

LIFE VR

TIME

Entertainment

People

ESSENCE

Southern Living

Sports Illustrated

REAL SIMPLE

InStyle

FOOD & WINE

Money

TRAVEL+
LEISURE

EXTRA
CRISPY

Sunset

StyleWatch

Health

Cooking Light

COASTAL
LIVING

Wallpaper*

LIFE

VR

FORTUNE

GOLF

THE DRIVE

DEPARTURES

TIME
FOR KIDS

People
EN ESPAÑOL

my
recipes

Sports
Illustrated
KIDS



Smithsonian

FWx

HELLO GIGGLES

theOutfit

xofane

INSTANT

FANSIDED

COZIO

People Entertainment
NETWORK

DEGREES OF IMMERSION



360 "SPHERICAL"
VIDEO

DISTRIBUTION ON
DESKTOP, MOBILE, &
SOCIAL



MOBILE VR

MAGIC WINDOW OR
CARDBOARD HEADSET
VIEWING OF LIFE VR
VIA IOS/ANDROID APP



MOBILE VR
HEAD MOUNTED
DISPLAY

LIFE VR APP ON
SAMSUNG VR



PC-BASED
HEADSET VR

LIFE VR APP ON VIVE
PORT AND STEAM

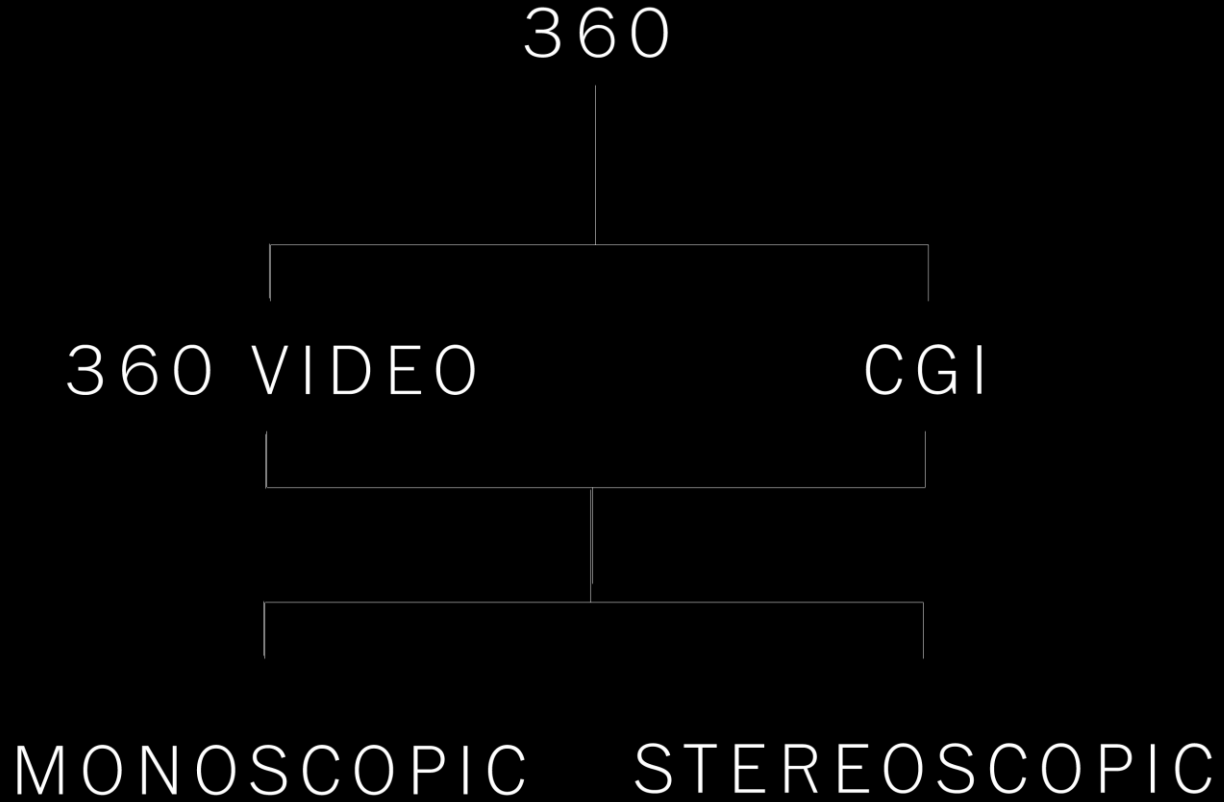
360

360 VIDEO

CGI

MONOSCOPIC

STEREOSCOPIC



NEWS + LIVE



TIME

about 2 weeks ago

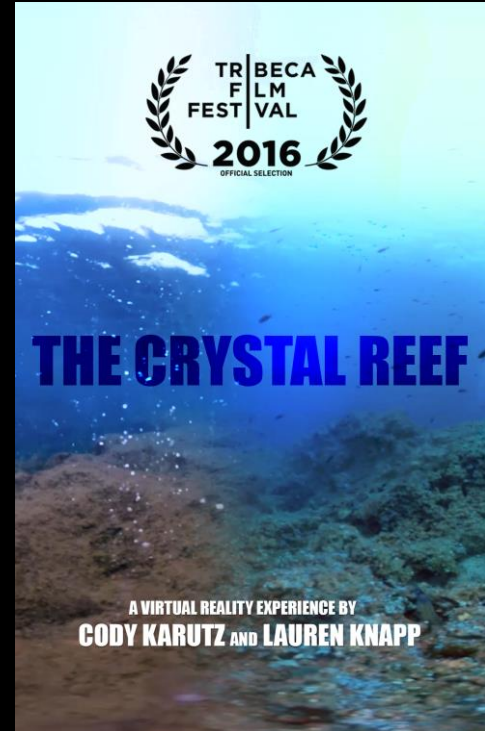
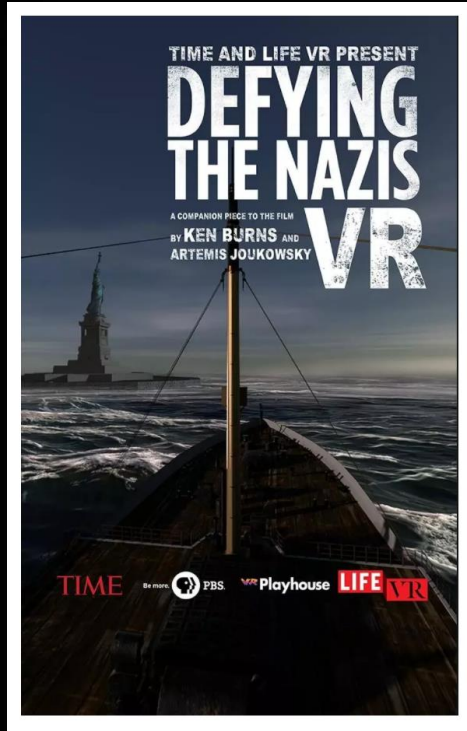
President Trump's Inaugural Address in 360



Like Comment Share

3.4K Reactions 545 Comments 350K Views

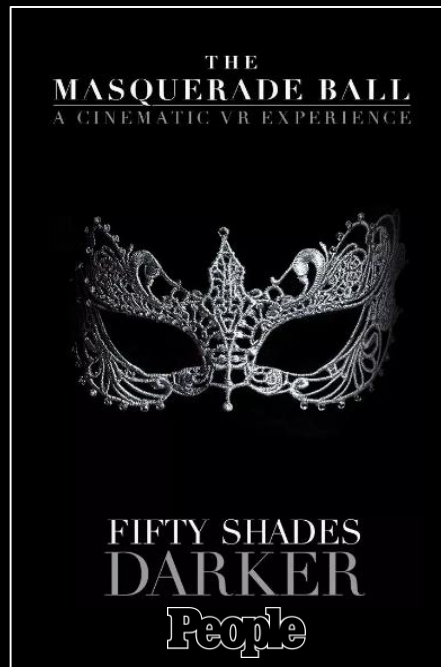
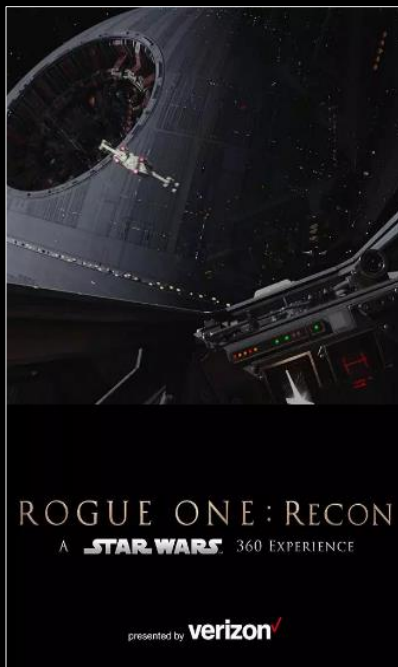
DOCUMENTARY + EDUCATION



LIFESTYLE

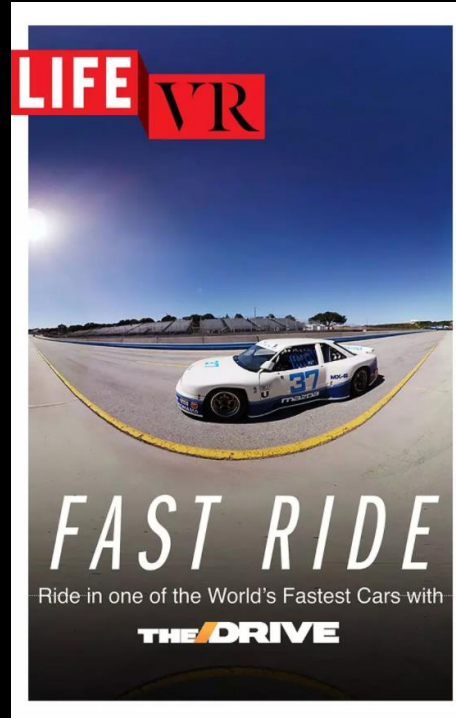


ENTERTAINMENT



500,000
CARDBOARD
HEADSETS
DISTRIBUTED

SPORTS



REAL-TIME RENDERED EXPERIENCES

VIDEO GAMES

NARRATIVE STORYTELLING

UTILITY DRIVEN / EDUCATION



BUZZ ALDRIN

CYCLING PATHWAYS TO MARS

LIFE VR

sojourn

TIME 89



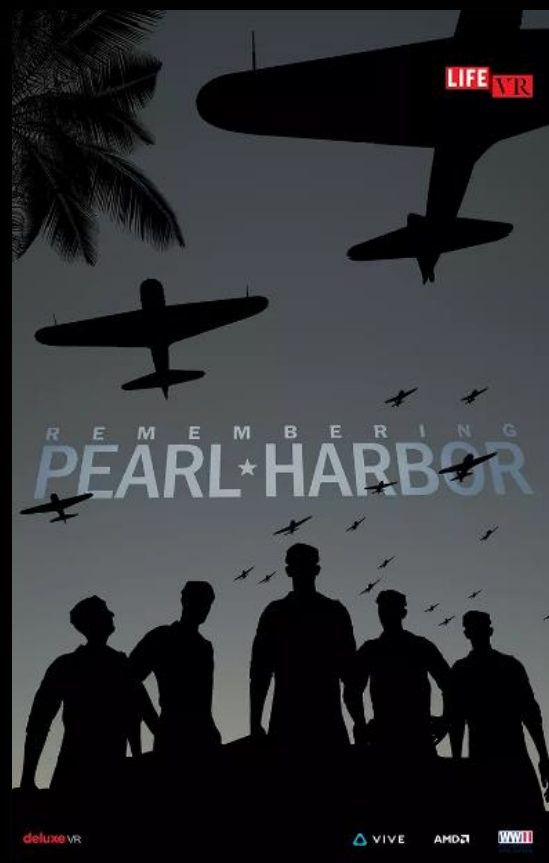
LUMEN

STEP INTO THE LIGHT



FRAMESTORE

LIFE



deluxe VR

VIVE

AMD

WWII

AR
(AUGMENTED REALITY)



ADVERTISEMENT

Sports Illustrated

THERE'S
A STORY
BEHIND
EVERY
MOUNTAIN

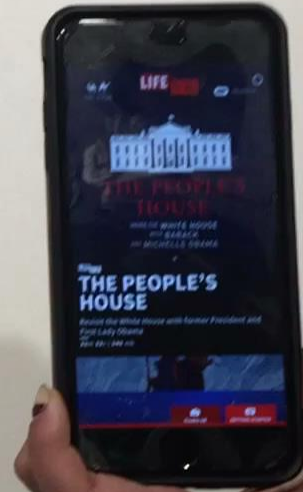


Capturing

E
V
E
R
E
S
T

THIS COVER HAS
A SPECIAL AUGMENTED
REALITY EXPERIENCE.
DOWNLOAD THE **LIFE VR APP**
AND SCAN IT WITH THE
AR CAMERA TO ACTIVATE.
(LEARN MORE ON P. 12)





AR APPLICATIONS

- LAUNCH MEDIA (360 + 2D VIDEO; 3D GRAPHICS + ANIMATIONS)
- LAUNCH INTERACTIVE / GAMIFIED CONTENT
- MAKE ANY ITEM SHOPPABLE

KEY TAKE-AWAYS

1. 360 video offers publishers several points of distribution: VR platforms, 360 video on owned and operated platforms, and 360 video on Facebook / YouTube / Vimeo
1. Real-time rendered VR experiences will have the longest shelf-life and offer the most compelling experience to users
2. AR can go hand-in-hand with VR, 360 video, 2D video, and more. It can also be used to launch interactive / gamified content; to make an image shoppable; or to enhance education.

time.com/lifev

r

