

What are the different types of immersive content?

So what's the difference between the types of immersive experiences?

Well, we've got augmented reality and virtual reality are the main types.

Augmented reality is using your device. So you're looking through the screen here, through the camera, and that's overlaying a 3D model, typically, over your environment that could be through a tracker image or a trigger image, that you might know it as, and that would show a 3D model appearing on top of that image.

In Sandbox we can detect the surface around us, so we can detect a floor or a table top, for example, and the augmented reality can appear on that table surface as well. So we don't need the trigger image.

So with augmented reality, people can share this experience with you. You can say, hey, look, look what I can see through my device. With this, you're stuck inside this on your own. This is a social experience, and this is pretty much an individual experience. It's very powerful, yes! But at the same time, you can't share it in the same way that you can share your experiences through augmented reality.

So in Sandbox, what we've done is we've introduced a feature that allows us to bring a hybrid effect to that. So using the device as a magic window, you can scale up the augmented reality. So instead of looking at things very small on a desktop surface, you can put those things on the surface of the floor, and you can scale them up to life size. And then using your device as a magic window, you can then walk around that and experience it in a very similar way to that that you can have with virtual reality. And it's very, very powerful and we see people dodging and ducking underneath beams and things. So it really does take you there. And, of course, it's a social experience as well. You can share it as well.

And what we find is, when people are using the magic window approach, so when they're walking around an environment in augmented reality, it takes about 30 seconds, maybe a minute but they do become, their brain does tell them "I am there". And that's when you see people like ducking under branches and trying to be careful they're not walking into a wall or something, because they really do believe they're there. Because they're walking, they're using their limbs to walk around, and their brains are telling their eyes they can see this, so it must be there. And that is really very powerful. And unlike virtual reality, of course, you are physically moving; you can move around it in a way that you can't really with virtual reality. And that's really quite a significant difference.