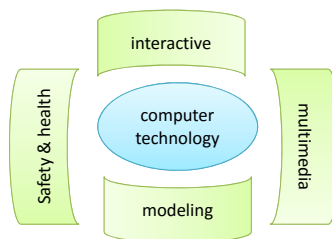# Market and Standard Requirements of Virtual Reality (VR)

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VR will become more popular

interactive

Safety & health

computer technology

multimedia

modeling

There's a clear technology trend enabling people to share richer and richer content… Five years ago, most content on Facebook was **text**. Now it's **photos**.
Fast forward five years and it will be **video**.
After that, it will be immersive content like " **Virtual Reality** ".

@ MWC 2016

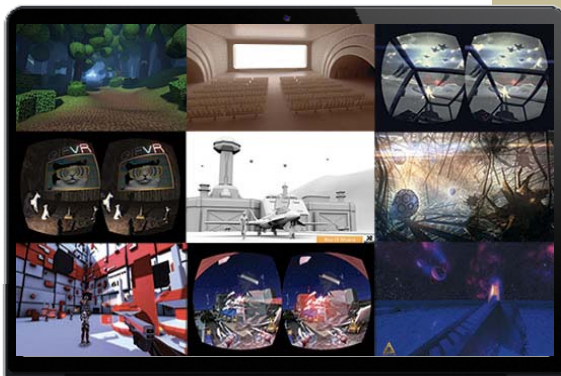Mark Zuckerberg
(Facebook's CEO)
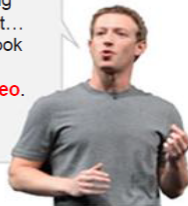
Developing of VR Products
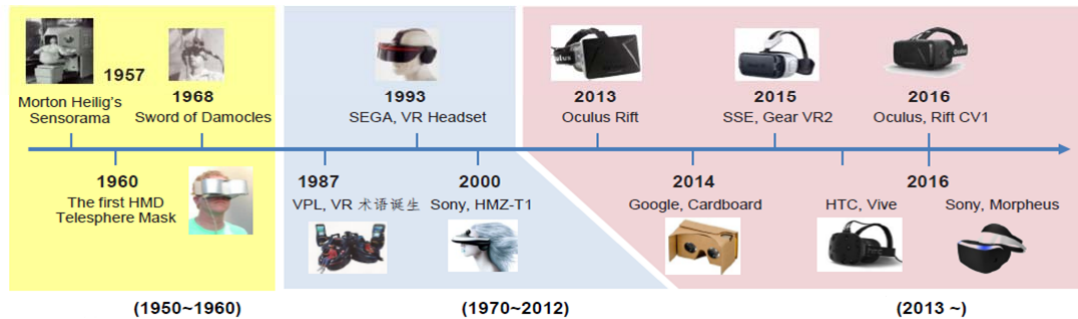
From technical view: image processing, wireless communications, HD/UHD technology, VLSI technology …

From financial view: more companies, more financial capital in this field since 2016.

It is expected later in 2017 VR market will grow rapidly.
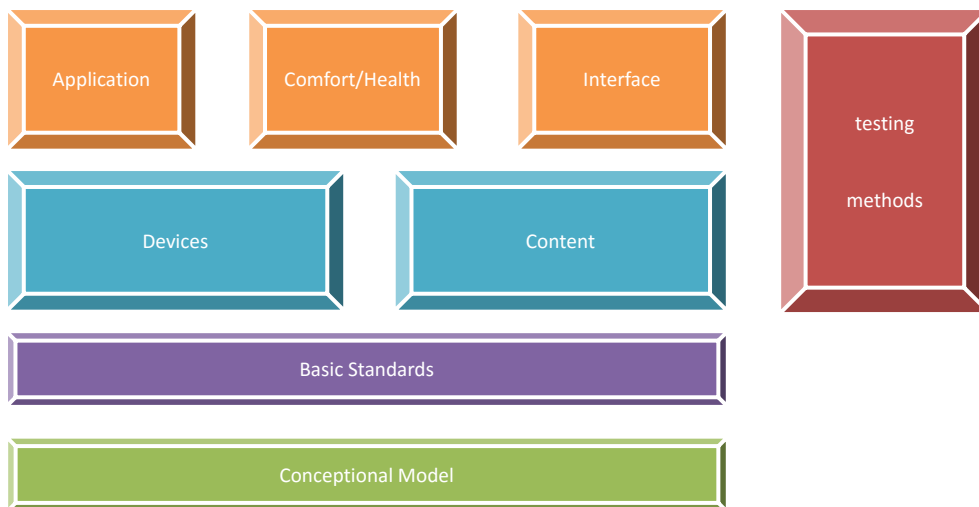

Content providing is quite important for VR

- The current VR content is extremely short, the quantity and quality is expected to be improved.
- Build a professional VR content providing platform will accelerate the growth of VR market.

Hardware become more mature

Bigger market size can be expected, depending on the technical development, by integrated more functions/services in a single terminal.
Helmet and glasses is a transitional product, the future will be an all-in-one terminal, with content provided by cloud server, plenty applications.

Potential Standard Requirement of VR

Application

Comfort/Health

Interface

testing

methods

Devices

Content

Basic Standards

Conceptional Model

Suggestions

- ➢ Set up a new Study Session about VR to
    - ❑ carefully evaluate the techniques used in field of VR
    - ❑ find out the potential requirements for standards
    - ❑ providing new projects
- ➢ Start a questionary within TC100 members to find out
    - ❑ the status of market and products
    - ❑ any interested topics in field of VR
    - ❑ gather comments from each NC