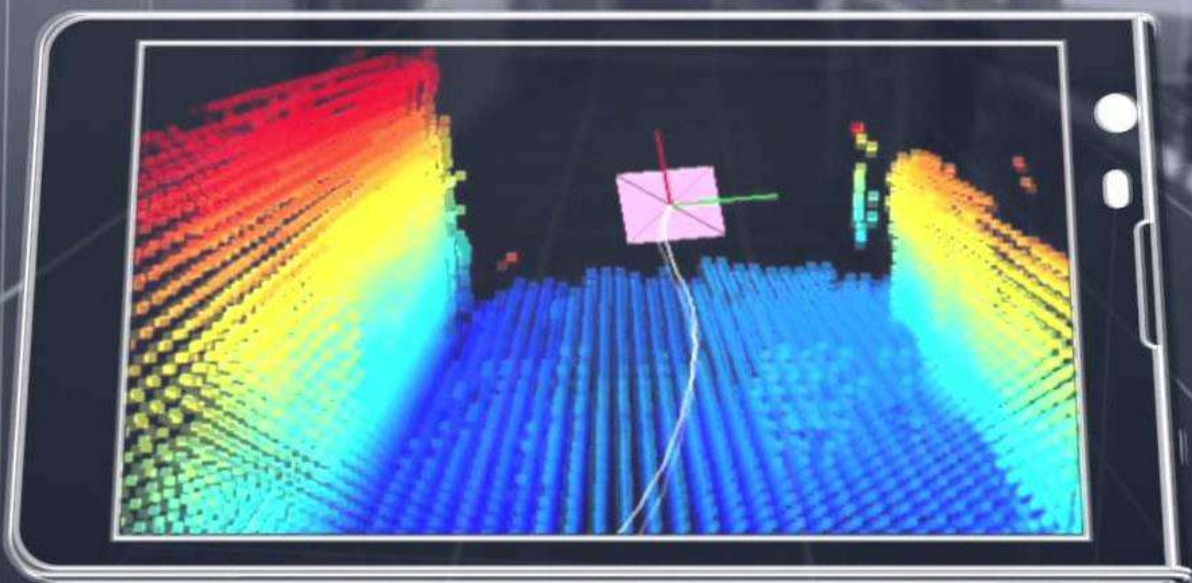
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Hydream Labs



# What is Google Cardboard?

- Mass impact
- Cheap, easy & intuitive to use
- Required for VR marketing
- Future most important VR device
- Value: “If it (game, app, ...) is possible to be made without VR, it’s probably not good enough!”





# Conclusion!

- VR is no trend; it is real – either you jump on the train or you will get run over by it
- Mobile VR (Google Cardboard) is key (cheap, simple, and required)
- “If it (game, app, ...) is possible to be made without VR, it’s probably not good enough!”
- Most important: Play and get inspired!

What can I do today?

# What can I do today?

1. Get a HTC VIVE
2. Invite everybody
3. Have fun!

# FUN GAMES FOR HTC VIVE



## The Lab

Welcome to The Lab, a compilation of Valve's room-scale VR experiments set in a pocket universe within Aperture Science. Fix a robot, defend a castle, adopt a mechanical dog, and more.



## Budget Cuts

Budget Cuts is a VR stealth game for the HTC Vive, currently in development by Neat Corporation. Keep your wrist bands on, this gonna be thrilling!



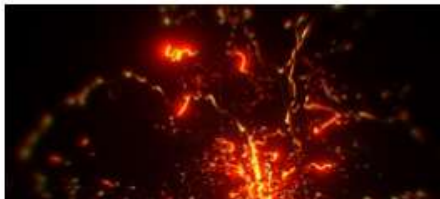
## Tvori

Tvori is a playful program for animating in virtual reality. Create your own scene by drawing and using the props and animate everything by drag and drop.



## Museum Fine Art

Explore a virtual museum in room-scale VR: see famous sculptures in full, 1:1 scale and see famous paintings without the limitations of glass and security guards.



<http://next.mrcardboard.eu>





Get the slides and more on  
<http://next.mrcardboard.eu>