

# 2018 Creative STORAGE<sup>SM</sup> CONFERENCE

June 7th 2018 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Andrew Cochrane, Immersive Content Creator, The AV Club Productions, Inc.**

## **TITLE: The Evolution of VR (and AR)**

### **ABSTRACT**

VR is a massively exciting new medium that has ignited the imaginations of technicians, creatives, and business people all over the world. The endless possibilities for VR are screamed from the mountaintops and discussed ad nauseum in almost every periodical and conference. But one important message about VR's evolution has been lost in all this excitement: it is going to take decades not months.

The technology, software, talent, user behaviors, and even business models and management techniques are in very early stages still. It is common to equate VR to video games, the internet, cellphones, or other consumer electronics, but for some reason the timeline of development and adoption for those technologies is conveniently ignored.

This talk will examine where we are today, where we want to go soon, and how we can expect to get there (hint: time, money, and hard work). While the main focus is VR, there will be important parallels to the expected timeline for AR.

### **BIOGRAPHY**

Andrew Cochrane is a content creator working in virtual and augmented reality, installations, live events, and mobile & web apps. Andrew has a unique ability to contribute his extensive knowledge and insight into both the creative and technological aspects of a project, offering a unique blend of narrative focus, artistic savvy, and high-tech problem solving.

In 2017 he led the creation of five animated 360° art films for the "Vegas: Alter Your Reality" Experience and executive-produced a segment for The USA Today Network's weekly VR show "VRtually There". Other recent work includes creating a 360° skydiving experience for Intel, a VR tour of Google's retail program, the intro for Google's Jump 360° video platform, and a real-time dance performance using Intel's Realsense platform featured in their 2016 Anthem commercial and at CES that year.

Andrew was also the creative and technical lead on VR experiences for USA Today, Mr. Robot, The Strain, GE, Michigan Football, and several others currently in production. He has developed applications and content for projects that use technologies such as Cardboard, GearVR, PC-based HMD's, Google's Tango, real-time performance capture, projection mapping, data visualization, and numerous other emerging technologies.