

Virtual Reality and Sports

What's Happening Now and What's Next
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NextVR

- Custom lens-to-lens system for capturing and delivering live and on-demand virtual reality experiences in true broadcast quality
- Stream live events through app and Samsung GearVR
 - Basketball, boxing, soccer, The Masters
- Comcast and FOX Sports have already invested
- <http://www.nextvr.com/>
- “With its patented technology, NextVR is the only company capable of transmitting *live* high definition, three-dimensional virtual reality content over the Internet delivering a completely immersive and life-like experience for the viewer.”



STRIVR

- Sports Training in Virtual Reality
- Recruitment Purposes
 - Started with football and recruiting for quarterbacks and has expanded
 - 6 NFL, 12 collegiate teams
 - <http://sports.yahoo.com/news/virtual-reality-is-the-future-of-nfl-scouting-combine-and-here-s-what-it-ll-look-like-002731250.html>
- Engaging Fans
 - <http://www.strivrlabs.com/strivr-studios/>

VISA - NFL Draft

- <http://detroit.cbslocal.com/2016/04/26/watch-this-nfl-draft-prospects-run-virtual-reality-route/>
- Exclusive experience for Chicago fans

Dome3D - Game Day Experience

- <http://dome3d.com/projects/united-center>
- Work with Chicago sports teams - short clips of the experience
- Create software and experience

Futuring VR

Virtual reality live event streaming could grow to become a \$4.1 billion market and reach 95 million users by 2025

- Network that can capture the live event streaming fastest will have competitive advantage
 - Beware of investing too much without economic model in place
- Wearable cameras/capturing technology - give viewers experience of star player or coach

Challenges

- Capturing speed of game
- Angles/equipment safety
- Broadcasting rights

Sources

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