The Opportunities & Challenges
Of Making Cinematic VR

go
VR
immersive

360° Video Production

2D Video Production

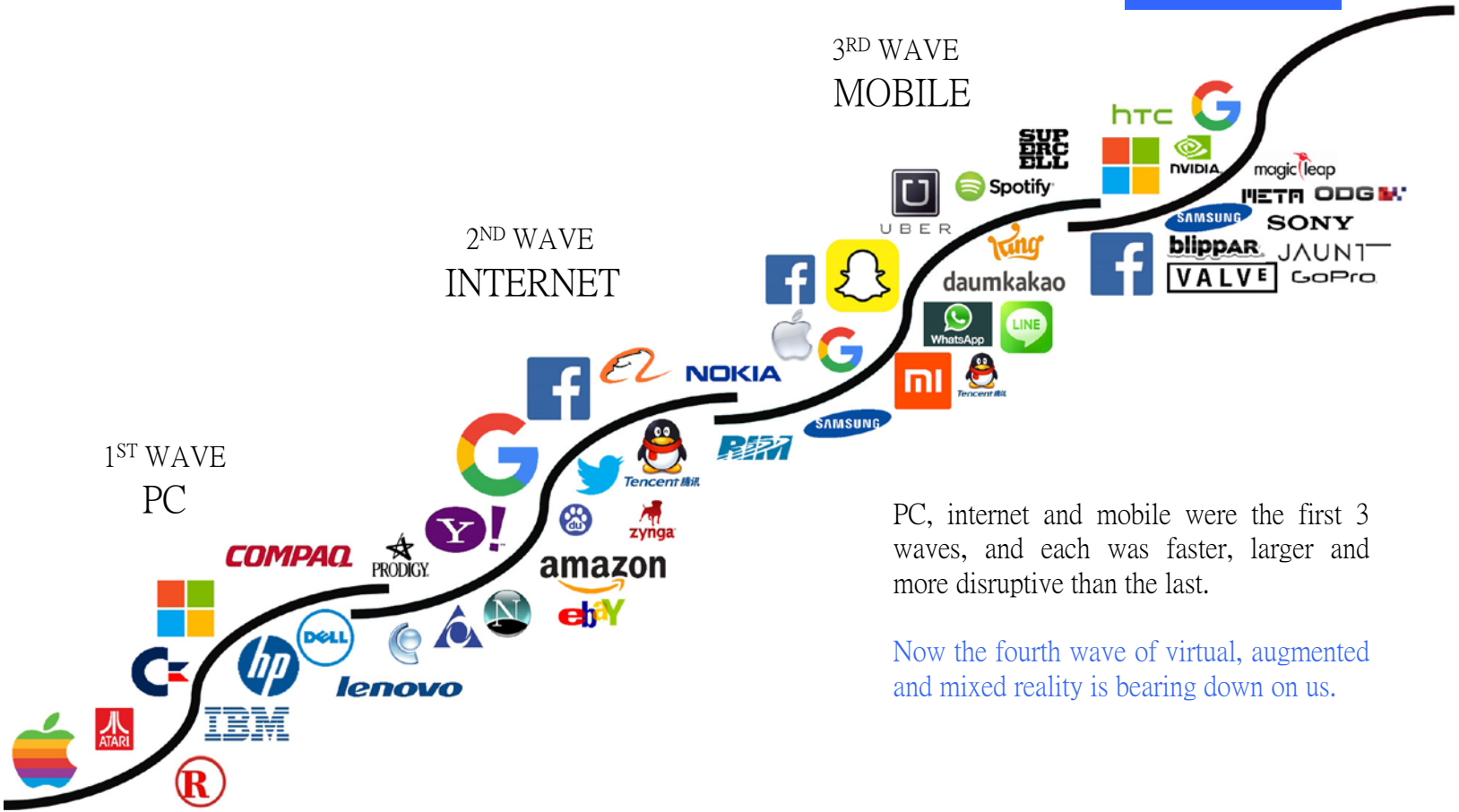
3D VR Conversion

360° Live Broadcast

Interactive VR Content

Cinematic VR Training

The Evolutions of Consumer
Computing Platform
Aren’ t Straight Llines,
They Are Waves.




PC, internet and mobile were the first 3 waves, and each was faster, larger and more disruptive than the last.

Now the fourth wave of virtual, augmented and mixed reality is bearing down on us.

## PC

The PC wave took almost 20 years from the launch of the Apple II before it accelerated in the 90s.

## INTERNET

Fixed broadband internet took less than five years from launch before hitting its inflection point in the noughties.

## MOBILE

Smartphones took only 3 years after the launch of the iPhone before they began to rocket, producing much of the tech innovation that is commercially successful today.

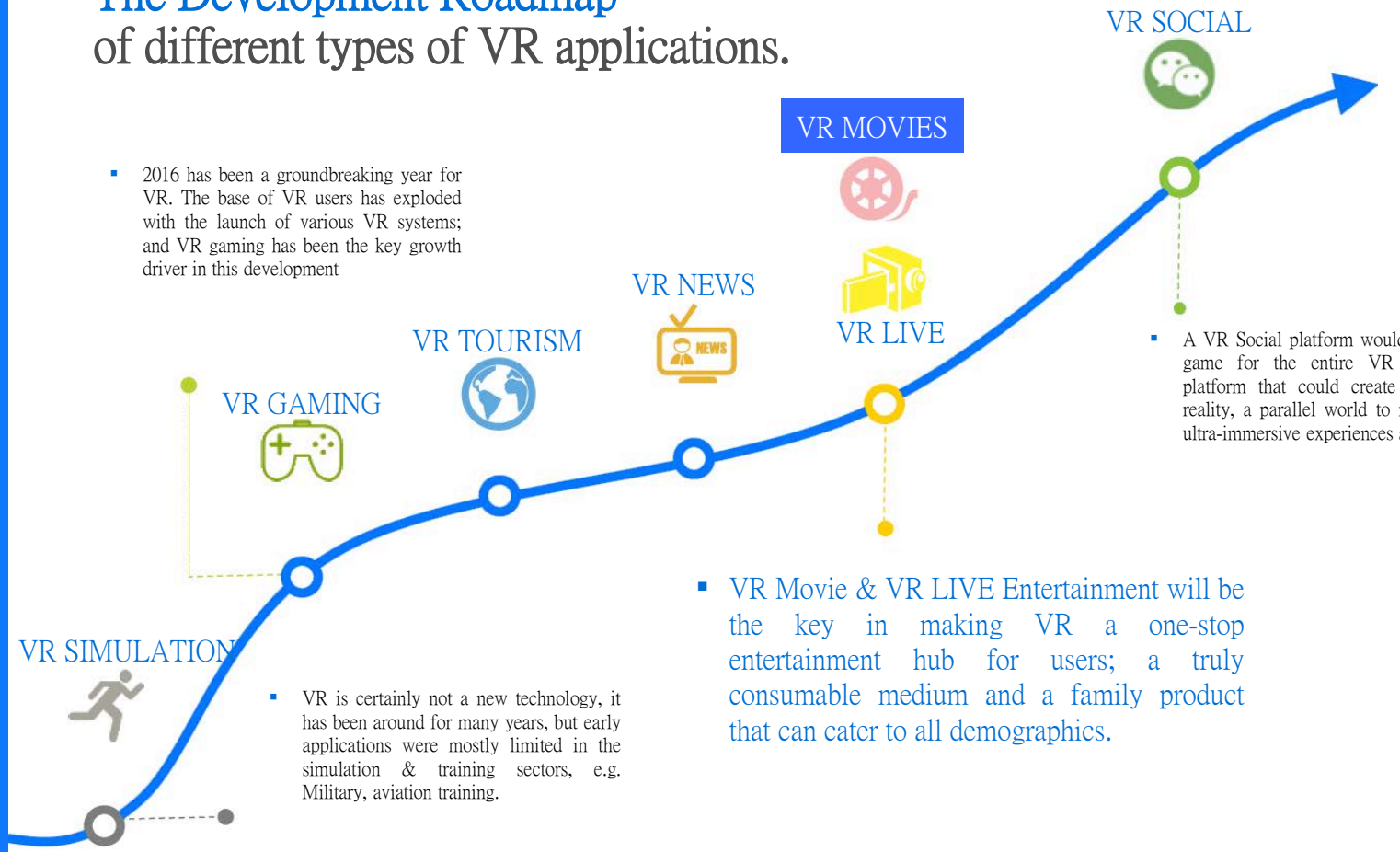
## VR/AR/MR

Today AR/VR is still in the first of the four stages of tech market development.

1. Hype cycle,
2. Facing reality,
3. Liftoff,
4. Sustainable market

# The Development Roadmap
## of different types of VR applications.

- 2016 has been a groundbreaking year for VR. The base of VR users has exploded with the launch of various VR systems; and VR gaming has been the key growth driver in this development




- A VR Social platform would be the end-game for the entire VR industry. A platform that could create an alternate reality, a parallel world to real life with ultra-immersive experiences and content.

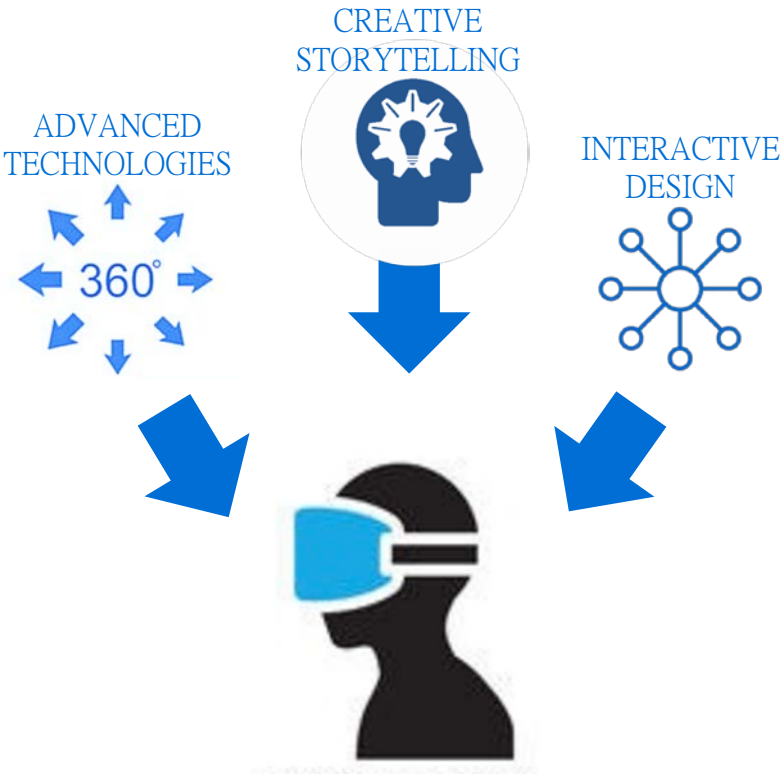
- VR is certainly not a new technology, it has been around for many years, but early applications were mostly limited in the simulation & training sectors, e.g. Military, aviation training.

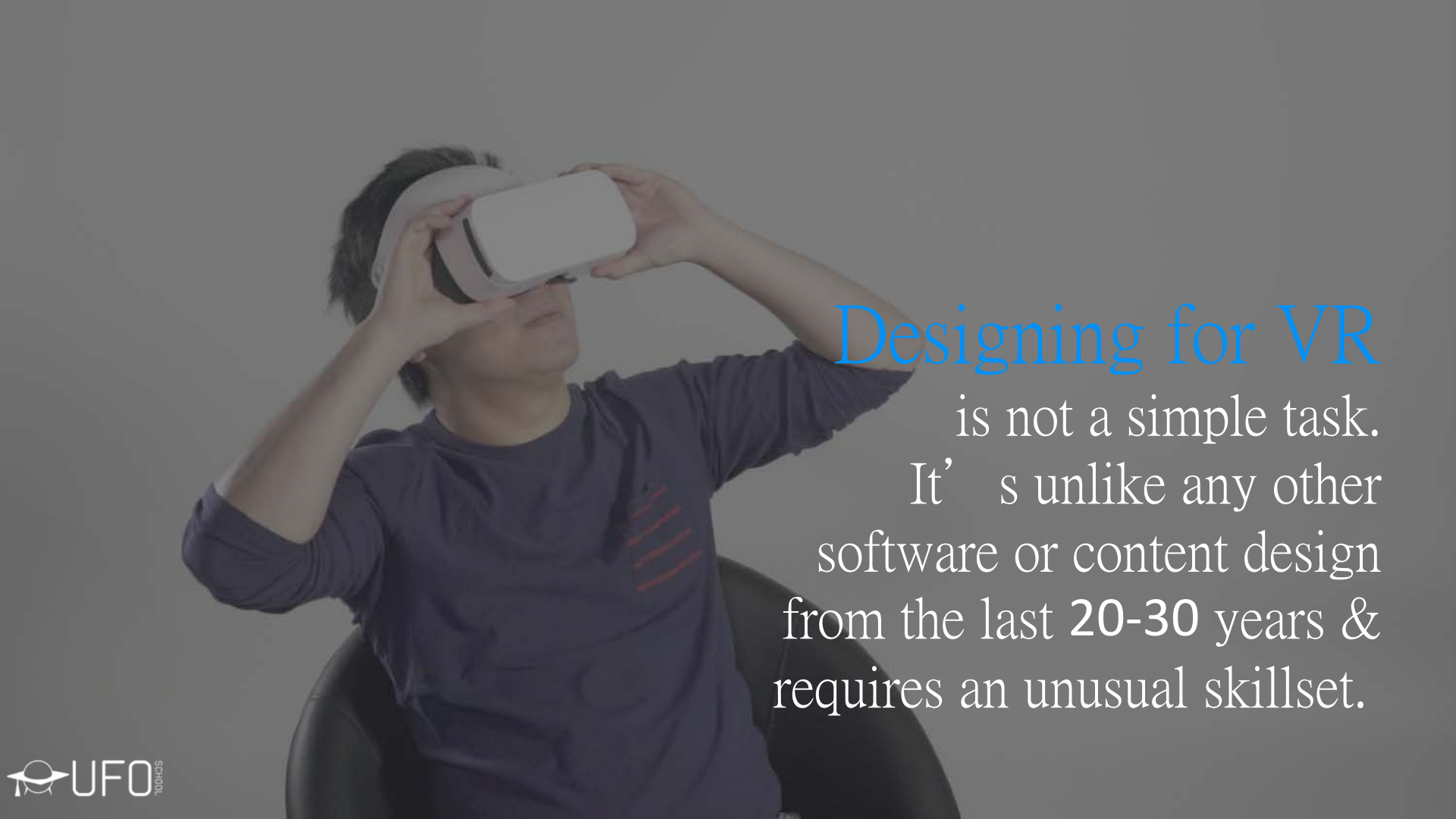
- VR Movie & VR LIVE Entertainment will be the key in making VR a one-stop entertainment hub for users; a truly consumable medium and a family product that can cater to all demographics.

Source: iResearch

# Create a New Culture of Cinematic Entertainment.
## With our creativity and experiences.

- A key reason for VR's minimal impact on movies & TV now is that little VR content exists,
- There is a learning curve in determining best practices for shooting for VR.
- VR is essentially a new storytelling format that will require different writing and producing techniques than traditional movies & TV.
- By utilizing and leveraging the latest Capturing, Post-Production and Interactive Design technologies, GO VR Immersive looks to create premium, life-like cinematic content for experiencing in VR.




Designing for VR
is not a simple task.
It’ s unlike any other
software or content design
from the last 20-30 years &
requires an unusual skillset.

A New Way
Of Storytelling

Requires

**A New Creative Skillset.**

**Filmmaking/ Video Production Skillset**

- Scriptwriting
- Cinematography
- Directing
- Producing
- Editing…

**Game Design/Programming Skillset**

- Game Designing
- UI & UX Design
- Game Programming
- Coding
- Research & Development

## Developing Cinematic VR Content:

Designers must think about the logistics and possess the knowledge of:

- Creating a 3D object;
- Adding different behaviors and interactions to it that match people’ s expectations of how the object would behave in the real world;
- Adding in digital properties such as the ability to resize, annotate, and transform it;
- Drawing on a combination of skills in gaming and cinema;
- Applying these skillsets to enterprise business problem solving.

## Developing Cinematic VR Content:

The trick is to balance left brain and right brain, developer and designer. Be both,

- Be conscientious of everything going on in the space.
- The magic of VR lies in that 360°-ness. That cinematic, fluid experience.
- What's behind the user, below the user, in their periphery? Where's the action? What should they hear and see, and where should they hear and see it?
- Immerse the user. Be playful. Remember that with the HoloLens we're no longer restricted to designing within a physical frame. The world is our canvas.

# 无间道

INFERNAL AFFAIRS

# VR剧中剧

寰亚电视节目制作(香港)有限公司与北京爱奇艺科技有限公司 联合出品

主演：王阳 / 罗仲谦 / 苏丽珊 / 罗嘉良 / 梁靖琪 / 吴廷烨 / 杨天经 / 陆骏光 / 汤加文

出品人：龚宇 总监制：王晓晖 总编审：王兆楠 总制片人：张语芯 总策划：葛旭峰 制片人：谢旸 / 金宏宇 执行制片人：赵晰

VR制作团队：高视维创意传播有限公司 总策划：梁咏伦 导演：田浩洋 副导：谢永志 制片：邓立婷 摄影：梁晓峰 / 冯采乾

特别鸣谢：Production Avenue / 香港沙龙电影有限公司 / 北京七维视觉科技有限公司

虚拟无间 颠覆黑白

goVR immersive

Hong Kong’ s most recognized movie franchise,

Ties into the latest “Infernal Affairs” TV Series.

Turned into a 4-episodes VR Series that immerses the audience into the “Infernal Affairs” cinematic universe.

无间道
INFERNAL AFFAIRS

Fulfilling the Lack of Cinematic VR Content

Creating a New Way of Storytelling

Establishing New VR Production Standards

# Deciding the Right Camera Systems & Setups

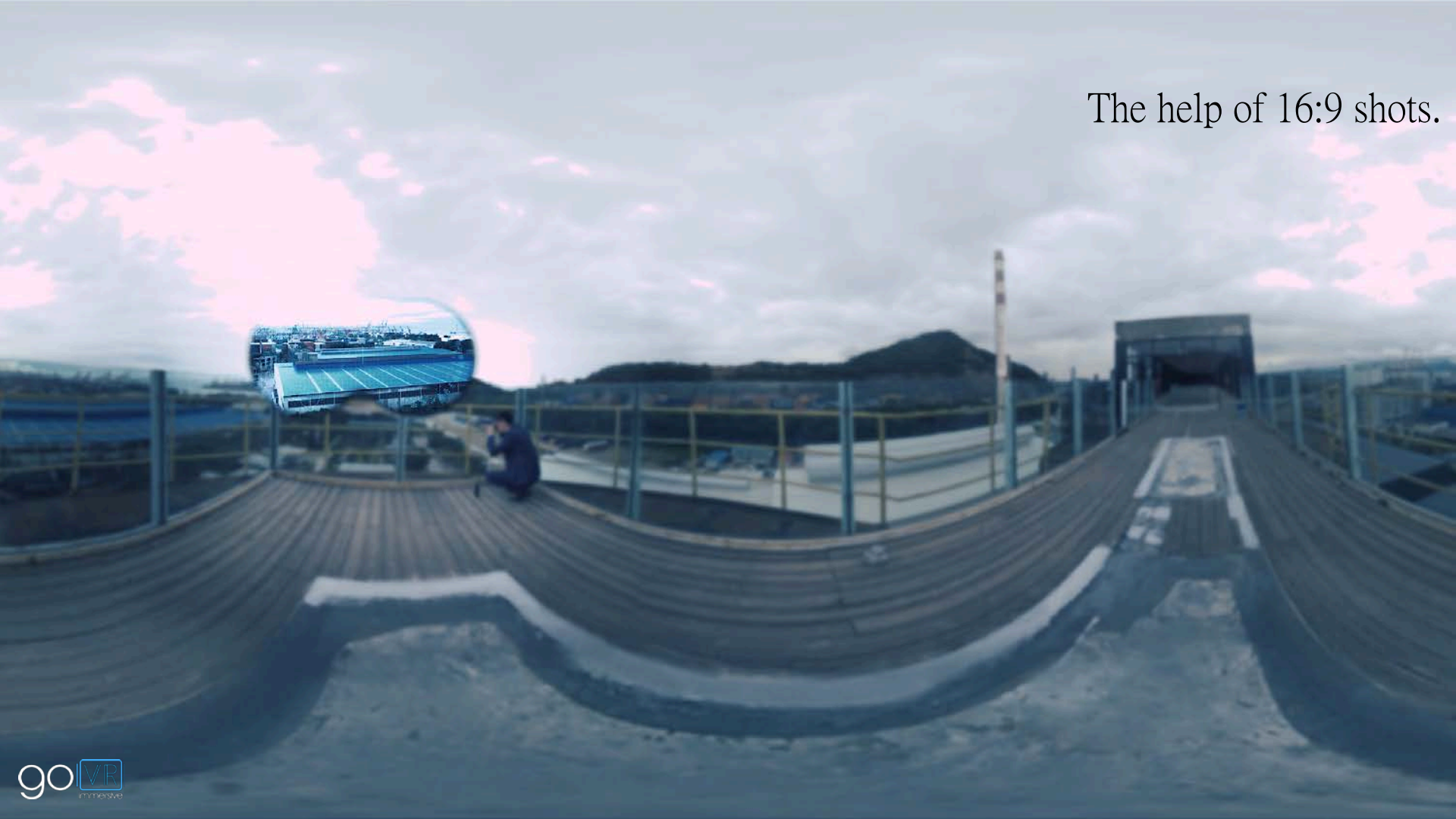
# Real-Time Monitoring & Playback

# Camera Positioning & Framing to Create "Presence"

# CAMERA MOVEMENTS

# AUDIENCE ENGAGEMENTS.

Pov experience.


The help of 16:9 shots.

The help of CLOSE UPS.

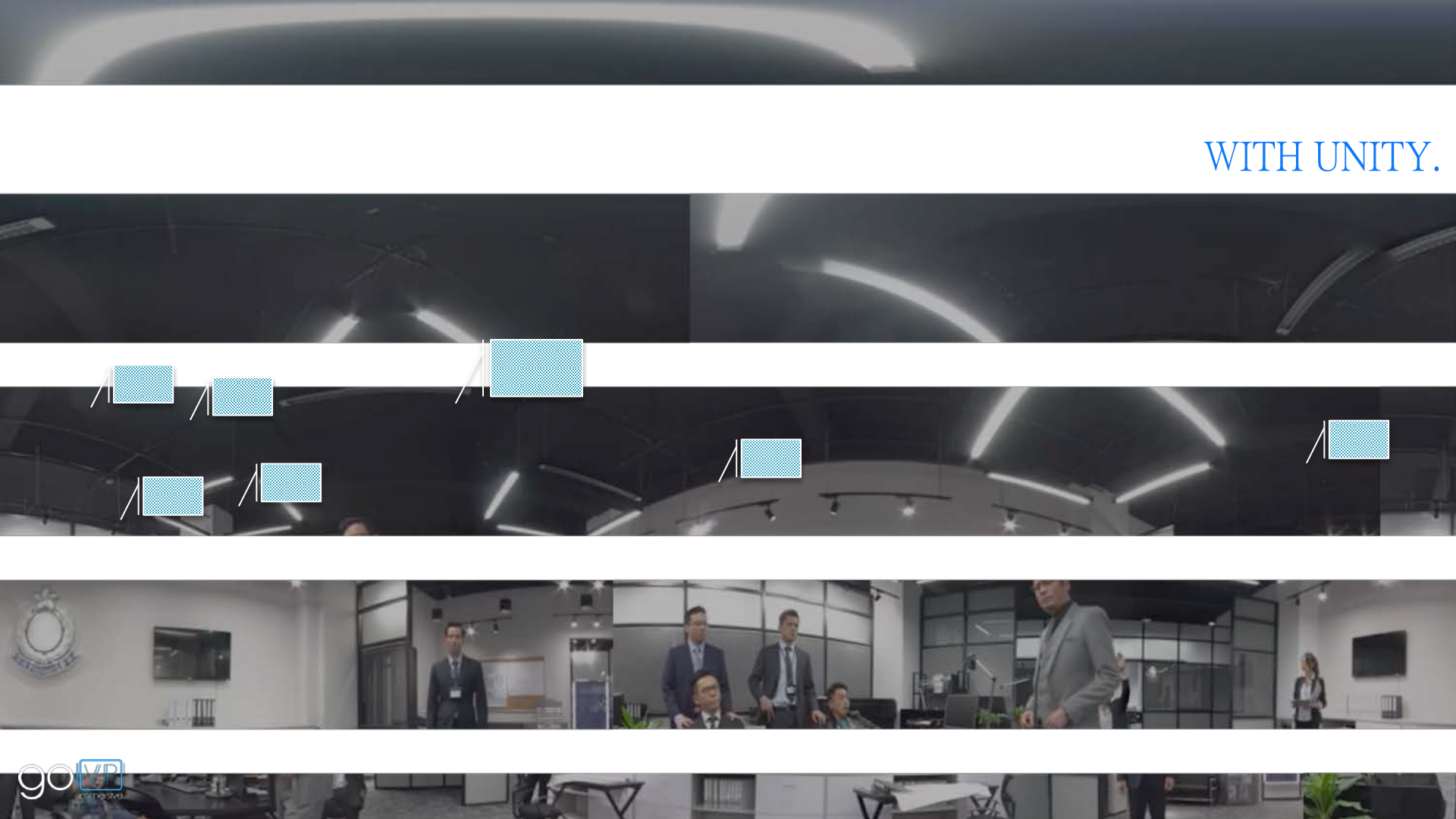
# GRAPHICS.

# ANIMATIONS.

Sight Tracking Control Mechanism

View Characters' Back-Stories & Find the Perpetrator

Deciding the Fates of the Lead Characters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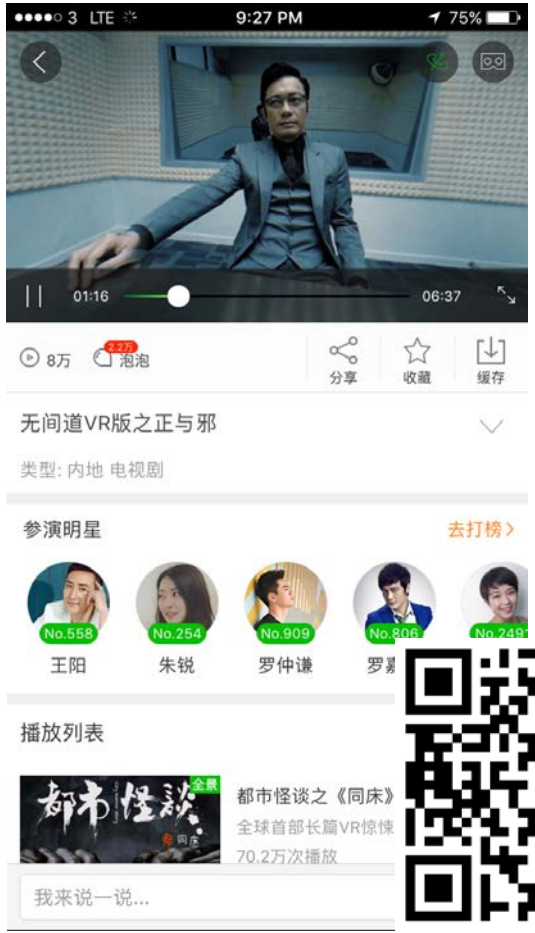
无间道
正与邪白与黑的博弈
3.7亿次播放
我来说一说...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70.2万次播放
我来说一说...

Creating a New Way of Storytelling

Establishing New VR Production Standards

Usher in a New Era of Cinematic VR Content with Transmedia Storytelling

CONTACT US.


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GO VR - Your IMMERSIVE Solution.

go VR immersive