



05-07-2017

**VIRTUAL REALITY**  
BE ANYWHERE NOW!



# HOW DID IT ALL START?



Shop Halloween Shop



The Haunted Dining Hall 360°  
por Target  
434 117 visualizações



# ABOUT KHORA

SHOP, CONSULTANCY, PRODUCTION HOUSE & PLATO...





EXISTING

NON-  
EXISTING





PHYSICAL

VIRTUAL





# PHYSICAL



## SHOP

Public Demos

Innovation Hub

Community Events

Rentals and Events





PHYSICAL

VIRTUAL





## PRODUCTIONS & CONSULTANCY

Workshops

360° Videos & 3D Applications

Art

Architecture

Education

Games

Healthcare

Marketing

# VIRTUAL



SOME OF OUR CLIENTS



Rigshospitalet

TUBORG



VISIT  
COPENHAGEN



Danmarks  
Naturfredningsforening  
**DONG**  
energy



ERIK  
**Jørgensen**



**VR FAILED SO MANY TIMES...**



# VR IN THE 60's

Introducing . . .

## sensorama

The Revolutionary Motion Picture System  
that takes you into another world  
with

- 3-D
- WIDE VISION
- MOTION
- COLOR
- STEREO-SOUND
- AROMAS
- WIND
- VIBRATIONS



## THE 80'S/90'S REVOLUTION



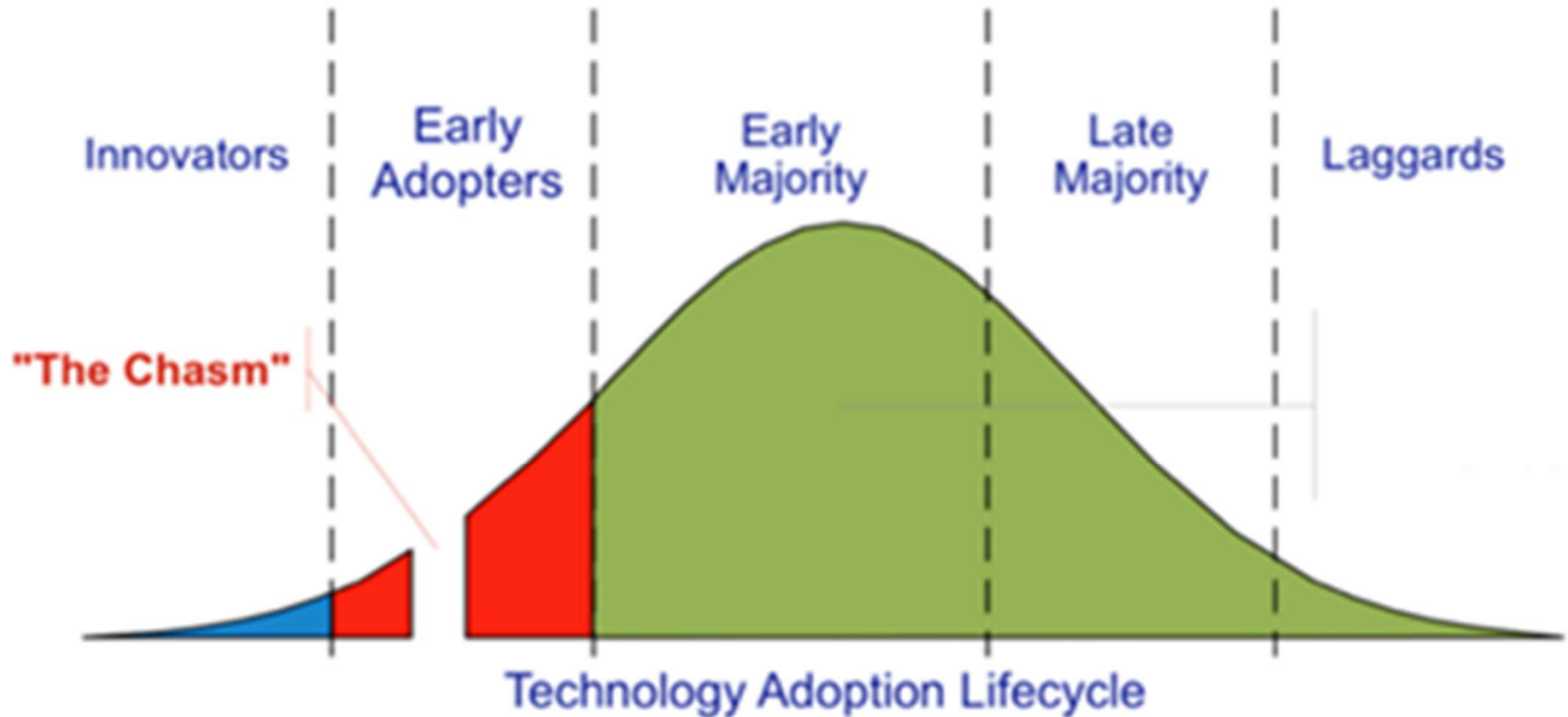
## THE VIRTUAL BOY



## WHO NEEDS THE REAL WORLD?



# THE VR FAIL



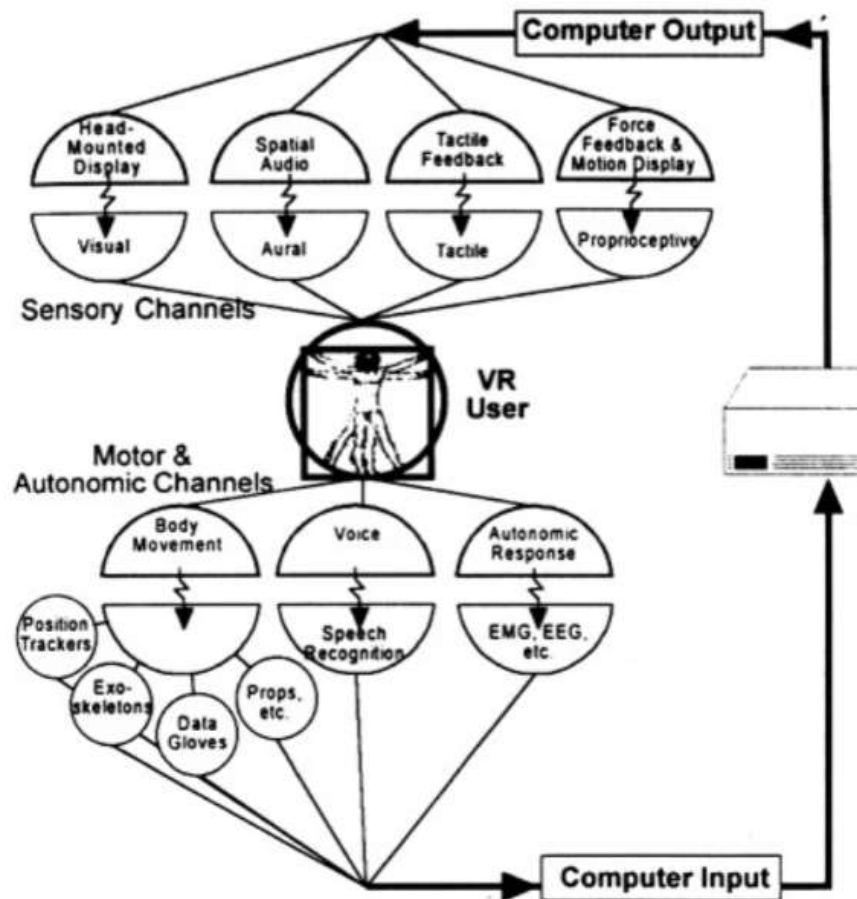




# HOW TO THINK ABOUT VR



# FOOLING YOUR SENSES



# IN THE CENTER OF THE ACTION

**PRESENCE**

**TRANSPORTATION**

**IMMERSION**

**EMPATHY**

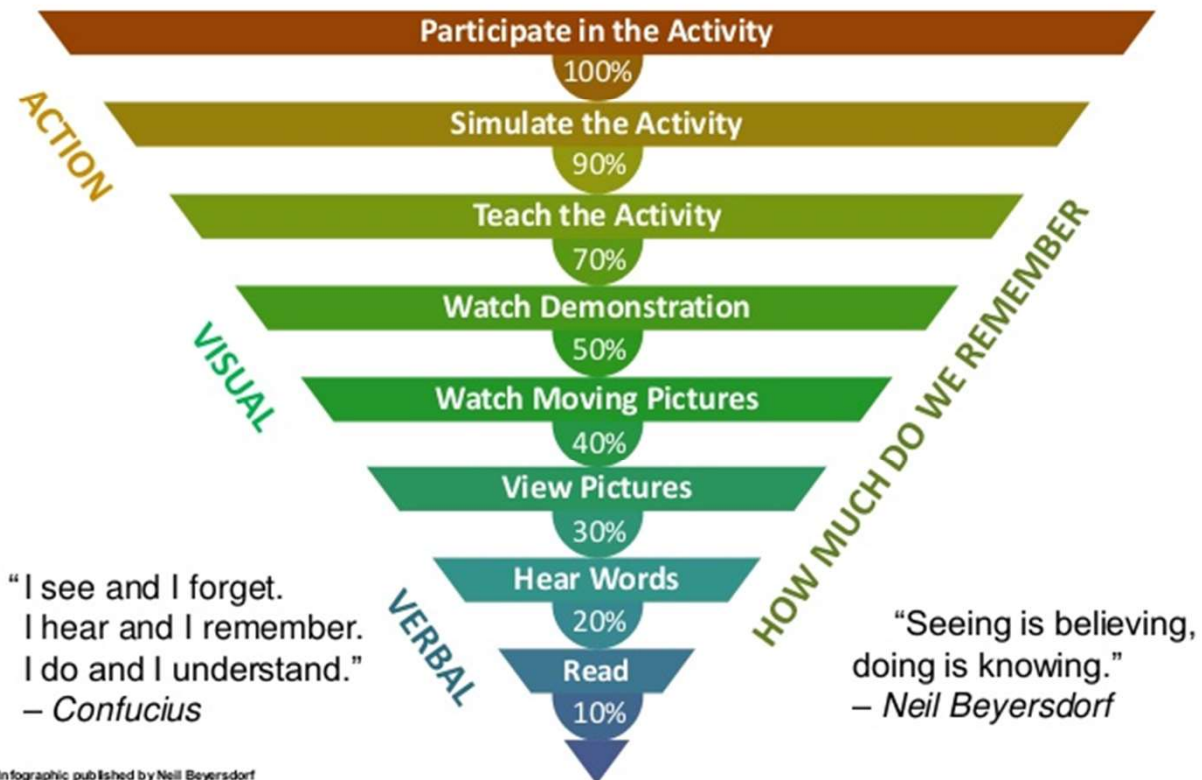
**COMMUNICATION**

**EMOTION**



# ABILITIES OF VR

## How We Learn and How Much We Remember



Infographic published by Neil Beyersdorf  
[linkedin.com/in/neilbeyersdorf](https://www.linkedin.com/in/neilbeyersdorf)

# THE EVOLUTION OF THE INTERNET

A PARADIGM SHIFT



# APPLE - 1996

The screenshot shows the Apple website interface from 1996. At the top right, a date bar displays 'JULY 14 1997'. The main heading reads 'Welcome to Apple' with the rainbow Apple logo to its left. A navigation sidebar on the left contains the following links: 'Find It', 'Product Information', 'Customer Support', 'Technology & Research', 'Developer World', 'Groups & Interests', 'Resources Online', and 'About Apple'. Below these is a section for 'Apple Sites Worldwide' with a scrollable list of countries: Switzerland, Taiwan, Turkey, UK & Ireland, and United States. A 'Go' button is positioned at the bottom of this list.

**EMATE 300**  
Mobile, Affordable, & Smart

**Introducing CyberDrive**  
Register today for a free CD-ROM.

**MOVIES FROM MARS**  
QuickTime VII Takes You Out of This World

**What's Hot**

**Preorder Mac OS 8**  
Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new

**Be the First to Know**  
Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed

# APPLE - 2017



Mac

iPad

iPhone

Watch

TV

Music

Support



iPhone  
This is 7.



The perfect match.  
Accessories made by Apple.

iPad Pro  
Super. Computer.

AirPods  
Watch the film.

Apple TV  
The new TV app. One place for

# NETFLIX - 1997



**Try Netflix for FREE Today!**

**Rent all the DVD movies you want.**  
For 20 bucks a month. No late fees.



### Super Selection!

Create a list online of all the movies you want to see



### Free & Fast Home Delivery

The movies you select arrive via first-class mail in 2-4 days.



### No Due Dates or Late Fees

Keep each DVD as long as you want. Have up to 3 movies on hand.



### Free Shipping!

Return one DVD in its prepaid envelope and get another DVD from your list.



**One Flat Fee!**

It's just 20 bucks a month. There are no late fees, no hidden charges, no commitments. If you



# NETFLIX - 2017

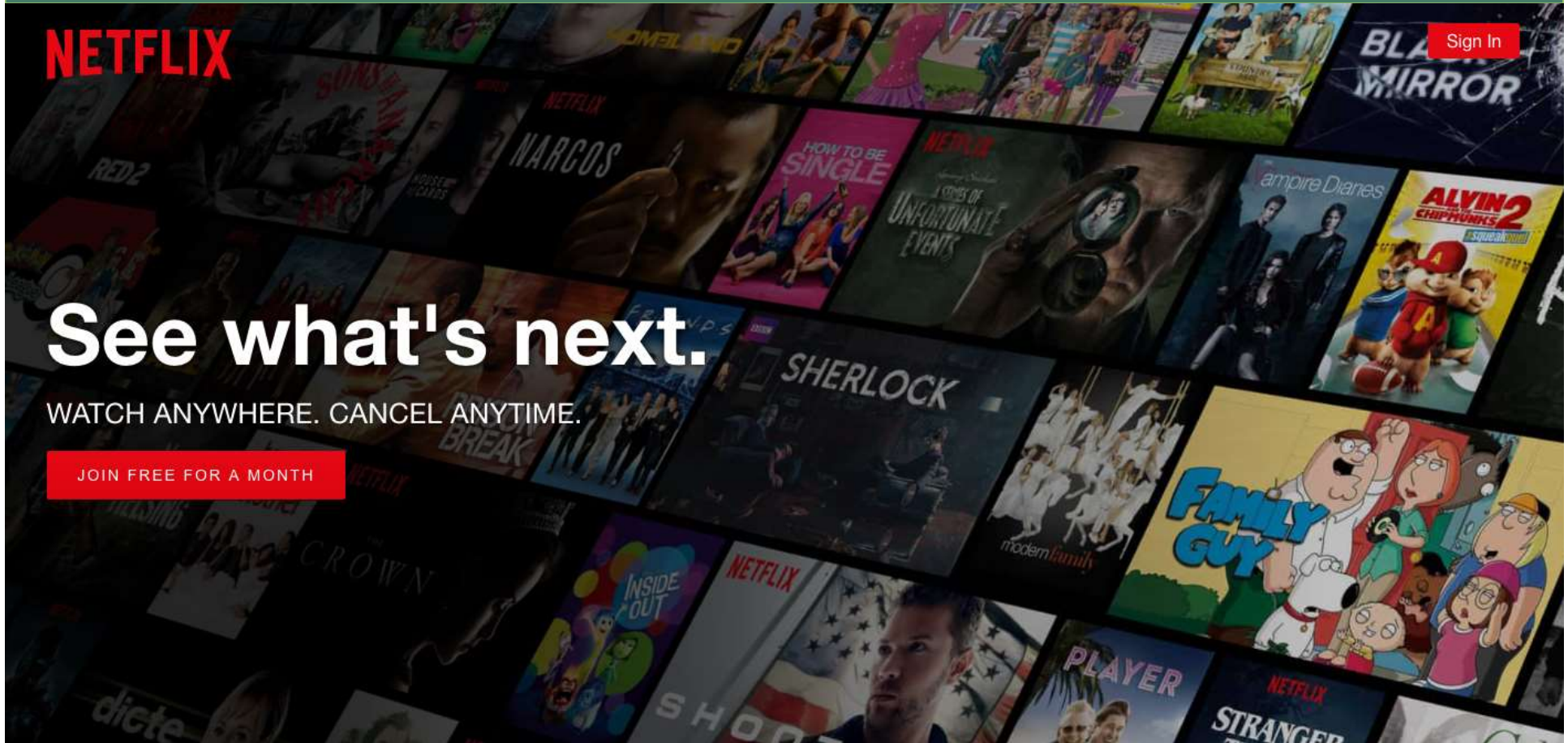
NETFLIX

Sign In

# See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

JOIN FREE FOR A MONTH



# VIMEO - 2004

**MAKE A MOVIE**

**MAKE A MOVIE**

**MAKE A MOVIE**

**What is Vimeo?**  
Vimeo is a site for uploading and sharing videos.

**Why is Vimeo?**  
I built Vimeo I want to help the growing base of independent film makers to share their work. I can create beautiful HD clips that are easy to share. I'm now providing them on Vimeo and on YouTube.

### Make a Movie

The tool generates a new movie just for you using [your own clips from Vimeo](#) using your videos. Although you don't control exactly what you see due to the system, you will want to take care.

This tool is a beta version. If you notice any problems, please report them via [Vimeo's Feedback](#) system. My email address is at the bottom of the page. Please contact me if you have any questions or comments.

**Timeline:**

**Keywords:**

**File:**

**File:**

**Order:**

**Clip duration:**

**Soundtrack:**

**Make a Movie**

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100

# VIMEO - 2017

vimeo

Join

Log in

Host videos ▾

Watch ▾

On Demand ▾

Search videos, people, and more 🔍

Upload

Staff Pick Premiere >

## Dramatic Relationships

from **Dustin Guy Defa**

The male gaze inspected through the relationship between a director and his female actors.

▶ Watch now

## Comedy on Vimeo

[View category >](#)



# THE EVOLUTION OF THE INTERNET



TEXT



IMAGES



VIDEOS



VIRTUAL  
REALITY

Information



Experience

# THE EVOLUTION OF EDUCATION

Information

Experience

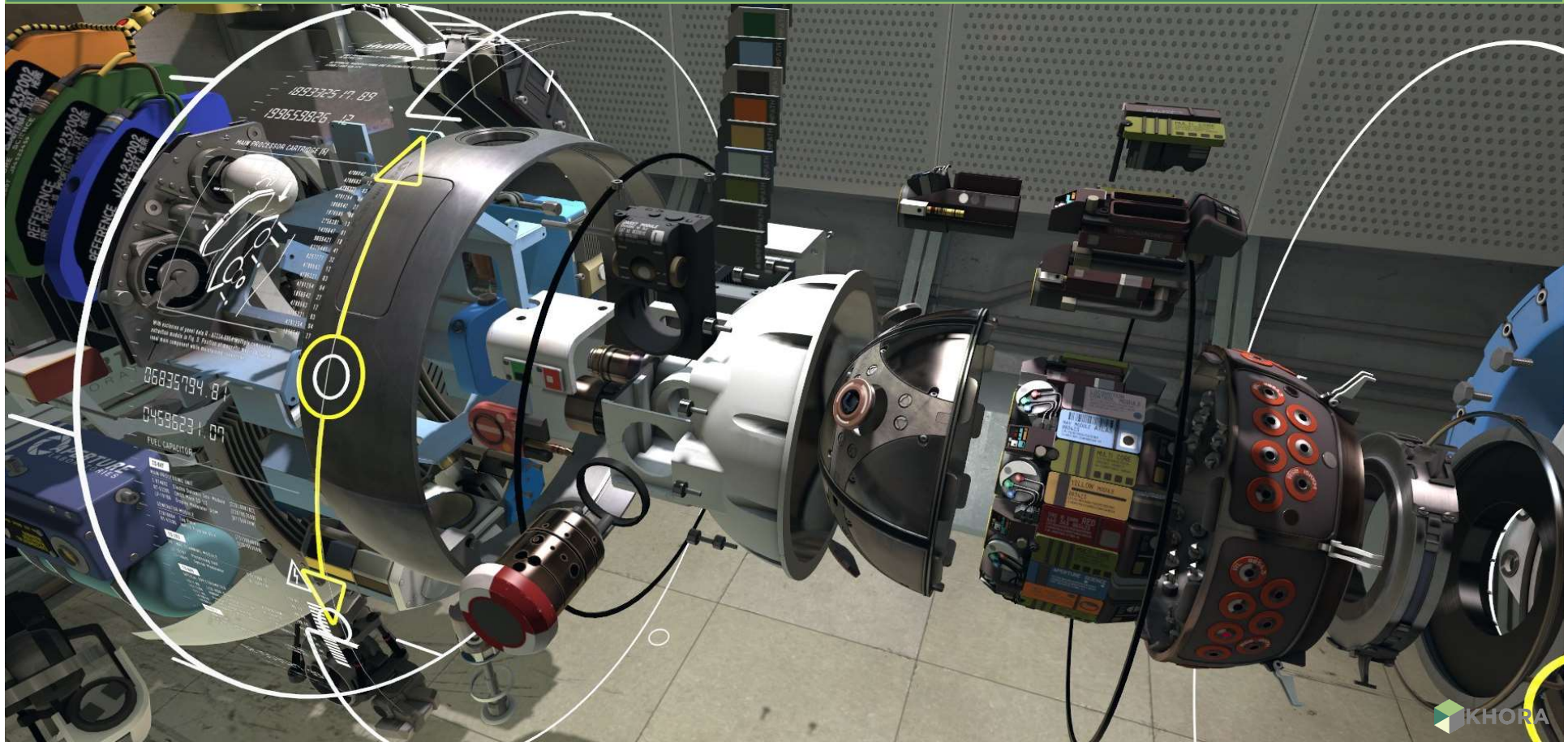


The image shows a screenshot of the Wikipedia article for "Great Wall of China". The page includes the Wikipedia logo, navigation links, and the main text of the article. The article title is "Great Wall of China" and it starts with "From Wikipedia, the free encyclopedia". The text describes the wall as a series of fortifications made of stone, brick, tamped earth, wood, and other materials, built along an east-to-west line across the historical northern borders of China to protect the Chinese states and empires against the raids and invasions of the various nomadic groups of the Eurasian Steppe. It mentions that several walls were built as early as the 7th century BC, and that the wall built 220–206 BC by Qin Shi Huang is especially famous. It also notes that the wall has been rebuilt, maintained, and enhanced, and that the majority of the existing wall is from the Ming Dynasty (1368–1644). Other purposes of the wall are mentioned, such as border controls, regulation of trade, and control of immigration and emigration. The article concludes by stating that the wall stretches from Dandong in the east to Lop Lake in the west, and that a comprehensive archaeological survey has concluded that the Ming walls measure 8,850 km (5,500 mi). This is made up of 6,259 km (3,889 mi) sections of actual wall, 359 km (223 mi) of trenches and 2,232 km (1,387 mi) of natural defensive barriers such as hills and rivers. Another archaeological survey found that the entire wall with all of its branches measure out to be 21,196 km (13,171 mi).





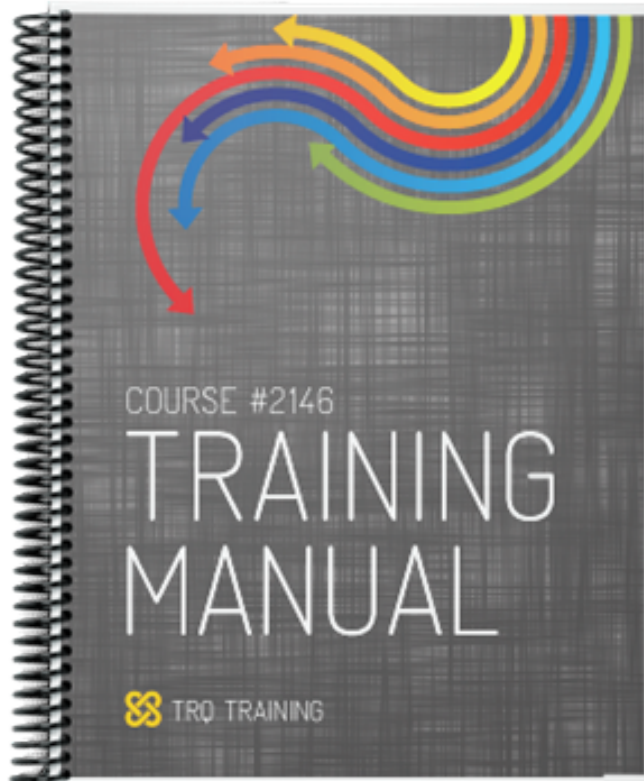
# DIY EDUCATION



# THE EVOLUTION OF TRAINING

Information

Experience





# THE EVOLUTION OF TELE-HEALTH

Information

Experience



Search Mayo Clinic



Patient Care & Health Information > Diseases & Conditions

## Specific phobias

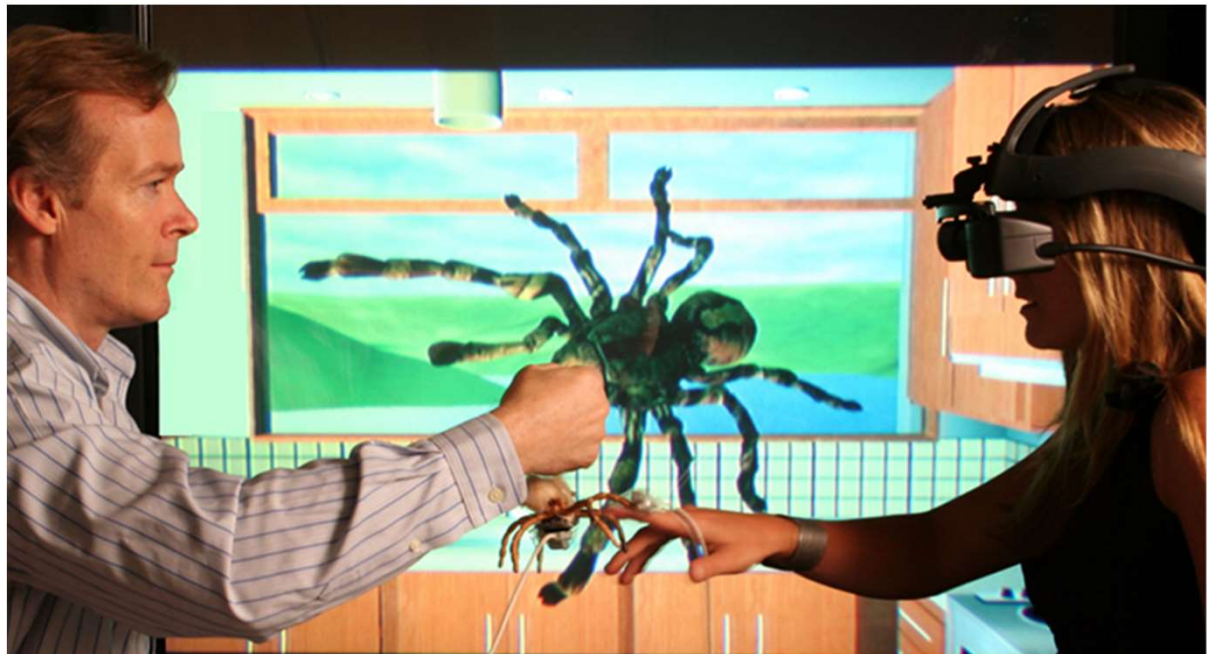
Overview Symptoms & causes Diagnosis & treatment Self-managen

### Treatment

By Mayo Clinic Staff

The best treatment for specific phobias is a form of psychotherapy called exposure therapy. Sometimes your doctor may also recommend other therapies or medication. Understanding the cause of a phobia is actually less important than focusing on how to treat the avoidance behavior that has developed over time.

The goal of treatment is to improve quality of life so that you're no longer limited by phobias. As you learn how to better manage and relate to your reactions, thoughts and feelings, you'll find that your anxiety and fear are reduced and no longer in control.



# THE EVOLUTION OF REAL STATE

Information

Experience

The screenshot shows a real estate website interface. At the top, there are tabs for 'Homes for Sale', 'Recent Sales', and 'Foreclosures'. Below this, the location is set to 'Manhattan, NY'. A search bar includes a price filter with 'Min' and 'Max' fields. The results are sorted by 'Newest'. Two property listings are visible:

- Property 1:** \$685,000, 77 Fulton Street 4H, Manhattan, NY 10038. 1 bd | 1 ba | Days on Site: 11.
- Property 2:** \$1,150,000, 350 West 42nd Street 17C, Manhattan, NY 10036. 1 bd | 1 ba | Days on Site: 13.

Each listing includes a 'New!' badge and a set of icons for 'SAVE', 'PLACES', 'SHARE', 'NOTES', and 'ASK'.



# THE EVOLUTION OF V-SHOPPING

Information

Experience

Brød og kager Kolonial Frost Drikke Kiosk Pleje Husholdning

inspiration om opskrifter

Køb ind her Tilmeld dig her

Mango-bien Magnus  
25 min.  
Vis opskrift

Kanelstegte koteletter  
60 min.  
Vis opskrift

Hk. oksekød 3-7%  
1 kg / EU / Min. 2 dages holdbarhed  
66<sup>67</sup> / 66,67 kr./kg.  
Læg i kurv

Copertino Riserva 2007  
Italien / Copertino, Apulien / 0,75 l / rødvin  
89<sup>95</sup> / 119,93 kr./l.tr.  
Læg i kurv

Coca Cola zero (dåse)  
20 x 0,33 l / ex. pant / Coca-Cola  
100<sup>00</sup> / 46,16 kr./litr.  
Læg i kurv

Amicone 2013  
Italien / Veneto / 0,75 l / rødvin  
119<sup>95</sup> / 159,93 kr./l.tr.  
Læg i kurv



# CURRENT ONLINE SHOPPING

Tilbud og nyt

Dagligvarer

Specialbutikker

Opskrifter

Vin

Inspiration

Grill

Spot

Søg blan...

Søg



0 varer  
0,00 kr



Kød og fisk

Frugt og grønt

Køl

Mejeri

Brød og kager

Kolonial

Frost

Drikke

Kiosk

Pleje

Husholdning



Køb ind her

Inspiration om opskrifter

Tilmeld dig her

## Madplaner

- få nemt det ugentlige overblik
- lækre opskrifter efter sæson og tema
- hverdagsretter på under 45 minutter

Se madplaner

## Mango-bien Magnus

🕒 25 min.

Vis opskrift



Opskrift

## Kanelstegte koteletter

🕒 60 min.

Vis opskrift



Opskrift

## Pizza funghi vegetarisk øko.

450 g / Jespers Torvekøkken

66<sup>95</sup>

148,78 kr./Kg.

Læg i kurv



SPAR  
25%

Nu kun kr. 50,21

## Hk. oksekød 3- 7%

1 kg / EU / Min. 2 dages  
holdbarhed

66<sup>87</sup>

66,87 kr./Kg.

Læg i kurv



TILBUD  
48<sup>95</sup>

Discount

## Copertino Riserva 2007

Italien / Copertino, Apullen /  
0,75 l / rødvin

89<sup>95</sup>

119,93 kr./Ltr.

Læg i kurv



Ta' 3 for 135,00

# FUTURE ONLINE SHOPPING



# THE EVOLUTION OF ADVERTISING

Information



Experience



**DONG**  
energy

HAVMØLLESAFARI   HAVMØLLE I 360°   DE TRE PARKER   GØR DANMARK GRØNNERE   SPØRGSMÅL OM HAVMØLLESAFARI

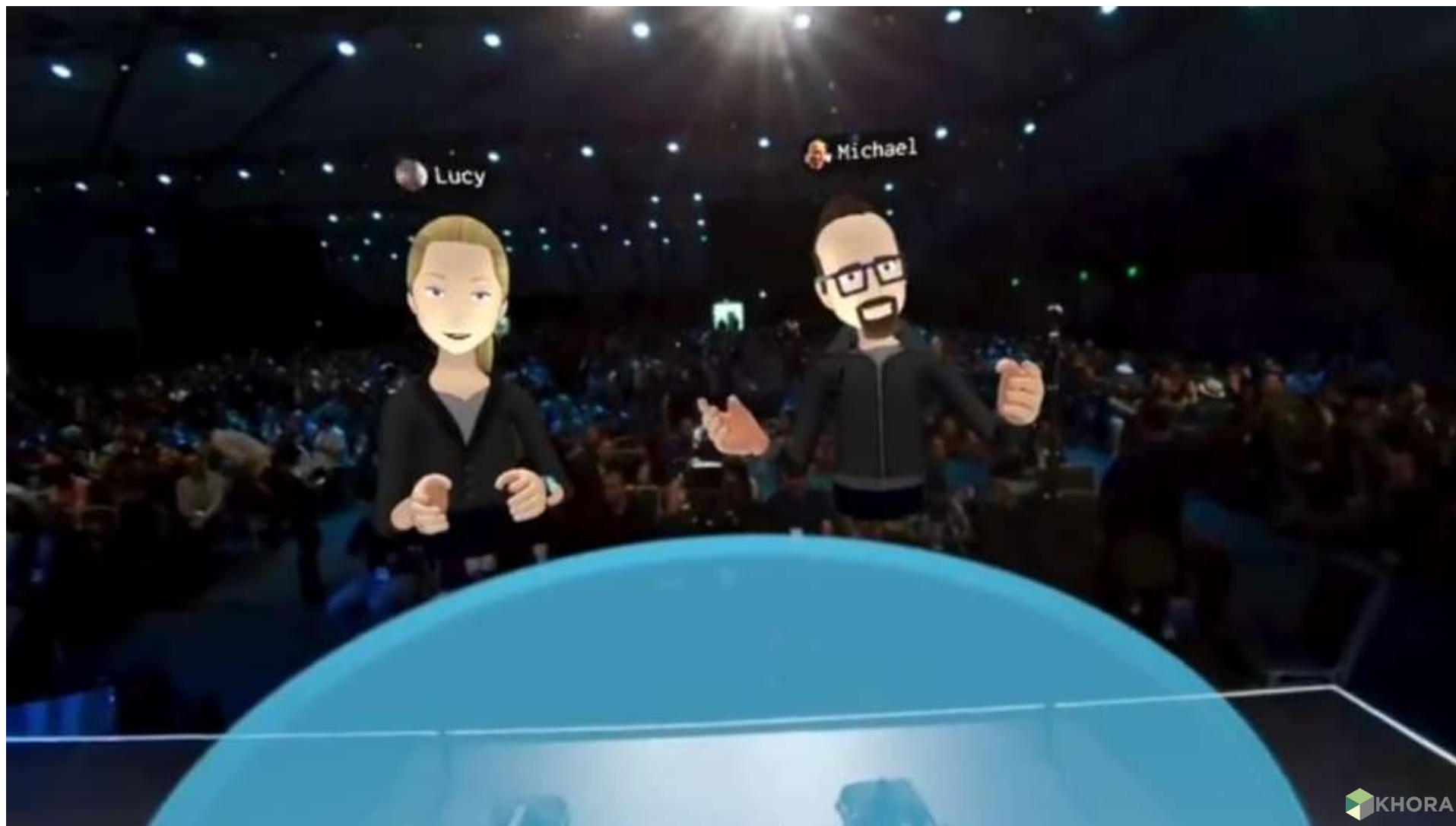
VIL DU SE **UDSIGTEN**  
FRA TOPPEN AF EN  
**HAVMØLLE I 360°?**

'Dig'?

**DONG**  
energy

# CORPORATE STORYTELLING







# THE EVOLUTION OF THE INTERNET



TEXT



IMAGES



VIDEOS



**VIRTUAL  
REALITY**

Information



Experience

**THANK YOU!** 😊

**Sérgio Oliveira**

Email: [sergio@khoravr.com](mailto:sergio@khoravr.com)

[www.khora-vr.com](http://www.khora-vr.com)

05-07-2017