# Virtual Reality Technology and Convergence

NBAY 6120 March 20, 2018 Donald P. Greenberg Lecture 7

## **Virtual Reality**

• A term used to describe a digitally-generated environment which can simulate the perception of PRESENCE.

 Note that within the context of this course, I refer to VR as containing 3D data as contrasted to just creating a digital copy of information obtained from a film or digital camera, such as a photograph or a texture.

#### **Requirements for "PRESENCE"**

- Understanding the Human Visual System
- Improving the Device Characteristics and System Performance
- Social Acceptance

#### **Virtual Reality**

• A person immersed within this virtual world can manipulate objects, interact with the environment, and explore the virtual world in the same perceptual way as one interacts with the physical world.

# Human in the Loop

- Abstract Interpretation
- Viewing a Picture on Television
- Cinema Viewing
- Presence









#### Social & Economic Requirements for Mass Acceptance of VR/AR

- Large enough investments for R & D & manufacture
- Cheap enough for mass market
- Social acceptance of 3G (Geeks, Games, and Goggles)

#### Facebook Buys Oculus Rift



#### **Microsoft's Hololens**



#### **Microsoft's Hololens**







# Why is Google (and Andreessen / Horwitz) investing \$500+ million in Magic Leap?

# Magic Leap





#### **Betting on New Worlds**

Venture funding for virtual reality and augmented reality (before and after Facebook's purchase of Oculus)

<b>PRE-FACEBOOK</b> <b>TOTAL</b> Number of Investments: <b>50</b> Investment value: <b>\$316 million</b>							<b>POST-FACEBOOK</b> <b>TOTAL</b> Number of Investments: <b>91</b> Investment value: <b>\$1.1 billion</b>							
\$700 m	nillion						1						35	
600	Investment value (left scale)							30						
500	Number of investments (right scale)						25							
400									$\square$			_	20	
300							     						15	
200										$\mathbf{h}$			10	
100												-	5	
0	-												0	
	4Q <b>2012</b>	1Q 2013	2Q	3Q	4Q	1Q 2014	2Q	3Q	4Q	1Q <b>2015</b>	2Q	3Q		

Source: CB Insights

THE WALL STREET JOURNAL.

#### **Head-mounted Displays**





Henry Fuchs, University of North Carolina

#### **Oculus Rift DK2**





#### **Oculus Rift**





## **Google Contact Lenses**



#### **Microsoft's Hololens**



#### Magic Leap Displays

#### **Rony Abovitz**



#### HTC and Valve's SteamVR Vive 2016



## **Google's Cardboard**





#### Pokemon Go





#### "Crossing the Chasm"

#### A BUSINESSWEEK BESTSELLER

"The bible for entrepreneurial marketing" -TOM BYERS, Founder of Stanford Technology Ventures Program

CROSSING THE MARKETING AND SELLING DISRUPTIVE PRODUCTS TO MAINSTREAM CUSTOMERS CHASM



**GEOFFREY A. MOORE** 

Author of Inside the Tornado and Living on the Fault Line

#### Will Virtual Reality work this time?

# **Virtual Reality**

- Virtual Reality is not new
- The amount of financing which has been made available
- Costs have been sufficiently lowered to bring to the masses

#### Technical Requirements for VR/AR Satisfactory Delivery

- Display resolution similar to the human visual system
- Display quality similar to human visual system (illumination, color, etc.)
- Sufficient display rates for motion perception
- Rendering speeds to satisfy display rate requirements
- Sufficient wireless bandwidth for data

#### **Distorted Images**



Jean-Francois Niceron. *Thaumaturgus opticus*...(Rome, 1646), illus. 25.

The projection of a screen or grid in anamorphic perspective makes the transfer of a representation possible.



Erhard Schon. Picture puzzle: Out, You Old Fool c. 1535. Fred Leeman. Hidden Images, 1975, Harry N. Abrams.

#### Hans Holbein

#### **The Ambassadors**



#### **Opera Lighting**

# Siggraph 1991



Dorsey, Sillion and Greenberg

#### **Opera Lighting**

### Siggraph 1991



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#### Dorsey, Sillion and Greenberg

# **Truck Art**



#### http://www.wltc.org/Documents/TruckArt.htm

## **Julian Beever**

## **Chalk Drawings**





# **Oculus Rift**

## Components



1080 pixels high



960 pixels wide

960 pixels wide

## **Angular Rotation**



## **Distortion Strategy**



# **Distortion Strategy**



## **Distorted Image**



## **Distorted Image**



What is necessary to perceive depth?

## **Depth Perception from 2-D Images**

- Monoscopic
- Stereoscopic

## Paris Street, Rainy Day 1877

### Caillebotte



## **Human Depth Perception**



- Perspective
- Depth from Motion, Relative Size, Position, Familiarity
- Occlusion
- Texture Gradient
- Parallax from Motion
- Shading, Shadows and Specular Highlights
- Atmospheric Blur



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- Accommodation



Note change in lens shape

## Accommodation

• This is the process by which the vertebrate eye changes optical power to maintain a clear image or focus on an object as its distance varies.

# Accommodation



#### The reflex can be controlled but cannot be 'felt' Accommodation amplitude declines with age



## **Human Depth Perception**



## **Stereoscopic Vision: Behind The Screen (Concave)**



# **Stereoscopic Vision: In Front Of The Screen (Convex)**



## **Stereoscopic Vision: At The Screen**



### Vergence

• The simultaneous movement of the pupils of the eyes toward or away from one another during focusing.

• This measure of the convergence or divergence of a pair of light rays is defined as vergence.

## **Diagram of Vergence**



## **Vergence Accommodation Conflict**

- Computer and projection displays present images on a single surface but have a focal distance (blur on the retina) which may be in front of or behind the screen
- The inability to fuse the binocular stimuli causes discomfort and fatigue to the viewer
- Viewers can be trained, and the discomfort can diminish with practice

