LUCIDWEB
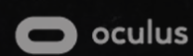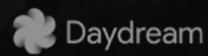
Multi-device VR/AR

WebXR distribution platform for media, (public) brands,

enterprises and XR agencies

iOS   Android   SAMSUNG Gear VR   VIVE   Daydream   oculus   WORKS WITH Google Cardboard   Windows Mixed Reality

AGENDA

LUCIDWEB

-

CONSULTING: XR4ALL

-

TECHNOLOGY

-

WORK

-

LANGUAGE IN VR

-

LUCIDWEB?

LUCIDWEB

PRODUCT OFFERING

CONSULTING & SPEAKING

WebVR/WebAR

Distribution in XR:
application based
versus browser based

European Commission | XR 4ALL

CUSTOM DEVELOPMENT
WEBVR & WEBAR

360°video & 3D

Interactive & non-interactive

Gamified, branching narratives

LUCIDWEB PRO

(IN DEVELOPMENT)

SAAS PLATFORM

Online publishers
Broadcasting · Communication
· Advertising

Enterprises/Public
Communication · Education
· Citizen participation

VR Agencies

LUCIDWEB CONSULTING

CONSORTIUM PARTNERS

Europe Unlimited S.A(Belgium): Provides event and online matching platforms between emerging innovative companies, investors and partners across Europe.

Image & 3D Europe(Belgium): Non-profit that brings together communities of professionals in the field of imaging. It also organizes the Stereopsia event.

BCOM (France): A private research foundation. Its objective is to achieve excellence in the most competitive sectors such as media coding and new immersive technologies.

Fraunhofer Institute for Telecommunications, Heinrich Hertz Institute (Germany): A research institute in the fields of mobile broadband communications, photonic networks and electronic imaging for multimedia.

LucidWeb (Belgium): A leading WebXR startup. It makes XR content widely available by helping broadcasters and agencies to distribute unique branding and storytelling experiences through the browser.

INDUSTRY PROBLEMS

- EU XR landscape faces strong competition and is fragmented

- Lack of a European developer platform

- Investment culture is risk averse

- No common research agenda

- Weak links between research and market

- Lack of industry knowledge

SOLUTIONS

1. XR Community and forum to coordinate and foster collaboration

2. XR Developer platform

3. Open call for funding opportunities

4. XR Research agenda

5. Map of funding sources for XR technologies

6. Promoting the XR achievements

XR 4ALL

b:com   Europe Unlimited   Fraunhofer Heinrich Hertz Institute   stereopsia   LUCIDWEB

LUCIDWEB TECHNOLOGY

PROBLEM: VR IS EXPERIENCING A VR WINTER

STATE VR MARKET : CURRENT CHALLENGES OUTWEIGH THE DRIVERS

DRIVERS

- Higher & longer engagement than 2D media
- Education > motivation > enjoy learning
- Journalism > focus > emotional impact
- advertising > data > CTR%

CHALLENGES

- Missing standards
- Fragmented distribution landscape
- (S)low market penetration hardware
- Relative expensive production costs
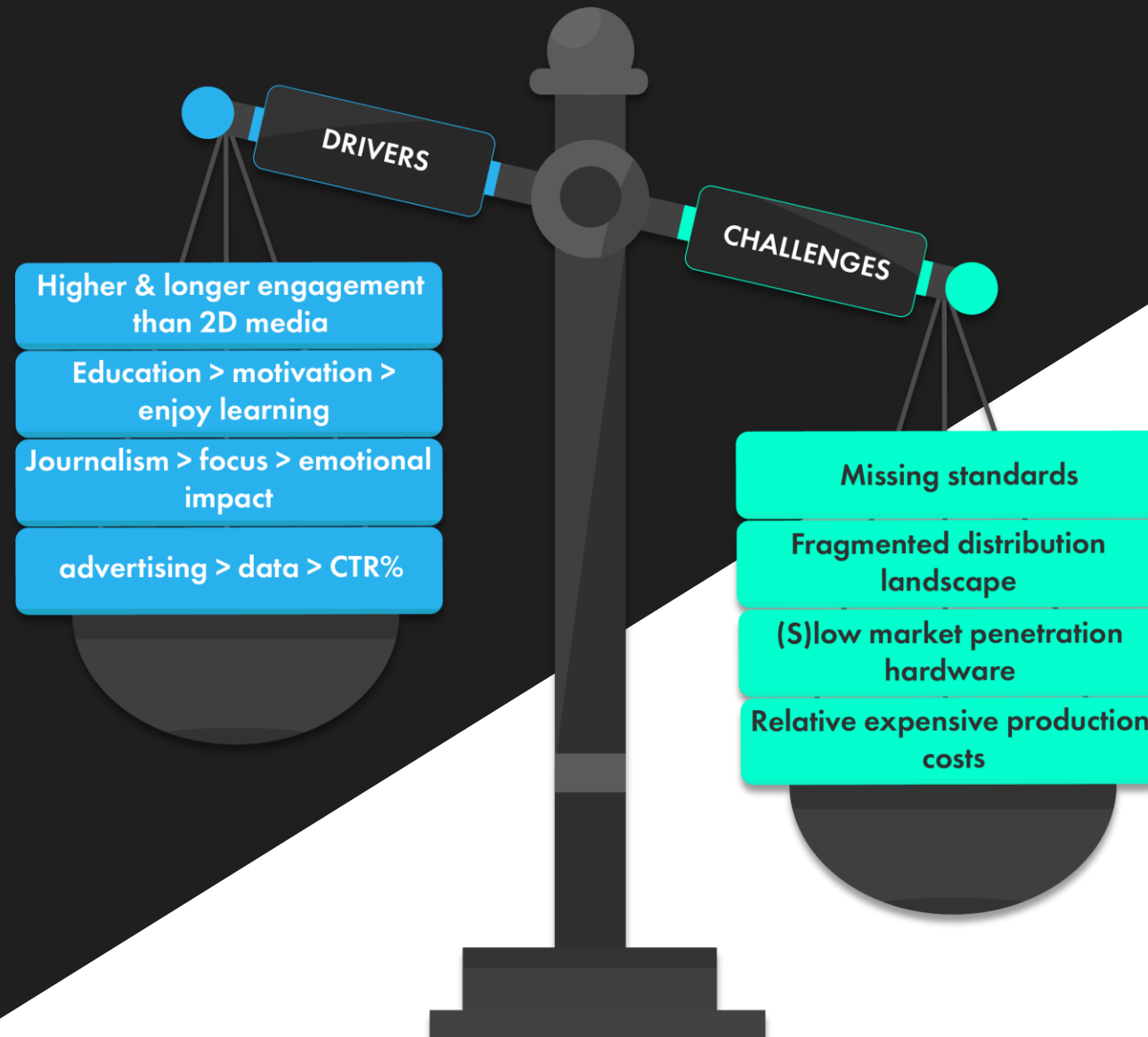
VR IS STUCK WITH GAMERS/FESTIVALS

SOLUTION: DISTRIBUTION VIA CONSUMER BROWSER

CHALLENGES

DRIVERS

(S)low market penetration hardware

Relative expensive production costs

Higher & longer engagement than 2D media

Education > motivation > enjoy learning

Journalism > focus > emotional impact

advertising > data > CTR%
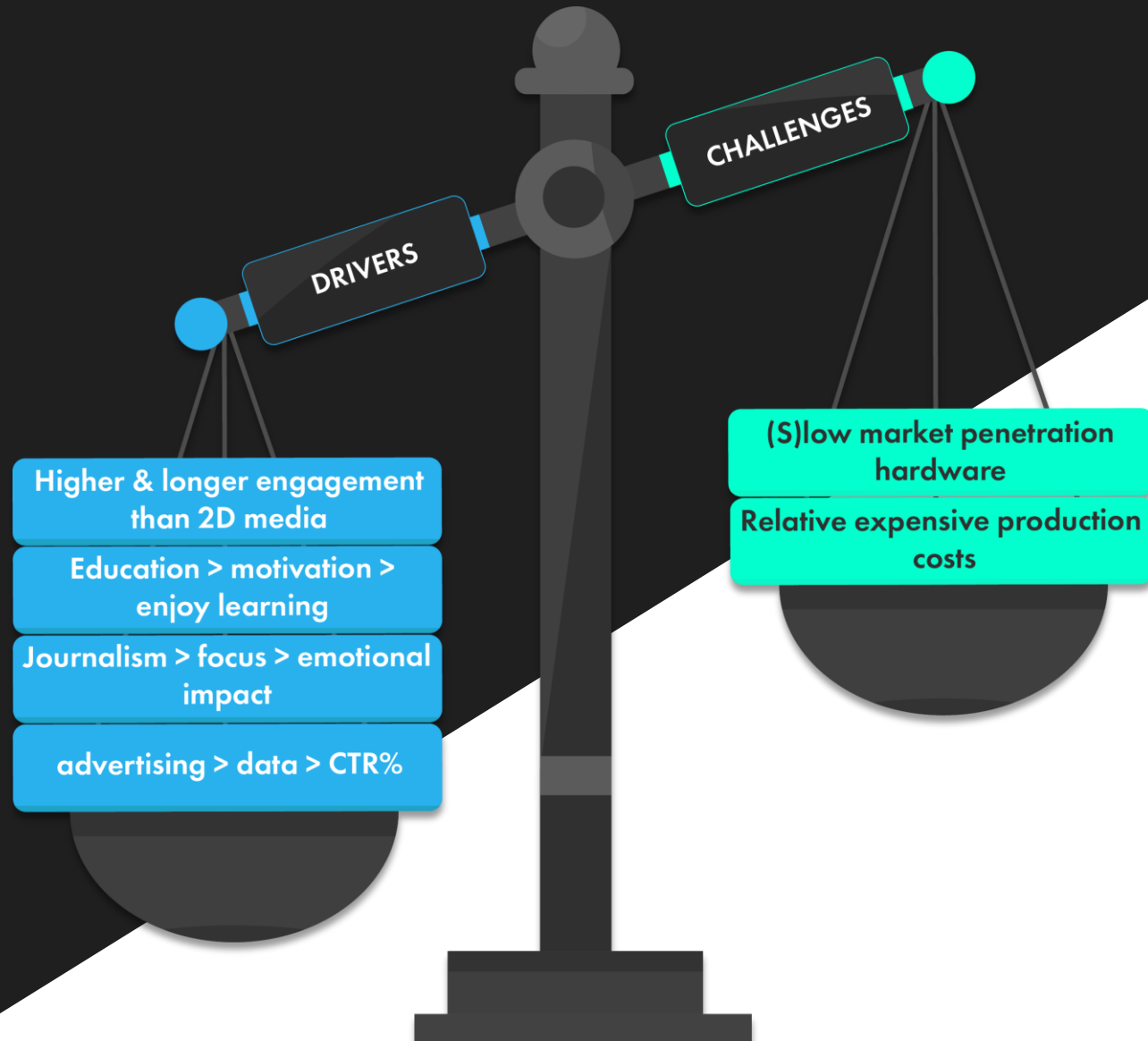
VR CREATES WOW FACTOR WITH CONSUMERS – FOMO WITH PUBLISHERS

DESKTOP   + MOBILE VR   + HEADSET VR   + MOBILE AR
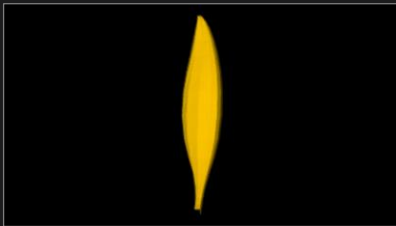
                                                        + OCULUS RIFT   + DESKTOP,   HTC
                                                                         IPHONE &   VIVE
                                                                         OCULUS RIFT

                                                                                        REACT VR
                                                        HIRO   Facebook
VRML 1.0   VRML 2.0   X3DOM   WebVR
                                        Fraunhofer   prototype by
                                                        Mozilla   Quicklook
                                                                                                           iOS 12

1995   1997   2009   2014   2017   2018   2019

VR

1994   2005   2011   2015

                                                                                        Google

                              VRML 3.0 = X3D   Article
                                                                                        developer
                                                                                        browser

                              WebGL   A-FRAME   FIREFOX 55   W3C®
                                                         Mozilla   WebXR support
                              Khronos Group   for windows   Working draft of
                                                                        headsets   WebXR published
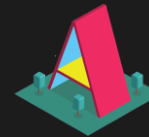
THE CYBER BANANA   A-FRAME
1st VRML by Marc Pesce &   extends its support
Tony Parisi (Web3D   to 5 VR headsets
consortium)

GAFA SUPPORT

Google

Cardboard

Daydream VR

Mirage Solo

Android

WebVR Experiments

Article

amazon

Sumerian
(May 2018)

Apple

AR Quick Look

facebook.

React VR

Oculus browser

Oculus Rift/GO

Microsoft

Mixed Reality Headsets

Microsoft Edge support

SAMSUNG

Samsung Internet
Browser

Samsung Gear VR support

magic leap

Helio support

Firefox

Firefox

WebVR

A-Frame

WebXR

Hubs

Spoke

1,362 views | Feb 18, 2019, 07:21am

The End of the App

Charlie Fink Contributor ⓘ
Consumer Tech
I'm a former tech executive covering VR, AR and new media for Forbes.

f   For the next four weeks, I'll be sharing excerpts from my new AR-enabled book, Convergence, How The World Will Be Painted With Data, to be released on March 12 at the South-by-Southwest (SXSW) Conference in Austin, TX. The AR book features fifty different AR experiences and thought in   leadership from more than forty XR industry leaders. Sort of like a conference, with demos, in a book.

This piece, by Erik-Murphy-Chutorian, founder and CEO of 8th Wall, a web-based mobile AR development platform, explores the impact a 5G world will have on the current app-based mobile ecosystem.

"Browser-based experiences do not discriminate against devices and they continue the user flow across various channels..."

DIGITAL COMMERCE 360 | Retail | B2B | Health

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Internet Retailer

▶ Upcoming Webinar ▶

AUGMENTED REALITY

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color:

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PERSPECTIVES

ADD TO FAVORITES

How retailers can drive ROI with 3D and AR on websites

Vince Cacace | Feb 19, 2019

Share:
𝕏 f in G+ ✉

3D and AR need no longer be limited to retailers' mobile apps. New technology makes it possible to add these immersive displays to website product pages and other online venues, most notably social media.

"49% of retailers online traffic originates in mobile browsers, versus just 5% in mobile apps "

(Forrester, 2019)

19 for '19: Augmented Reality Trends & How They May Play Out This Year

Tom Emrich [Follow]
Jan 5 · 21 min read

10. WebAR plays an important role in consumer education by reducing the friction of AR

2018 was actually a pretty awesome year for web augmented reality in that the opportunity became real and was rolled out to the masses thanks to Magic Leap's Helio, Apple's AR Quick Look and especially a new product offering from 8th Wall.

909
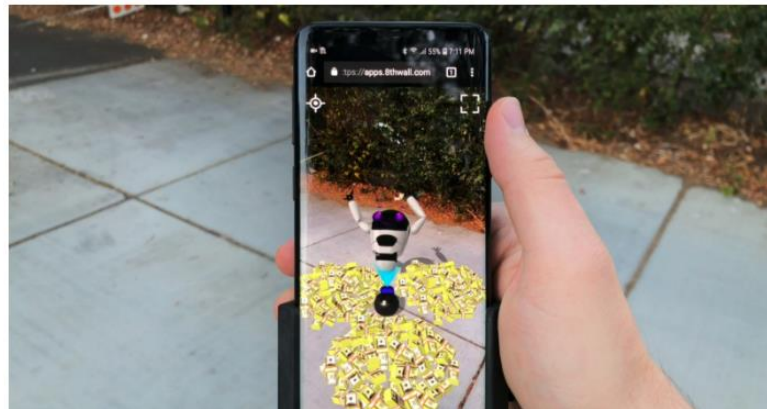
"...educating the consumer market on what AR is all about by removing the friction to access and experience it "

(T. Elmrich, Superventures & AWE, Dec '18)

LUCIDWEB**PRO**

WHITE LABELLED DISTRIBUTION PLATFORM FOR
IMMERSIVE MEDIA

✓ **Targeting medium to large online publishers**

✓ **Out-of-the-box, non-technical**

✓ **Takes away all distribution pains**

✓ **Brandable players ensure widest reach, the viewer decides how to experience**

✓ **Control hosting & monetization**

✓ **Known licensing model: SAAS**

✓

CORE VALUES:

"Europe first" approach:

- Human centric
- Trustworthy
- Clear focus on ethics and data protection according to European guidelines
- Educational UX/UI on upcoming device shift

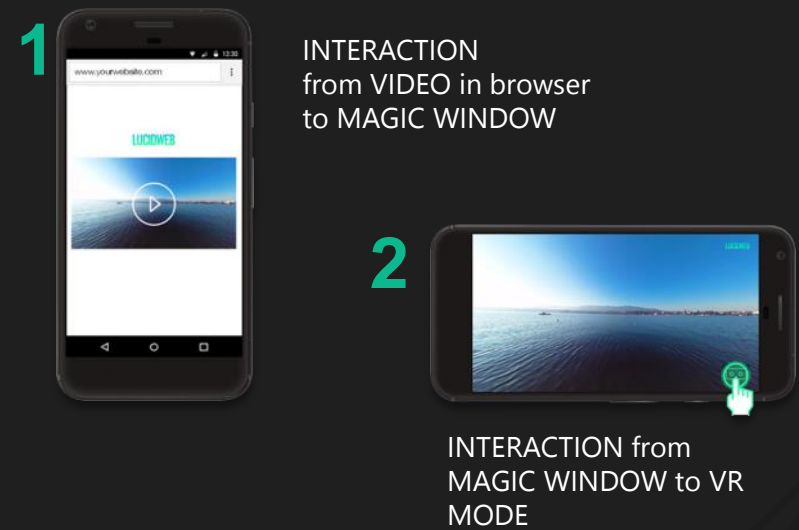# LUCIDWEB REMOVES THE FRICTION TO ACCESS AND TO EXPERIENCE VR/AR

Native apps

LucidWeb

THE NEW YORK TIMES VR NEEDS 8 STEPS TO ACCES VR MODE
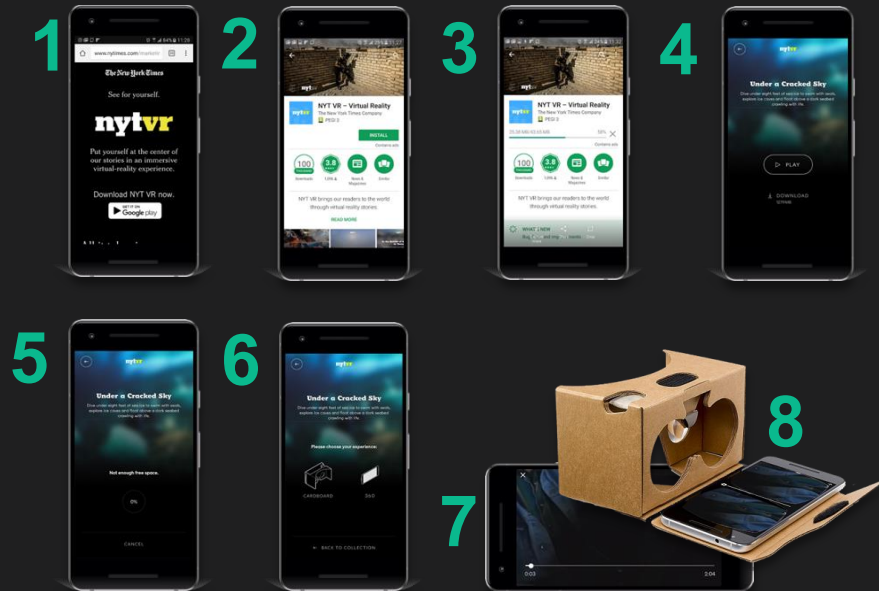
LUCIDWEB USER ONLY NEEDS 2 STEPS TO ACCESS VR MODE

1
2
3
4
5
6
7
8

1 — INTERACTION from VIDEO in browser to MAGIC WINDOW

2 — INTERACTION from MAGIC WINDOW to VR MODE

WORK

LANGUAGE IN VR

LANGUAGE IN VR: 3 ISSUES

- The speaker identification
    *In case of > 1 speaker
    *Speaker identification or subtitles that follow the speaker

- The influence of the VR experience
    *Motion sickness?

- The position of the subtitles

MEDIA: SUBTITLES IN VR – RESEARCH BY BBC R&D
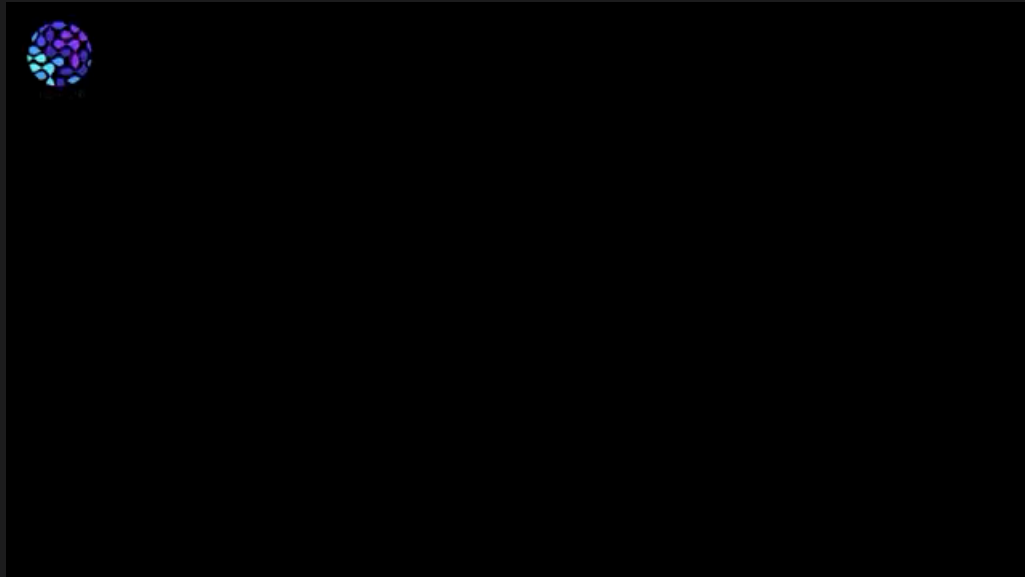
Evenly spaced

Follow Head immediately
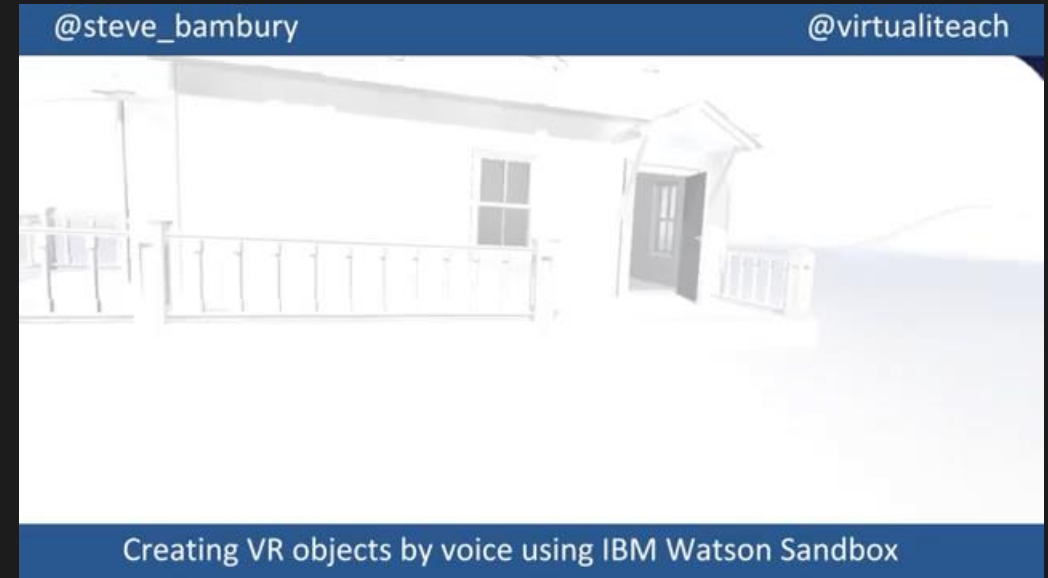
Follow Head with lag

Appear in front, then fixed

ENTERPRISE: INSTRUCTIONS & AUTOMATIC VOICE COMMANDS

@steve_bambury   @virtualiteach

Creating VR objects by voice using IBM Watson Sandbox
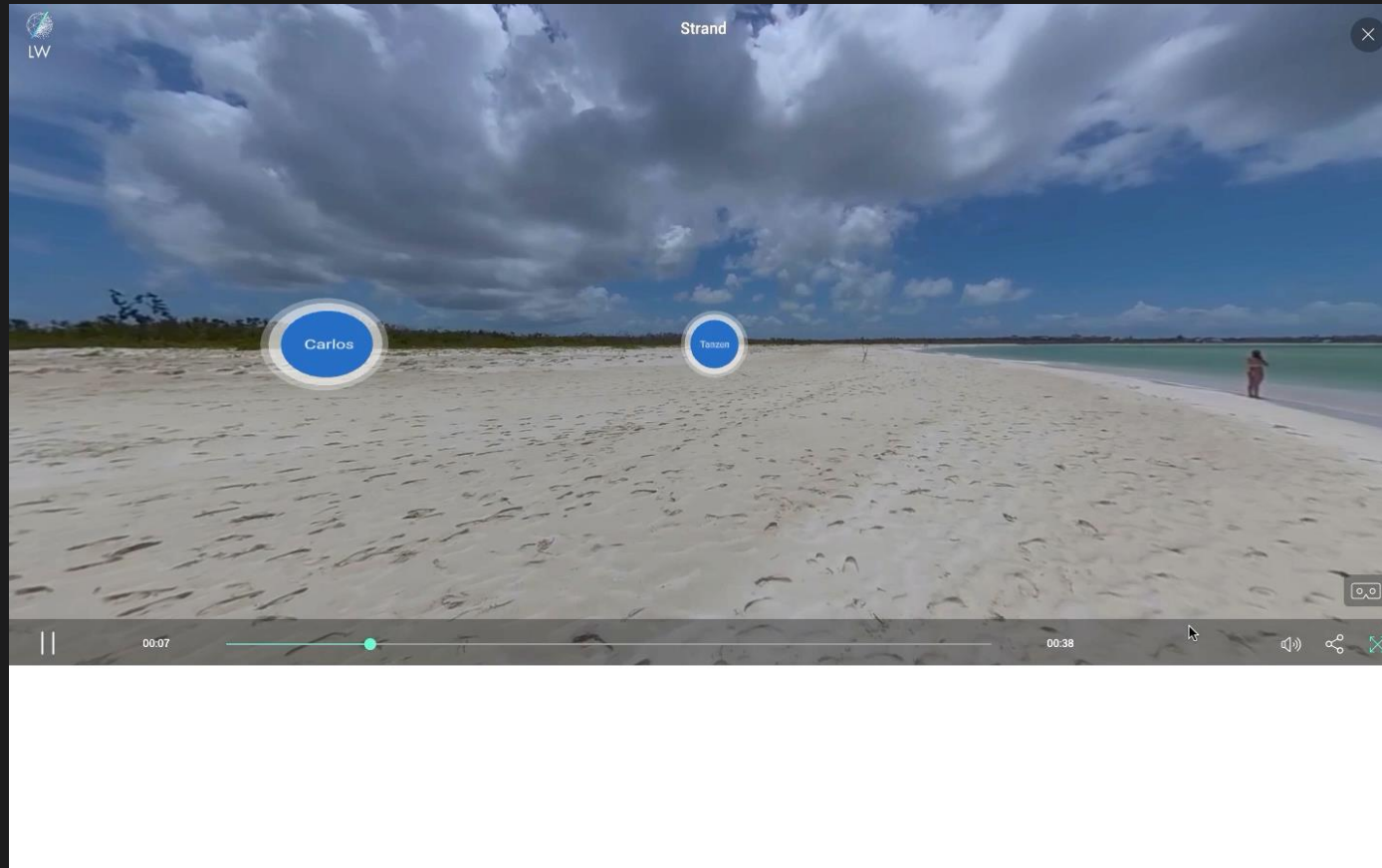
WRITTEN INSTRUCTIONS –CONTROLLER AREA

VOICE COMMANDS

MAMA CONGO: VRT & LUCIDWEB

2D Video with subtitles in 3D environment or 3D video with voice-over in NL and EN

360° video with 4 portal to 360° video – real-time tracking reflected in colours of portals

LUCIDWEB

THANKS!

Just the beginning. Content is king.

Let's co-discover the creative power of the browser to introduce unique
VR/AR
storytelling/branding

Diana@lucidweb.io