

FOUNDRY.

IS VIRTUAL REALITY SET TO REPLACE REAL LIFE EXPERIENCES?

A research report by Foundry



INTRODUCTION.

Foundry is always trying to get to the heart of the matter and drive innovation in the market. To achieve that we have to know what our customers need and what the wider market requires. Therefore, we launched an extensive research project to examine consumer demand for virtual reality.

Foundry's findings showed an increasing appetite amongst consumers for VR content, but a significant disconnect between this appetite and the VR technology currently on offer.

At Foundry, we pride ourselves on listening to the demands of both the industry, and the people that drive it. This research has provided an exceptional insight into what is required of VR in order for it to live up to consumer expectation.



Our research shows that there is going to be an increasing appetite amongst consumers for high quality VR headset content. The fact that everyday experiences like watching sport are predicted to completely vanish for some people in favour of VR versions within five years is pretty incredible.

Alex Mahon, CEO at Foundry

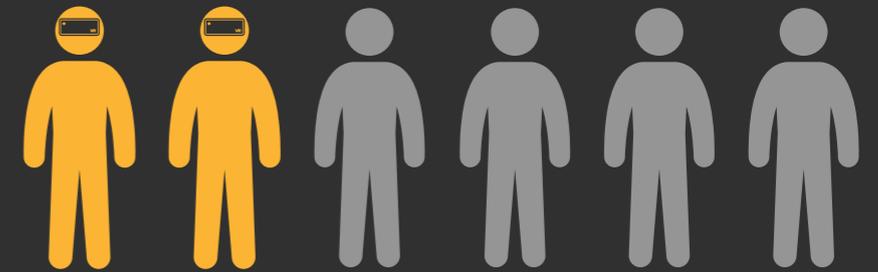


HIGHLIGHTS FROM RESEARCH.

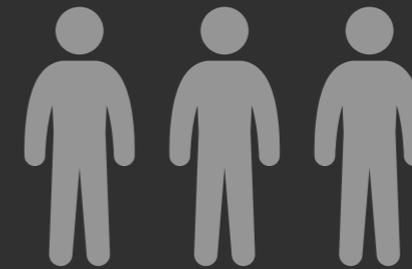
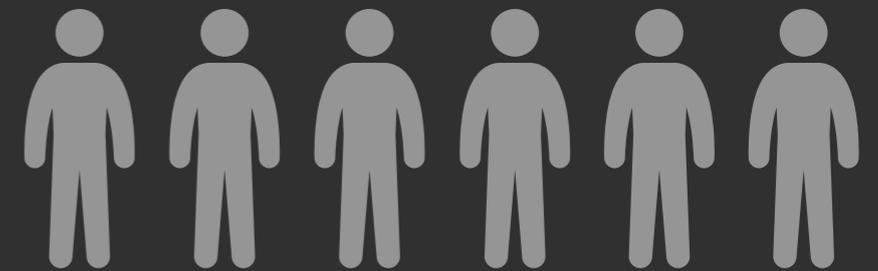
New research from Foundry reveals a **huge disconnect** between consumer demand and the current virtual reality offering.



Over a **third** of UK adults hope to trial virtual reality (VR) within the next 12 months.



**Virtual Reality
Set to Replace
Real Life
Experiences
by 2020**



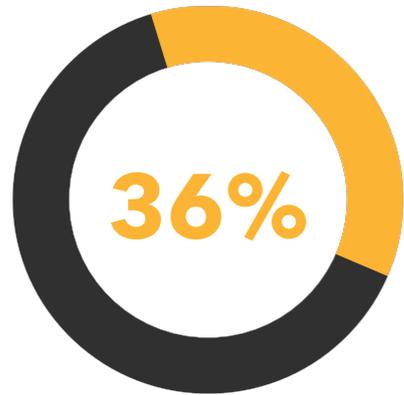
Majority of consumers only prepared to pay **£130** for a VR headset.

More than **one in ten** VR users think it is better than real life.

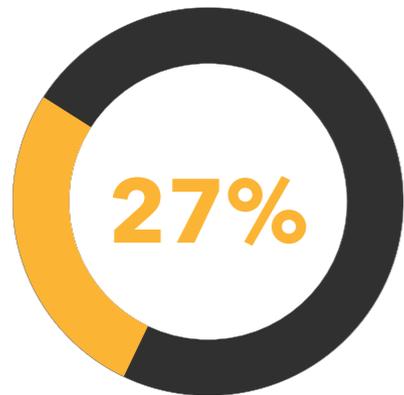


BIGGEST DEMANDS FOR VIRTUAL REALITY.

The research, commissioned to follow the launch earlier this year of Foundry's pioneering VR software, CARA VR, examines the demands and drivers for virtual reality in the UK.



The study reveals that over a third of UK adults would like to use VR within the next 12 months.



The biggest demand for the technology is in viewing VR films and TV, with over a quarter citing it top in a list of areas where they would most like to use VR.



Playing computer games at home came in second with 12 per cent stating it as the top activity they'd like to experience using VR.

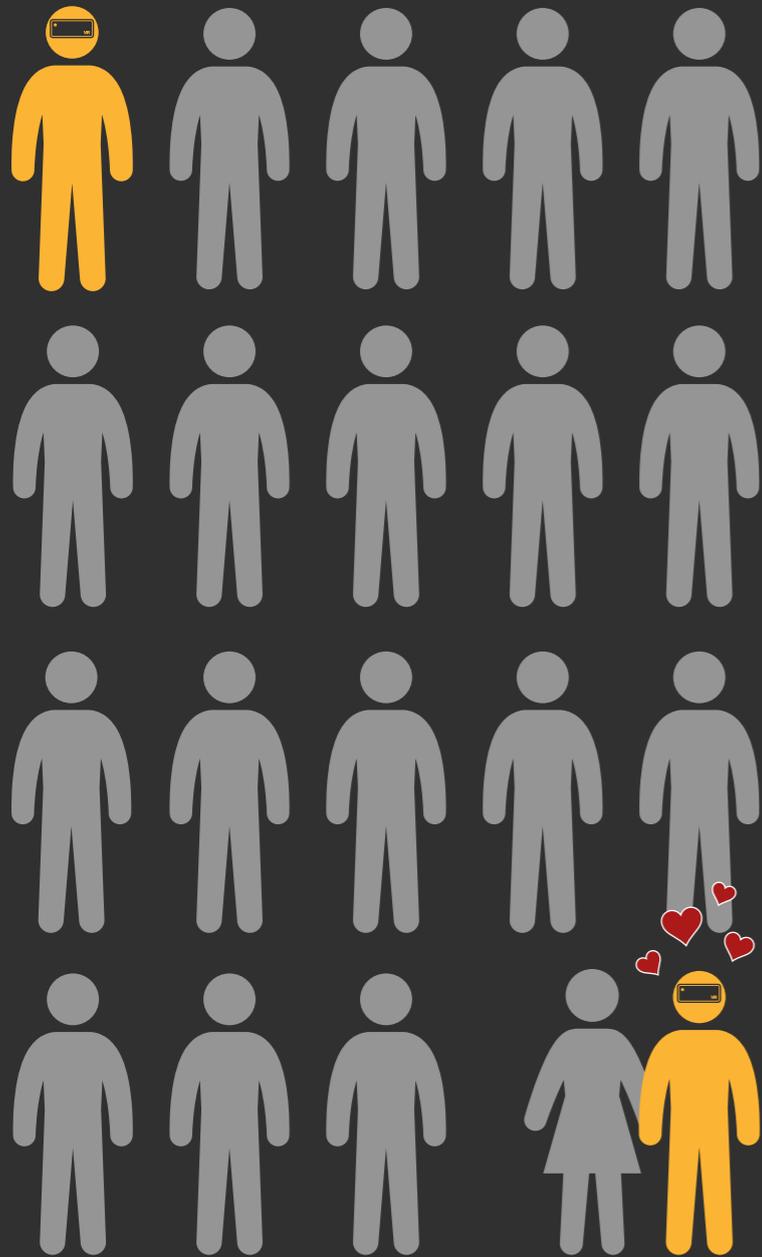


In an industry that is constantly and rapidly evolving, it can be challenging to keep up with the demand, which our research clearly indicates. We're always listening to the rising challenges that our customers and the industry face, so that we can develop the latest solutions to help them stay ahead of the curve. By developing innovative tools such as CARA VR, we are empowering our customers to explore their imaginations without limitations.

Jody Madden, Chief Product and Customer Officer

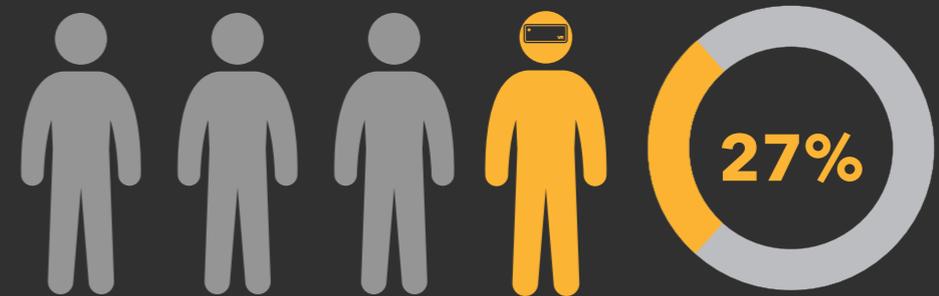


BIGGER THAN WE EVER IMAGINED.

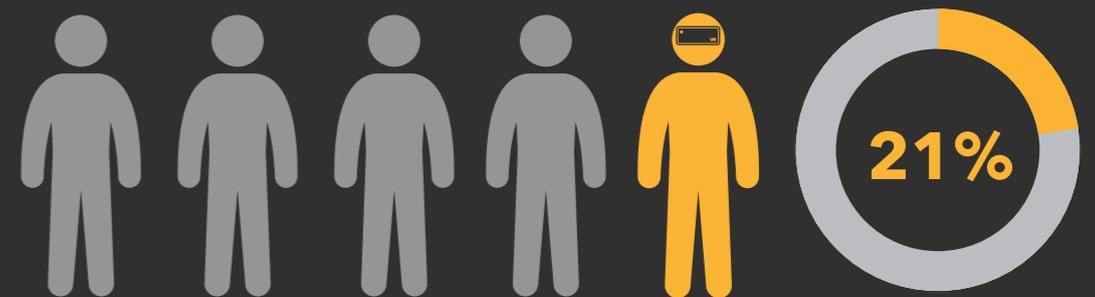


The study indicates that the interest in VR could potentially be larger than ever expected, with more than one in ten stating that **VR is actually better than real life.**

Over one in ten believe that watching sport will be **replaced** by VR viewing experiences. Other everyday experiences expected to be replaced by VR include shopping, visiting the doctor, attending a theme park and even **going on dates.**



Over the next five years, people believe that a number of real-world experiences will be replaced with VR, with over a quarter believing that computer games will be **completely replaced** with VR consoles.



Meanwhile, over one in five believe that VR will become **commonplace** in people's lives and homes by 2021.

BIGGER THAN WE EVER IMAGINED.

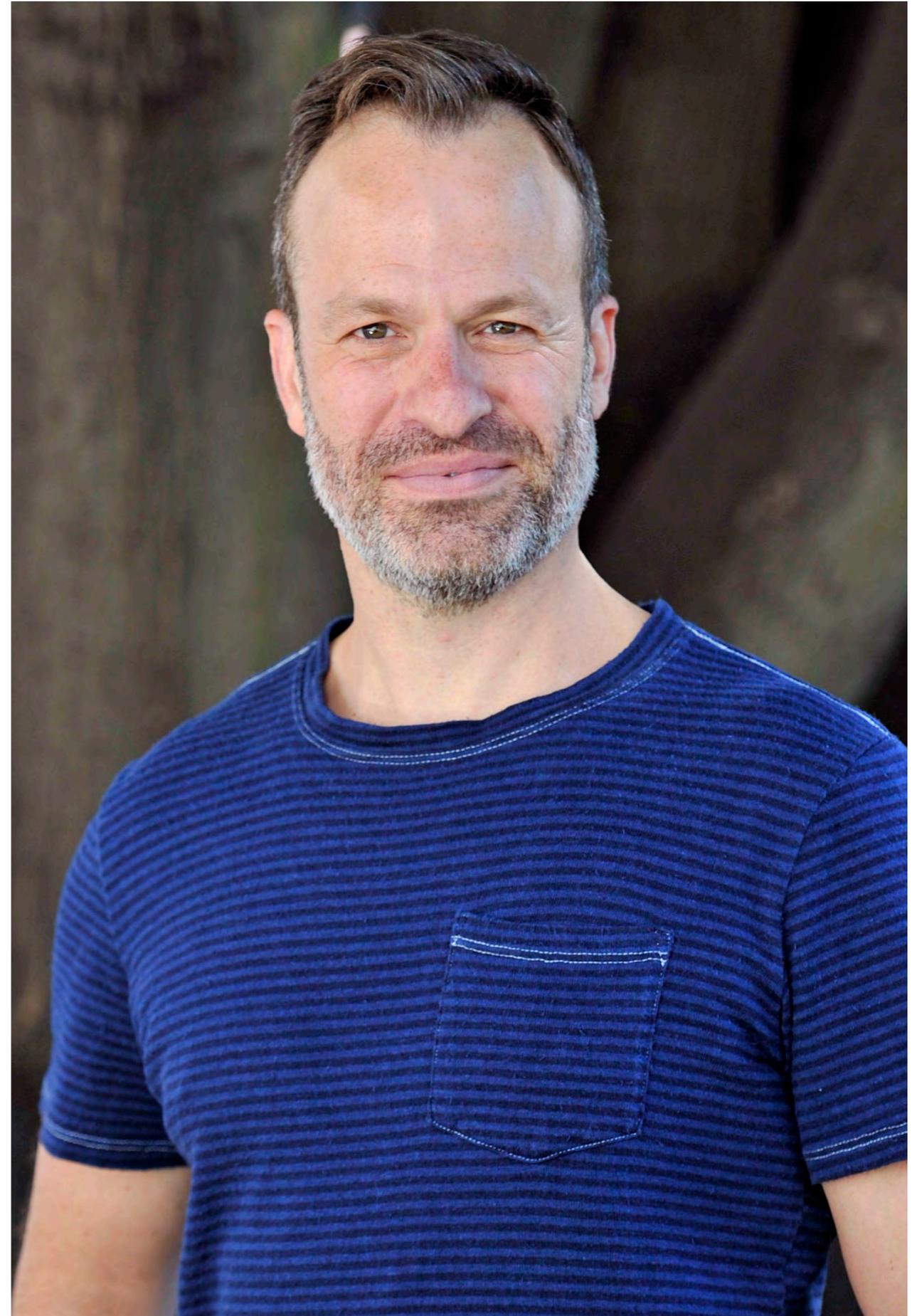
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2017 will be the year VR technology such as headsets become more commonplace in our daily lives. Big players like Microsoft and Samsung are already producing VR hardware, and you should expect to see Apple join the race this year too.

The upcoming iterations of headsets will likely push prices down, making them more affordable for consumers. Content creators will also make use of the latest tools to develop even more immersive VR experiences. This means consumers will be able to use VR as a regular entertainment source in the comfort of their own home.

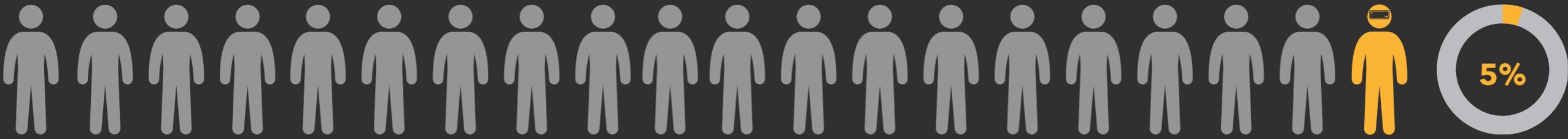
Jon Wadelton, CTO at Foundry

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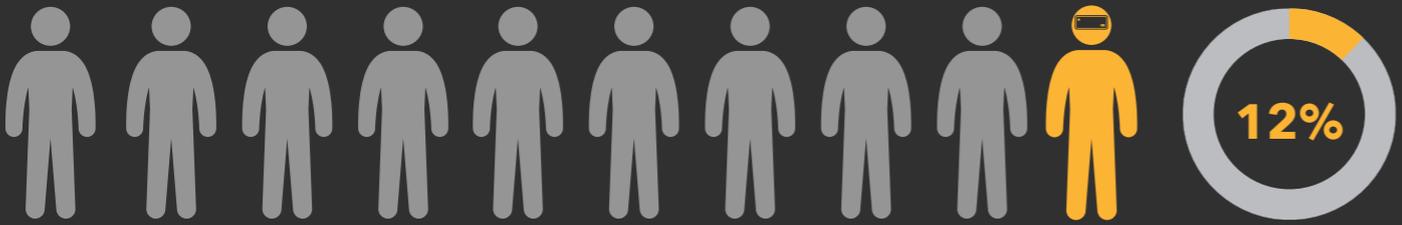


CHALLENGES AHEAD.

Despite this interest, hardware and content providers continue to struggle to meet the demand and are grappling with the issues the technology presents.



One in 20 claim it makes them feel **claustrophobic**.



Over one in ten VR users say it makes them **feel sick**.

£134

Willing Spend

OVER £500

Average Price

The current cost of leading VR headsets vastly outweighs the price consumers are prepared to pay, with UK adults only ready to spend an average of £134 for a VR device, **significantly under** the current price range of headsets on the market.

CHALLENGES AHEAD.



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There are barriers that are halting the progression of VR. Hardware providers need to lower costs in the next iterations of their headsets if they want to break through to mass consumer adoption. We need more VR content creators to start experimenting with narrative and experiences to ensure we get compelling content into the headsets.

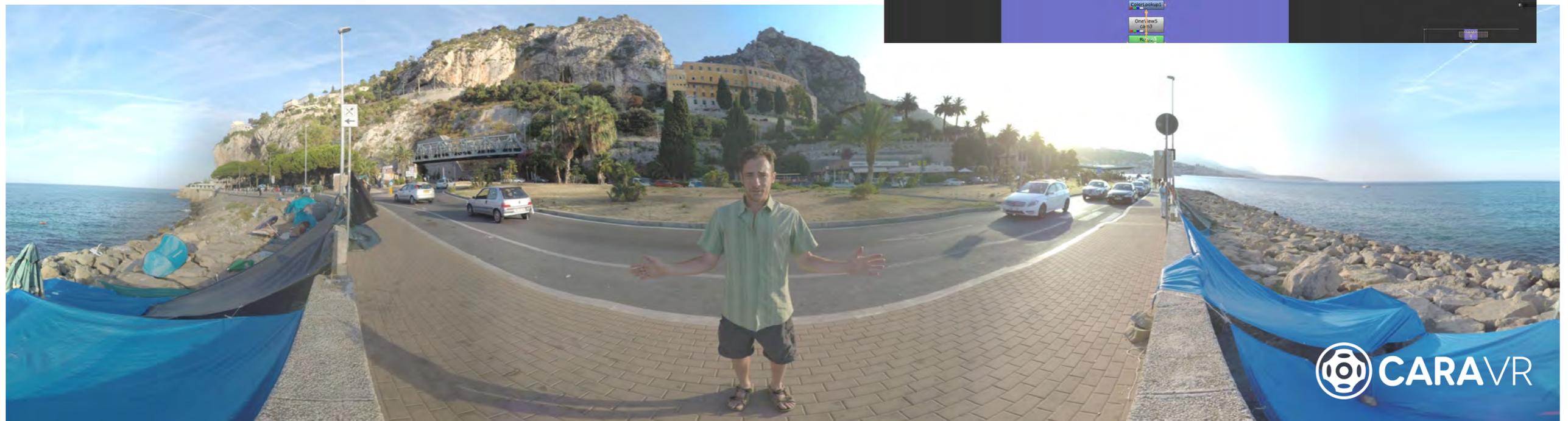
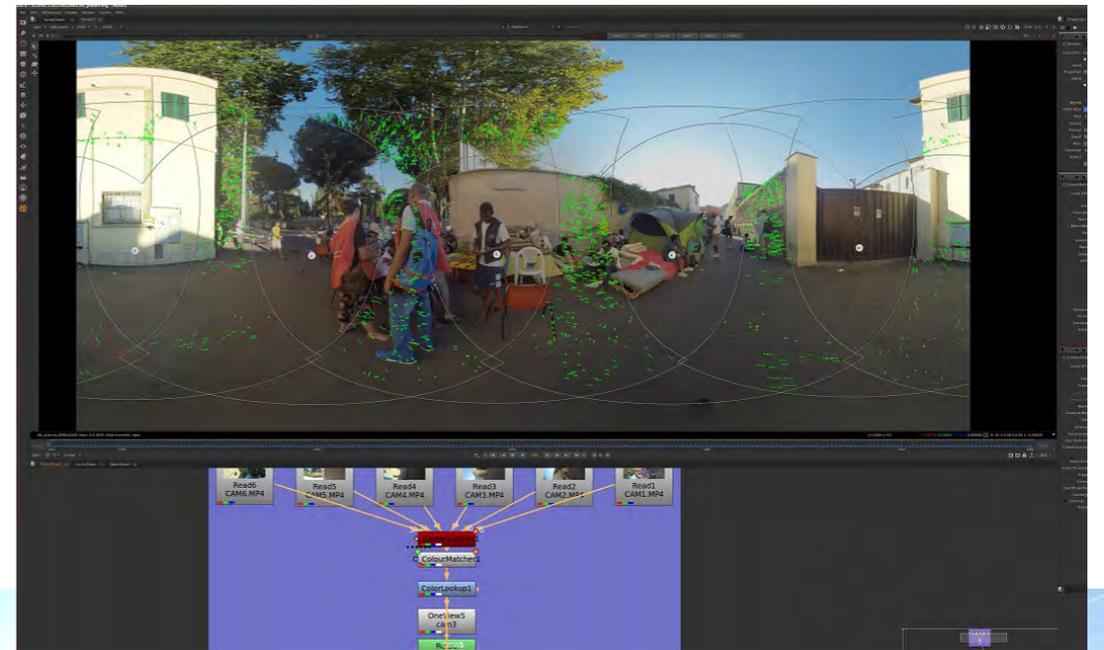
Alex Mahon, CEO at Foundry

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CARA VR.

CARA VR™—the much-anticipated new plug-in toolset for the NUKE® family of compositing, editorial and finishing products, helps you to create incredible live-action virtual reality content.

With a specialised toolset that includes headset review, CARA VR **dramatically speeds up** the challenging and often tedious process of stitching and compositing 360° video footage, so you have more time to focus on creating high-quality immersive experiences.



WHY CARA VR?

Seamless stitching of mono or stereo VR content - with an advanced stitching toolset based on stereo disparity technology from OCULA®, CARA VR offers presets for many popular camera rigs and is easily configured for custom rigs.

Automatic stitch clean-up and correction - CARA VR automatically corrects for exposure and white balance differences between cameras, and stabilizes moving camera shots for a more comfortable viewing experience.

Powerful streamlined VR compositing workflows - CARA VR makes it easy for artists to use NUKE's full suite of compositing tools on 360° footage for clean-up, set extensions, 3D element insertion and more.

Headset review inside NUKE - with CARA VR's support for popular VR headsets, you can review directly from NUKE's viewer or NUKE STUDIO's timeline, eliminating the need to export to a separate application.

BACKGROUND ON FOUNDRY & RESEARCH METHODOLOGY.

A fantastical landscape featuring a hot air balloon with the text 'BAUM BROS CIRCUS' on its envelope, floating over a valley with a winding river. The background is dominated by jagged, dark rock formations under a bright, hazy sky. The scene is illuminated by a warm, golden light, suggesting a sunrise or sunset.

Foundry designs creative software technologies used to deliver award-winning visual effects and 3D content for the design, visualisation and entertainment industries. Foundry's software advances the art and technology of visual experience in partnership with creative leaders across the globe. It enables clients like Pixar, Mercedes-Benz, ILM, Weta Digital, The Moving Picture Company and Sony Pictures Imageworks to turn incredible ideas into reality by solving complex creative challenges.

The company was founded in 1996 and is headquartered in London, with 300 staff based across offices in Silicon Valley, Los Angeles, Shanghai, Austin and the UK. Foundry consistently invests in R&D to provide more efficient ways for its clients to bring visual concepts to life.

The research was conducted amongst 2,001 nationally representative UK adults (aged 18+) in October 2016 by Opinium. The results have been weighted to a nationally representative criteria.

FOUNDRY.

Thank You.

For further information about CARA VR or any of Foundry's products why not give us a call or drop us an email:

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