

Future tech in marketing

MARK 430

WEEK 13

Overview

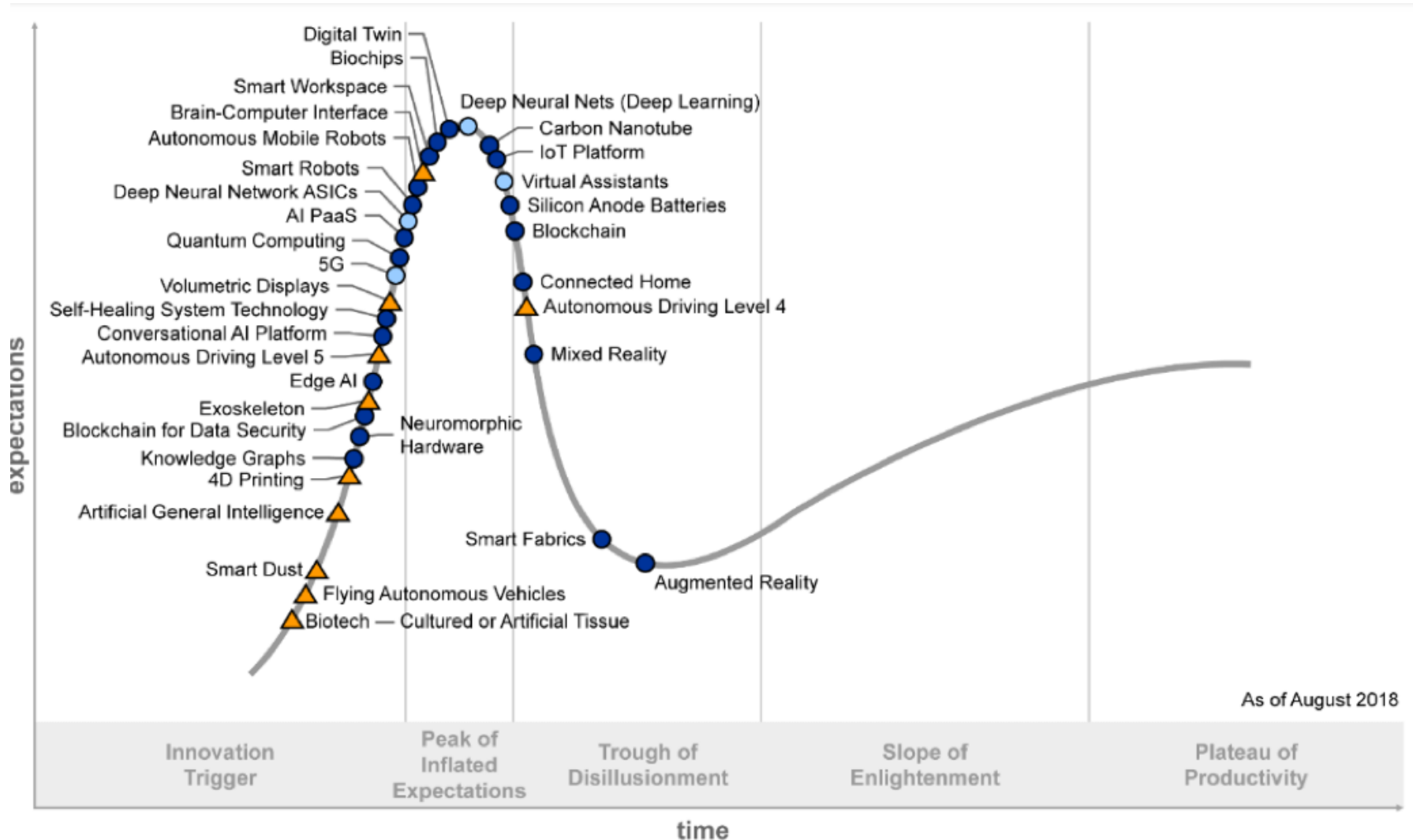
- The Gartner Hype Cycle
- Virtual and augmented realities
- Voice search
- Image discovery

THE GARTNER HYPE CYLCE

The Gartner Hype Cycle research methodology

- Helps to separate hype from technology that has real promise / offers business value
- Reduces technology investment risk by analyzing technology life cycles
- “Gartner Hype Cycles provide a graphic representation of the maturity and adoption of technologies and applications, and how they are potentially relevant to solving real business problems and exploiting new opportunities. Gartner Hype Cycle methodology gives you a view of how a technology or application will evolve over time, providing a sound source of insight to manage its deployment within the context of your specific business goals.”

<http://www.gartner.com/technology/research/methodologies/hype-cycle.jsp>



Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

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<https://www.gartner.com/smarterwithgartner/5-trends-emerge-in-gartner-hype-cycle-for-emerging-technologies-2018/>

VIRTUAL EXPERIENCES: AR, VR, AND MR

Can we distinguish between augmented reality and virtual reality?

- Augmented reality is the addition of a layer of data/information (text, video, audio etc) to the physical world in real time - done with a smart phone, tablet, or headset.
 - Basically graphics overlaid onto the real world
- Virtual reality is a computer generated *simulation* of the real world or a fantasy world that the user can interact with in real time – you need a headset for VR

What are virtual and augmented realities? (video from Coldfusion 7m)



What are Virtual and Augmented Realities?

Augmented reality (AR)

- “Augmented Reality (AR) is an environment where a real life is enhanced by virtual elements in real time. The purpose of AR is to enhance the information we naturally receive through our five senses, by adding superimposed, constructed virtual elements to bring complementary information and meaning that may not be possible to see by natural means.”

<http://augreality.pbworks.com/w/page/9469035/Definition%20and%20key%20information%20on%20AR>

Augmented reality

- First mass usage of AR was PokemonGo
- Current use of AR in a social network - Snapchat's World Lenses (via a filter for the rear camera)
 - Snap Spectacles didn't do AR



“True” AR

- Users need to download an app, but the experience is much more rewarding than QR codes
- The physical element that is being augmented does not have to be altered at all – image recognition does the work and triggers the data layer
- Still pretty cutting edge so has the novelty advantage
 - AR used for marketing outdoors (including the famous Pepsi bus shelter in London)
 - Red Bull’s AR Racing game (with a great incentive to buy the product to make the track)
 - Ikea’s Place App
 - AR in retail
 - Pokemon Go (in tandem with location data)

Virtual Reality is a bit further out in terms of mass adoption

- It isn't really all that new (Computer Gaming World was predicting "*Affordable VR by 1994*") but there were (and are) huge technical problems to solve
- VR is a simulation of the real world, not an addition to it
- Very immersive – it actually simulates physical *presence*
 - Tricks the brain into thinking that what we see is actually real
 - [Jacob tries the Oculus Rift \(roller coaster\)](#) (2 minutes)

Technology to create virtual experiences

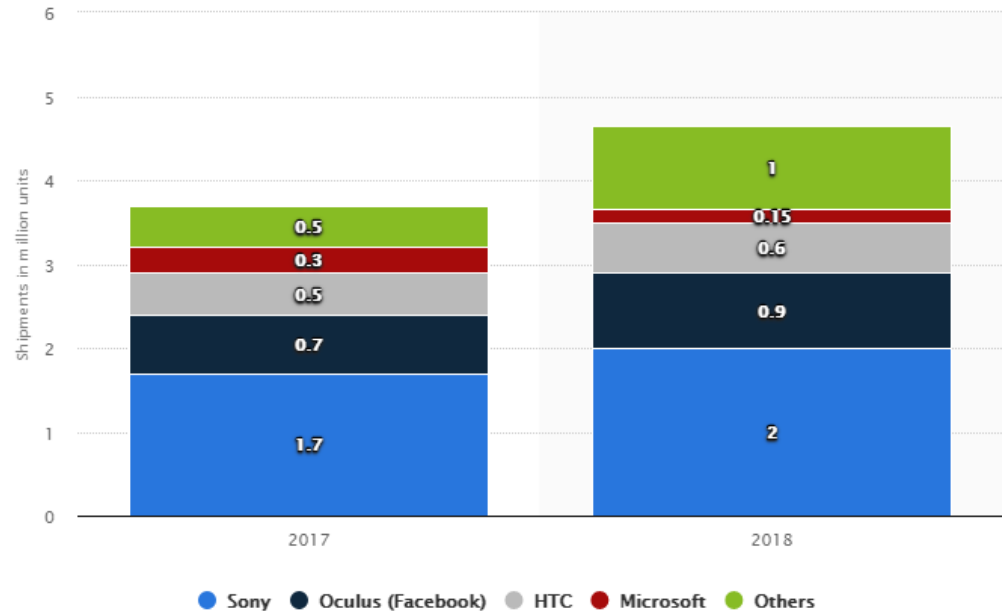
- Most solutions need a Head Mounted Display (HMD)
 - Goggles or full helmet with a monitor in front of each eye so that images appear to be 3-dimensional and to exist in a seamless environment when the head is moved
- This is becoming a very competitive space:
 - [Oculus Rift](#) (powered by PC) and Gear VR (powered by Samsung phone)
 - [Oculus Go](#)
 - [Google Daydream](#)
 - [HTC Vive](#) (from Valve) – powered by PC
 - [Playstation VR](#)
 - [Microsoft Hololens](#)
 - [Magic Leap](#)



Uptake of VR

- AR has been (so far) primarily been implemented using smartphones
- VR needs a fully enclosed headset, which creates a significant barrier to entry
- Sales are relatively slow and still focused in the gaming market

Unit shipments of virtual reality (VR) devices worldwide from 2017 to 2018 (in millions), by vendor



The statistic shows unit shipments of virtual reality (VR) devices by vendor worldwide from 2017 to 2018. In 2018, Sony's virtual reality device shipments are estimated to amount to 2 million units.

VR uses in marketing

- Red Bull VR and 360 video
- Lowes Holoroom to teach DIY skills
- Merrell's mountain hike
- Concerts
- Sporting events
- Architecture and real estate

VR “lite” – 360 degree video

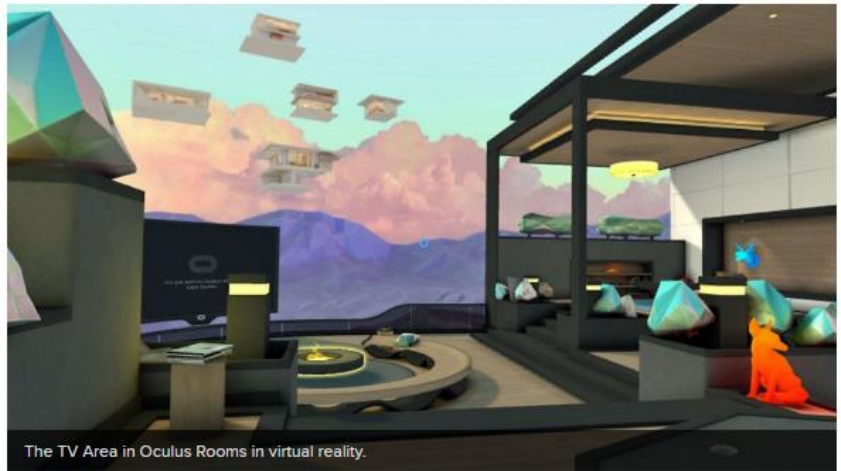
- 360-degree video is one of the easiest and least expensive to produce, distribute and experience.
- YouTube Official [VR channel](#)
 - Works with Google Daydream, Google Cardboard, Samsung Gear VR (all smart-phone powered headsets)
- Facebook introduced ability to access 360 video from the Timeline for users who have Samsung Gear VR headset ([March 2017](#)) – their first attempt to integrate the Oculus acquisition into their platform

Facebook's acquisition of Oculus VR – the future of social?

- \$2 billion acquisition of what most people had thought was a VR gaming headset
- FB has done mobile, now they need the next platform
- Gaming is first target market (virtual reality) then comes real life (augmented reality)
- Here is what Facebook's CEO said about the acquisition
 - “This is really a new communication platform. By feeling truly present, you can share unbounded spaces and experiences with the people in your life. Imagine sharing not just moments with your friends online, but entire experiences and adventures.”
 - “One day, we believe this kind of immersive, augmented reality will become a part of daily life for billions of people.”
- Facebook “Spaces” launched in early 2017

Steps towards “social” VR?

- Social shared experiences and the rise of new online communities such as [Sansar](#) and [AltSpace](#) (and Facebook’s [Spaces](#)) (video)



Mixed reality

- Full 3D objects projected and anchored into real spaces – digital and physical objects coexist and can interact
- Headset needed, but the user can also see the outside world
- Leaders in this field
 - Microsoft Hololens
 - Magic Leap - experiences

VOICE SEARCH

Talking to machines

- Ordering tea - 2364
- Ordering pizza - 2018
- The future of search is voice - here's what marketers need to know (CNBC video 6m)

**THE PHONE CAMERA COMBINED
WITH ARTIFICIAL
INTELLIGENCE: VISUAL
DISCOVERY**

The evolution of the smartphone camera

- Snapchat becomes a “camera company”:
[Snapchat Takes a Jab at Instagram and Calls Itself a ‘Camera’ in First TV Campaign](#) (video from Adweek)
- Google Maps and Lens – [AI through the camera](#) (video 16:20 – 21:38)
- Pinterest visual search (also called Lens) – [teaching computers to see](#) – direct purchase on discovery
 - [Pinterest CEO Ben Silverman at Shoptalk 2018](#) (video – his audience is retailers)