IMMERSIVE JOURNALISM USING VOLUMETRIC VR AND AR
TERMINOLOGY / JARGON

- volumetric / room scale / walk around
- presence / empathy
- spatial narrative
COMBINING VISUAL, AUDITORY AND PHYSICAL STIMULI TO MAKE THE VIEWER FEEL PRESENT INSIDE A STORY
OR...

USING THREE-DIMENSIONAL SPACE TO REIMAGINE NEWS (AND ENTERTAINMENT, AND BRANDED CONTENT)
PREHISTORY: 2009
WHY NOW IS THE TIME

- new hardware
- new means of data capture
- new platforms
WWW.EMBLEMATICGROUP.COM

IMMERSIVE JOURNALISM

125 million active users

65 million active users

1.65 billion active users
DATA CAPTURE - PHOTOGRAMMETRY

- photo-real
- volumetric
- slr camera
WHAT NEXT?

- cheaper, lighter headsets
- interactivity / agency
- user-generated 3D
- social / shared experience
WHY?

咍 emotional impact
  – presence / empathy
咍 efficiency
  – more information / more intuitive
WHAT NEXT?

- cheaper, lighter headsets
- interactivity / agency
- user-generated 3D
- social / shared experience
BEYOND 360: VOLUMETRIC VIRTUAL REALITY

- PHYSICAL 'WALK-AROUND' EXPERIENCE
- GREATER SENSE OF IMMERSION
- MORE POTENTIAL FOR INTERACTION
IMMERSIVE JOURNALISM

- goals ‘you are there’ – presence/empathy
- formats 360° vs. volumetric
- techniques data capture
- issues ethics
WHY? [EMOTIONAL]

- simulating locations off-limits to film crews
- spatial narratives - dimensions key to understanding story
- scenarios where interaction increases impact
- recreating past events where no extant footage
NEW MEANS OF DATA CAPTURE

 bullet photogrammetry
 bullet volumetric video capture
 bullet no special hardware – SLR camera
KEY (OVERUSED) CONCEPTS

- Empathy
- Presence
- Embodiment
CAPTURING TECHNOLOGIES

VIDEOGRAMMETRY
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WHAT IS PRESENCE?

1. USING SOME COMBINATION OF VISUAL, AUDITORY, AND HAPTIC STIMULI TO ‘TRICK’ THE VIEWER INTO FEELING THEY ARE SOMEPLACE ELSE
WHAT IS IMMERSIVE JOURNALISM?

TAPPING THE POTENTIAL OF EMERGING TECHNOLOGIES TO TELL IMPORTANT STORIES IN POWERFUL NEW WAYS
IMMERSIVE JOURNALISM USING VIRTUAL AND AUGMENTED REALITY
WHAT IS IMMERSEIVE JOURNALISM?

USING A COMBINATION OF VISUAL, AUDITORY AND HAPTIC STIMULI TO MAKE THE VIEWER FEEL AS THOUGH THEY ARE PRESENT INSIDE THE STORY
WHAT IS IMMERSIVE JOURNALISM?

USING DEPTH AND VOLUME TO TELL STORIES WITH GREATER EMOTIONAL IMPACT AND A HIGHER DEGREE OF EFFICIENCY
EXPERIENCES FROM US

SELECTED PROJECTS 2012 – 2017

Project Syria  WEF Davos
Use of Force  Tribeca
Kiya  Sundance
After Solitary  SXSW
DATA CAPTURE - VIDEOGRAMMETRY

- 3D video quality
- portable stages soon
- compatible with Unity
PREHISTORY: 2009
WHY?

- scenarios where interaction increases impact
- presence / impact / empathy
- spatial narratives – the power of depth
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