

# Virtual Reality

will break  
your  
narrative

What happens when  
3D stereo virtual  
reality is used to  
experience  
animation?

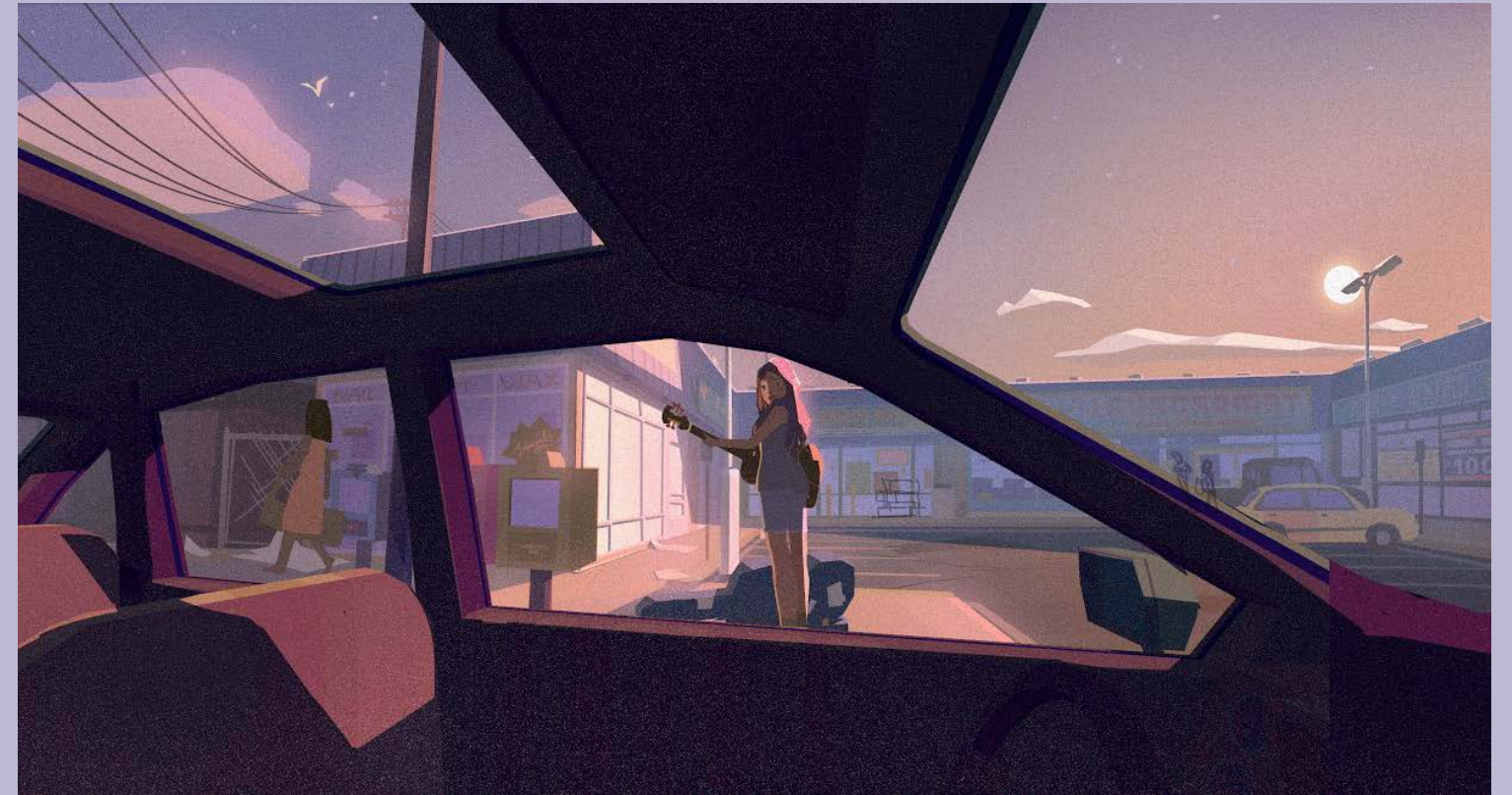
Gray Hodgkinson  
Massey University  
Wellington  
New Zealand



# Pearl

Released at Tribeca film festival April 2016, and then on youtube.

Made by the Google Spotlight Stories team, which is part of Google's ATAP R&D unit. Director Patrick Osborne.



# Why VR?

## Heightened Immersion

The extent to which the senses are engaged by the mediated environment.

## Heightened Presence

The subjective phenomenon of “being there”.

A single experience with more senses occupied

A captivity of the senses.

# Is VR more real?

Not really .... but it can be more engaging.

Can create a stronger emotional commitment.

Audience is altered from viewer to “witness”.

Active audience participation.

Even though you are in a plastic box, looking through a gauze-covered hole.





# Injustice

Injustice was created by Kalpana, a project team of graduate students from Carnegie Mellon's Entertainment Technology Centre in 2015. Injustice explores the emotional impact of VR space versus traditional film.

A 3 – 5 min VR experience about racially motivated police brutality. Guests are forced to make moral and ethical decisions on the spot. Filmed with live action using gaze interaction and voice recognition.

Creates a level of empathy only possibly through personal experience.

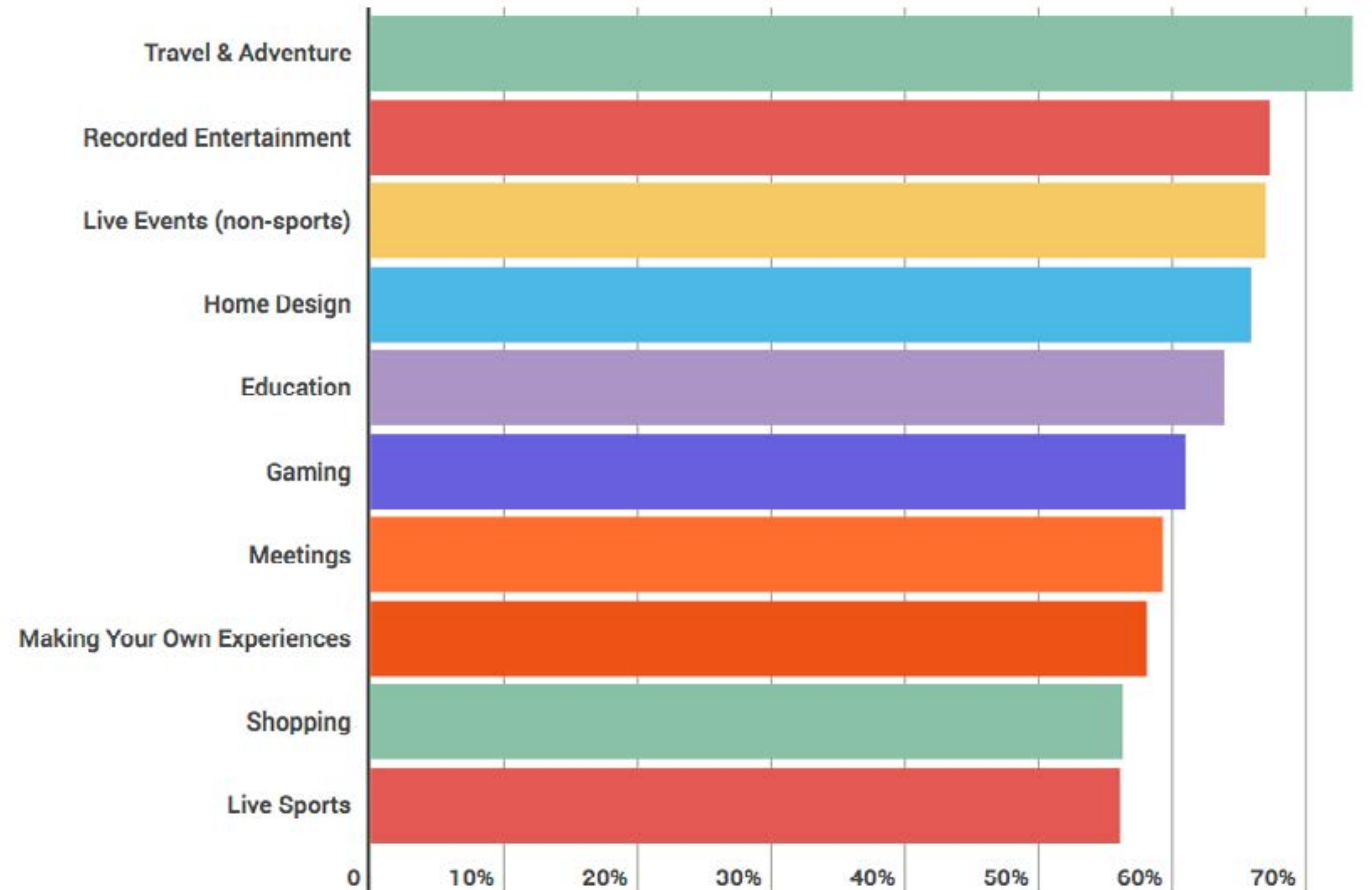


You are waiting at a bus stop. You greet a young black man on his way to the gym. He speaks directly to you and you respond aloud with dialogue responses. The conversation and experience flows around how you respond. As he leaves the man is approached by two police officers who stop and frisk him. As the situation escalates, you have the power to call out, comment, and observe, and the situation adapts to your actions. In the end, Injustice 's story is told by you.

# VR – many uses

Any situation where  
experience is an  
advantage.

## Interest level in different VR use cases







VR veteran Jesse Schell, CEO of design and development company Schell Games, made 40 predictions at the Virtual Intelligence conference in San Francisco, Nov 2015.



From 2016 VR headsets will be in the market permanently and 8 million gamer headsets and 32 million mobile headsets will be sold.

Predictions are on track for 7 – 16 million headsets.

**Prediction 2: In 2016, eight million gamer headsets will be sold.**

**?=1M**



**300K x 10 = 3M**



**10% of 40M = 4M**



By end of 2017  
news stories about  
VR addiction will  
be frequent





By the end of  
2018 there will  
be at least three  
movies playing  
on fears of VR



Documentaries  
will be the first  
VR films to win  
awards





By 2020 there  
will be at least  
ten Virtual Reality  
Reality shows.





By 2025 the majority of VR revenue will be from social experiences



Is this the return of Second Life?



# Animation

What happens when 3D  
stereo virtual reality is  
used to experience  
animation?

## Category: Virtual Reality



### Google Unveils New Trailer for Felix Messer's 'Rain or Shine'



Google Spotlight Series: Rain or Shine (VR) | Google Spotlight Series: Rain or Shine (VR) | Google Spotlight Series: Rain or Shine (VR)

### Chaos Group Labs Releases Free GPU Rendering Guide



Chaos Group Labs Releases Free GPU Rendering Guide | Chaos Group Labs Releases Free GPU Rendering Guide | Chaos Group Labs Releases Free GPU Rendering Guide

### Warner Bros. Interactive Announces 'Batman: Arkham VR'



Warner Bros. Interactive Announces 'Batman: Arkham VR' | Warner Bros. Interactive Announces 'Batman: Arkham VR' | Warner Bros. Interactive Announces 'Batman: Arkham VR'

### Step Into Tim Burton's 3D Cartoon World with Google's Tilt Brush



Step Into Tim Burton's 3D Cartoon World with Google's Tilt Brush | Step Into Tim Burton's 3D Cartoon World with Google's Tilt Brush | Step Into Tim Burton's 3D Cartoon World with Google's Tilt Brush

### ISOGRAF 2016 Launches 'Summer of VR'



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### Digital Domain Launches Interactive Division



Digital Domain Launches Interactive Division | Digital Domain Launches Interactive Division | Digital Domain Launches Interactive Division

### Patrick Osborne Lends His Talents to New VR Experience 'Pearl'



Patrick Osborne Lends His Talents to New VR Experience 'Pearl' | Patrick Osborne Lends His Talents to New VR Experience 'Pearl' | Patrick Osborne Lends His Talents to New VR Experience 'Pearl'

### Australia's Plastic Wax Helps Craft VR Game 'Chorus'



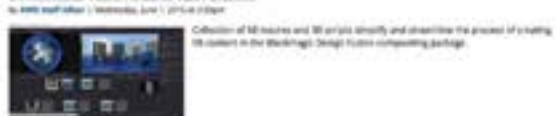
Australia's Plastic Wax Helps Craft VR Game 'Chorus' | Australia's Plastic Wax Helps Craft VR Game 'Chorus' | Australia's Plastic Wax Helps Craft VR Game 'Chorus'

### Unity Launches Subscription-Based Line at Unite Europe 2016



Unity Launches Subscription-Based Line at Unite Europe 2016 | Unity Launches Subscription-Based Line at Unite Europe 2016 | Unity Launches Subscription-Based Line at Unite Europe 2016

### Domestander Fusion Macros V2.5 Released



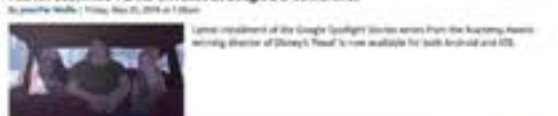
Domestander Fusion Macros V2.5 Released | Domestander Fusion Macros V2.5 Released | Domestander Fusion Macros V2.5 Released

### Google Teaming with IMAX to Develop Virtual Reality Camera



Google Teaming with IMAX to Develop Virtual Reality Camera | Google Teaming with IMAX to Develop Virtual Reality Camera | Google Teaming with IMAX to Develop Virtual Reality Camera

### Google Spotlight Series: 'Pearls' Unveiled at Google I/O Conference



Google Spotlight Series: 'Pearls' Unveiled at Google I/O Conference | Google Spotlight Series: 'Pearls' Unveiled at Google I/O Conference | Google Spotlight Series: 'Pearls' Unveiled at Google I/O Conference

### RascalVR Releases VR Trailers for 'Raven' and 'Storyline'



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### VR Hits the Red Carpet at Cannes with Assembla



VR Hits the Red Carpet at Cannes with Assembla | VR Hits the Red Carpet at Cannes with Assembla | VR Hits the Red Carpet at Cannes with Assembla

### Sketchfab Unveils New VR Apps, Adds WebVR support



Sketchfab Unveils New VR Apps, Adds WebVR support | Sketchfab Unveils New VR Apps, Adds WebVR support | Sketchfab Unveils New VR Apps, Adds WebVR support

### Cloud-Based Animation Platform Artella is Now Live!



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### Virtual Reality Comes to the Tribeca Film Festival



Virtual Reality Comes to the Tribeca Film Festival | Virtual Reality Comes to the Tribeca Film Festival | Virtual Reality Comes to the Tribeca Film Festival

### Anne Frank VR Experience in the Works



Anne Frank VR Experience in the Works | Anne Frank VR Experience in the Works | Anne Frank VR Experience in the Works

### PHILOSOPHER'S STEW



PHILOSOPHER'S STEW | PHILOSOPHER'S STEW | PHILOSOPHER'S STEW

### Pyrop Debuts Spectacular 'Korner' VR Experience



Pyrop Debuts Spectacular 'Korner' VR Experience | Pyrop Debuts Spectacular 'Korner' VR Experience | Pyrop Debuts Spectacular 'Korner' VR Experience

### FMX Wraps 2016 Edition with Record Attendance



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### Cogswell College Launches VR/AR Certificate Program



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### PROOF, INC. Launches PRIME VR Division



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Virtual reality steals the show at Sundance

Jennifer Jolly, Special for USA TODAY

12:48 p.m. EST February 5, 2016

Hollywood is excited for a future with virtual reality. Columnist Jennifer Jolly explains why.

Amid fumes of snow and clusters of Hollywood stars, virtual reality stole the spotlight at this year's 2016 Sundance Film Festival. It was all the buzz up and down the crowded sidewalks of Park City, Utah's tourist-turned-insider town during the 10-day festival. Sure, there's been an undercurrent around of VR at the show for the past few years, but this was the year it rocked past being the awkward new kid on the indie film circuit to become that A-list everyone now wants a part of.

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Sundance 2016: Nine new VR pieces you need to know

A shot from the new VR film 'The Lavalan Project' (Sundance Film Festival)

In Case You Missed It

How 'Orange Is the New Black' and other shows raise awareness of criminal justice and prison issues

JUN 20, 2016

Remember how J.J. Abrams said the lawsuit against the 'Star Trek: Axanar' fan film had been dropped? Not quite.

JUN 20, 2016

Anton Yelchin, actor in 'Star Trek' films, dies in freak car accident at age 27

JUN 19, 2016

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January 19, 2016 • by Jonathan Nafarrete

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VRSCOUT ART SHOW

# 3

questions:

What does VR bring to animation?

When does an animation turn into a game?

Who gets to control the narrative?



1

What does VR bring to animation?

360°

Everything is 3D



















# Henry

From the Oculus Story Studio July 2015.

Techniques used:

- A gentle step-by-step introduction.
- Give audience time to look around.
- The Call to Story – Use the title credits to regain control.
- Objects and sound guide attention.
- Story “beats” instead of shots.











# Invasion

Baobab Studios, co-founded by former Zynga VP of games Maureen Fan and Antz and Madagascar co-director Eric Darnell. Baobab released a teaser for its first film Invasion! Recently announced \$6 million in funding led by Comcast Ventures.

- Fixed location
- Characters, actions and sounds guide the gaze











# Immemoria

Student project from  
Massey University 2014

- In VR cuts
- Viewers' reported disruption, "weird"
- Teleportation to a new place
- Simply a new language to learn?





# 2

What does VR bring to animation?

**When does an animation turn into a game?**

Who gets to control the narrative?

# 2

When does an animation turn into a game?

# Interaction





# Until Dawn

Until Dawn is an interactive drama survival horror adventure video game developed by Supermassive Games and published by Sony Computer Entertainment for the PlayStation 4.









# Journey

Developed by Thatgamecompany for Sony Playstation 4 2012

- No on-screen interface.
- No voice-over or pop-up controls.
- Same 360° attributes as a VR fly through.
- Linear story, with illusion of free will.
- Journey of discovery narrative.
- Requires some skill from player to control the character.

Animation-like narrative, game-like participation.





# 3

What does VR bring to animation?

When does an animation turn into a game?

**Who gets to control the narrative?**

# 3

Who gets to control the narrative?



What if you make a fixed viewpoint  
that is part of the environment?

And part of the Narrative?

So the narrative is controlled, but the  
VR effect is still retained?





# Pearl

Released at Tribeca film festival April 2016 by the Google Spotlight Stories team. Director Patrick Osborne.

An acceptable point of view as passenger in the car, or possibly the “car” itself.

This mechanically fixed position allows cuts and transitions.

Permits a conventional meaningful linear narrative.





With a movie, you the creator are the story-teller.  
You control the timing, the pace, the tension, the  
point of view, the shots – all aspects of the story.

You tell a story in a way that is transmitted and  
shared by the viewer.



With VR you share control of the story  
with the participant.

You control how much is shared.

The more you share,  
the more it is not a movie.



VR is more like being on stage during a performance



Once player interaction is enabled,  
it is a “game”.

The question is this...



Do you, as the creator,  
want to control point-of-view  
to share your story?

Thank you