



# VIRTUAL REALITY (VR)

FUTURE TECHNOLOGY EDITION

**#7** in the Series of 'Essential Eight' Tech Mega Trends set to impact all markets in the coming years



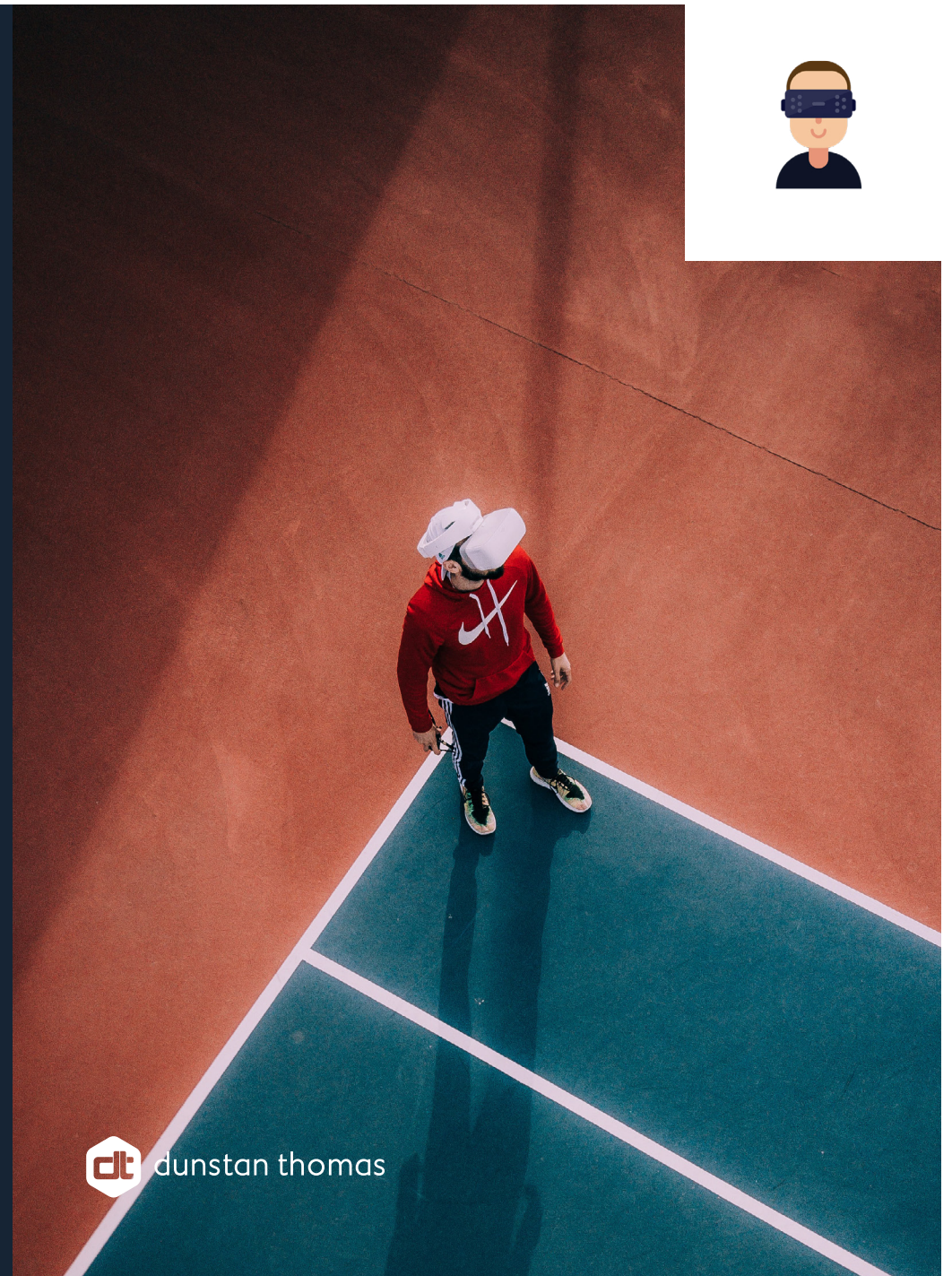
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## VIRTUAL REALITY (VR)

VR makes it possible to build computer-generated simulations of a three-dimensional image, environment or journey.

Viewers use purpose-designed VR equipment to interact with the simulation in realistic ways. Beyond the gaming and entertainment industries that have served as its proving ground, VR now has the potential to transform many other industries, including office-based occupations and financial management. MarketsandMarkets.com puts a future value on the VR market of \$34bn by 2023 and, as it merges with Augmented Reality (AR), the combined Immersive Reality market could be worth a combined \$94bn in the same timeframe.

So, how's VR helping, and which applications are catching on? We take a look at 9 VR applications which caught our eye:

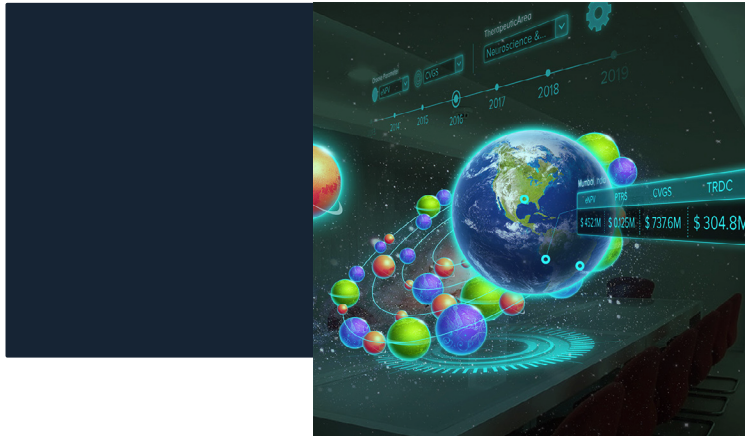


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1

## BIG DATA VISUALISATION

Salesforce is creating a cloud-based VR/AR data analysis tool, based on the Oculus Rift VR headset, to create an immersive 3D-augmented environment which lets users interact with data streams and extract insights by putting different streams together.



2

## STRESS BUSTING VR-HOLIDAYS AT YOUR DESK

PwC in Australia is experimenting with VR to give employees a quick 'stress-busting mini-vacation' without leaving their desks – with the aim of improvements to its employees' wellness.



3

## TRADING DATA VISUALISATION TOOLS ARE COMING

Citibank's Holographic Workstation, which runs on the Microsoft HoloLens platform, combines 2D and 3D presentations of data to optimise a trader's ability to extract meaning and trends from complex, multi-faceted market indicators, both quickly and accurately.

4

## OPTIMISING THE PERFORMANCE OF AN ELITE SPORTSPERSON OR SHOP FLOOR WORKER

STRIVR Labs develops immersive simulators for training professional sports stars to help improve their performance by making success feel more real for them. The same company has developed VR staff training solutions for Walmart, United Rentals and JetBlue.



VR

5

## VIRTUAL 'POWER' MEETINGS

Fintech firm Comarch has created an VR/AR 'ecosystem' for investors and business owners. It uses a mixture of smart wearables and the Oculus headset. Communication between participants takes place via smartphones and smart watches, and data can be presented and exchanged between participants in virtualised meetings via the headset.



6

## PREPARING FOR DIFFERENT LIFE CIRCUMSTANCES VIA VR

Harrogate-based charity and social enterprise Disability Action Yorkshire is using VR technology to help train and prepare the people it supports to manage a range of everyday challenges. These include travel by public transport and shopping in a supermarket. In theory, VR could be used to help all people affected by life-changing illnesses and who want to keep active.

7

## TRADING AT A GLANCE

Swiss digital bank Swissquote developed a VR trading application that enables users to make trades with a glance. The VR headset creates a 360° trading wall for its users to monitor the markets in a virtual environment. This virtual dealing platform feeds real-time data relating to the Swiss Market Index, currency pairs and the main indexes to users via a VR headset. Using eye-tracking technology, customers can bring up more information on a specific stock and even execute trades to a preconfigured value just by focusing on the symbol. Swissquote clients can also log-in to their profile and view the status of their accounts through the headset.

Paolo Buzzi, CTO at Swissquote states: "...Building our (VR) application allows us to also perfect Swissquote's existing applications on other devices, therefore accelerating our own technological evolution. In this way, the Fast Trade tool, initially developed for VR helmets, will eventually be usable for our Apple Watch application."

8

## VISUALISING BEFORE PLANNING FOR THE FUTURE

PwC director David Maloney showed Dunstan Thomas staff recently how VR is being used to show retail groups and sector experts what current high street trends could mean for the future of our high streets 20 years from now. In this way, VR can be used as a 'story-telling device' to help visualise what might happen in the future by dropping them into that immersive view of a possible future via a VR headset.

## IN SUMMARY

VR enables us to not only plan for the future but 'experience' the future and act more urgently and effectively following this more tangible experience. Or as one senior executive said, having participated in a VR session immersed in a future vision of the world:

"It's no longer a case of simply visualising what the future might look like, but actually interacting with the future and making choices about that future. So, it's no longer a case of if, but what are we going to do when we get to this future.....I really think this experience helps you to look at disruption as a source of competitive advantage (rather than just a threat). How can we propel our business forward in the midst of all this?"

The financial services market is clearly very well-placed to put VR to work and turn this once fanciful technology into a powerful business tool and investment driver.

[www.dthomas.co.uk/content/fs/futuretech.shtml](http://www.dthomas.co.uk/content/fs/futuretech.shtml)

VR Future  
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