

VIRTUAL UMBRELLA

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Techniques Being Used to Market
VR Products and Experiences

Then
Vs
Now



The man in the Hathaway shirt

AMERICAN MEN are beginning to realize that it is ridiculous to buy good suits and then spoil the effect by wearing an ordinary, mass-produced shirt. Hence the growing popularity of HATHAWAY shirts, which are in a class by themselves.

HATHAWAY shirts wear infinitely longer—a matter of years. They make you look younger and more distinguished, because of the subtle way HATHAWAY cut collars. The whole shirt is tailored more generously, and is therefore more comfortable. The tails are longer, and stay in your

trousers. The buttons are mother-of-pearl. Even the stitching has an ante-bellum elegance about it.

Above all, HATHAWAY make their shirts of remarkable fabrics, collected from the four corners of the earth—Viyella and Aertex from England, woolen taffeta from Scotland, Sea Island cotton from the West Indies, hand-woven madras from India, broadcloth from Manchester, linen batiste from Paris, hand-blocked silks from England, exclusive cottons from the best weavers in America. You will get a

great deal of quiet satisfaction out of wearing shirts which are in such impeccable taste.

HATHAWAY shirts are made by a small company of dedicated craftsmen in the little town of Waterville, Maine. They have been at it, man and boy, for one hundred and fifteen years.

At better stores everywhere, or write C. F. HATHAWAY, Waterville, Maine, for the name of your nearest store. In New York, telephone MU 9-4157. Prices from \$5.50 to \$25.00.



He's training to be a space pirate.
What are you doing
in your living room?

Infinite realities await you.

Battle zombies, robots and monsters. Draw in the air. Fly around the globe. Play at archery, table tennis, boxing and more. The HTC Vive virtual reality system unlocks infinite possibilities for fun and education.

With two laser base stations tracking your movements with sub-millimetre accuracy, you will be completely immersed. And with the Vive's motion controllers in your hands, virtual objects are

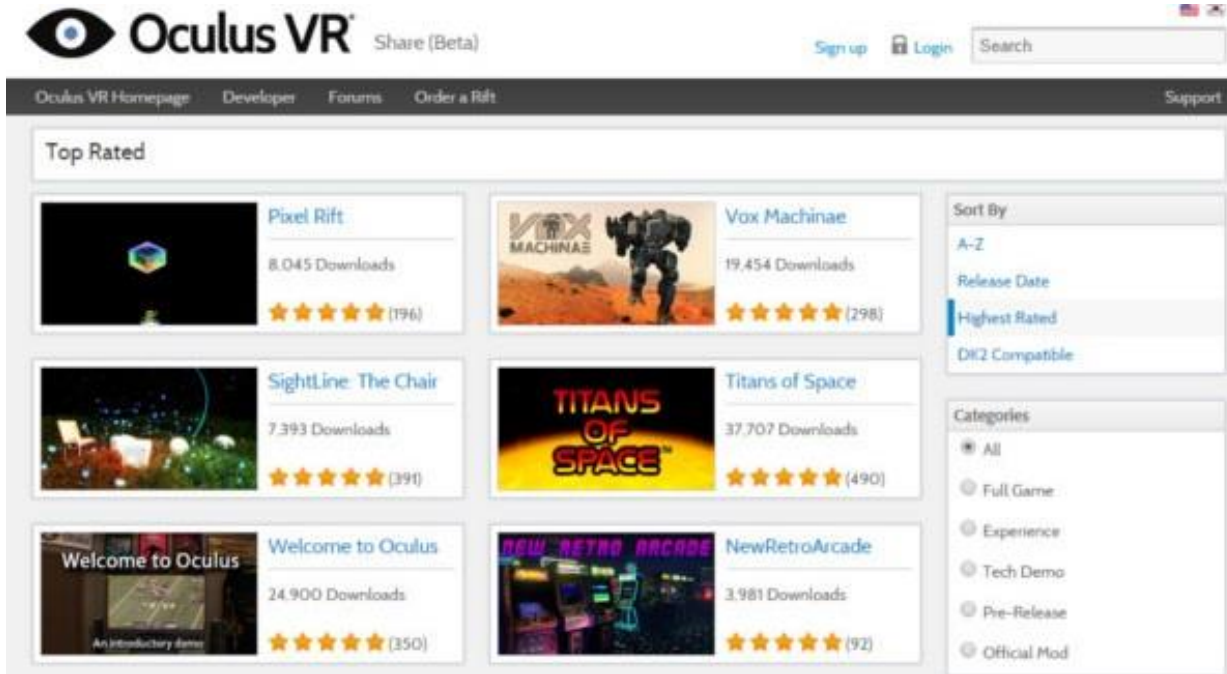
within your grasp. Gamers and non-gamers alike will be right at home with the HTC Vive.

Developed in partnership with Valve, and making full use of the excellent Steam platform, the Vive delivers a wide variety of incredible experiences for you, your family, friends, the neighbours - let's face it, you'll be getting a lot of visitors once you have your Vive. Better stock up on snacks and soda.

And the Vive's roomscale tracking means you can walk around, duck, lean and jump - video games have never been so physically active. How's that, Mom. And if you feel like sitting around to play, you can do that too. Take a break before your next space pirate lesson.

 VIVE







Then



Oculus VR Share (Beta) Sign up Login Search

Oculus VR Homepage Developer Forums Order a Rift Support

Top Rated

Image	Application Name	Downloads	Rating
	Pixel Rift	8,045 Downloads	★★★★★ (196)
	Vox Machinae	19,454 Downloads	★★★★★ (298)
	SightLine: The Chair	7,393 Downloads	★★★★★ (391)
	Titans of Space	37,707 Downloads	★★★★★ (490)
	Welcome to Oculus	24,900 Downloads	★★★★★ (350)
	NewRetroArcade	3,981 Downloads	★★★★★ (92)

Sort By: A-Z, Release Date, Highest Rated, DK2 Compatible

Categories: All, Full Game, Experience, Tech Demo, Pre-Release, Official Mod



Now



[The Future of VR - GoldmanSachs.com](#)

[Ad](#) www.goldmansachs.com/Virtual-Reality

GS Research on **virtual reality's** potential to change markets by 2025

[Virtual Reality - Experience 7D - go-to-magic.com](#)

[Ad](#) www.go-to-magic.com/

Applications VR is Designed for Events, Exhibitions, Fairs, Conferences. Check!

Types: Ar Bubbles, Virtual Zoo, Football Game, Ar Photo Booth, Fruitology Game

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[Jumeirah 360 Experience - jumeirah.com](#)

[Ad](#) inside.jumeirah.com/

Explore Jumeirah hotels around the world with our unique 360 adventure



Product



Price



Placement



Promotion

Product – What does the customer get?

HTC Vive gave user an opportunity to do something new. Walk around in VR with room-scale tracking.

Eve Valkyrie provided the chance experience something that was already fun in a brand new way.

PSVR allowed access to VR for consumers with existing hardware.

Price

“No More Ballparks” — Oculus’ Palmer Luckey Admits Screwing Up Rift Price-Point Messaging

Posted Jan 7, 2016 by [Natasha Lomas \(@riptari\)](#)



Josh Farkas

@JoshuaFarkas

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Pricing: Steam users are happy to pay for fair priced content. Gear VR users are hesitant to pay for content (price anchored to 'mobile').

4:40 PM - 10 Oct 2016

44 97



Josh Farkas

@JoshuaFarkas

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Pricing: In our data, a free Gear VR app has 10+x engagement vs paid one. It seems for every dollar increase, divide audience by 50%. YMMV

4:43 PM - 10 Oct 2016

40 69

Placement & Distribution

- Oculus stock anger – not putting the consumer first

 **GAME Douglas**
@GAMEDouglas

Come in store and have a blast on the new [#PlayStationVR](#) !!! £5 for 10 mins! See it to believe it! [#GAMEVR](#)



Josh Farkas
@JoshuaFarkas



Position: Gear VR app sales are 100% determined by Oculus. They decide position in store (cat) and rank (# in display). These aren't random.

4:45 PM - 10 Oct 2016

  15  51



Josh Farkas
@JoshuaFarkas



Position: Best guess is this is revenue vs time in app, with the later being biggest factor. *Based on Carmack's side conversations at OC3

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Promotion





27% of survey respondents have not heard of virtual reality headsets.

Only 11% have used a VR headset.

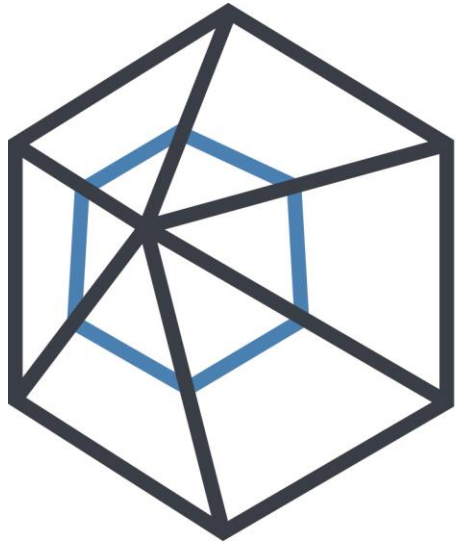
Digital Trends Autumn 2016, Mintel
Survey of 2000 'internet users' aged 16+

Events & demos

Staff are key!

Predict customer response and plan accordingly





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