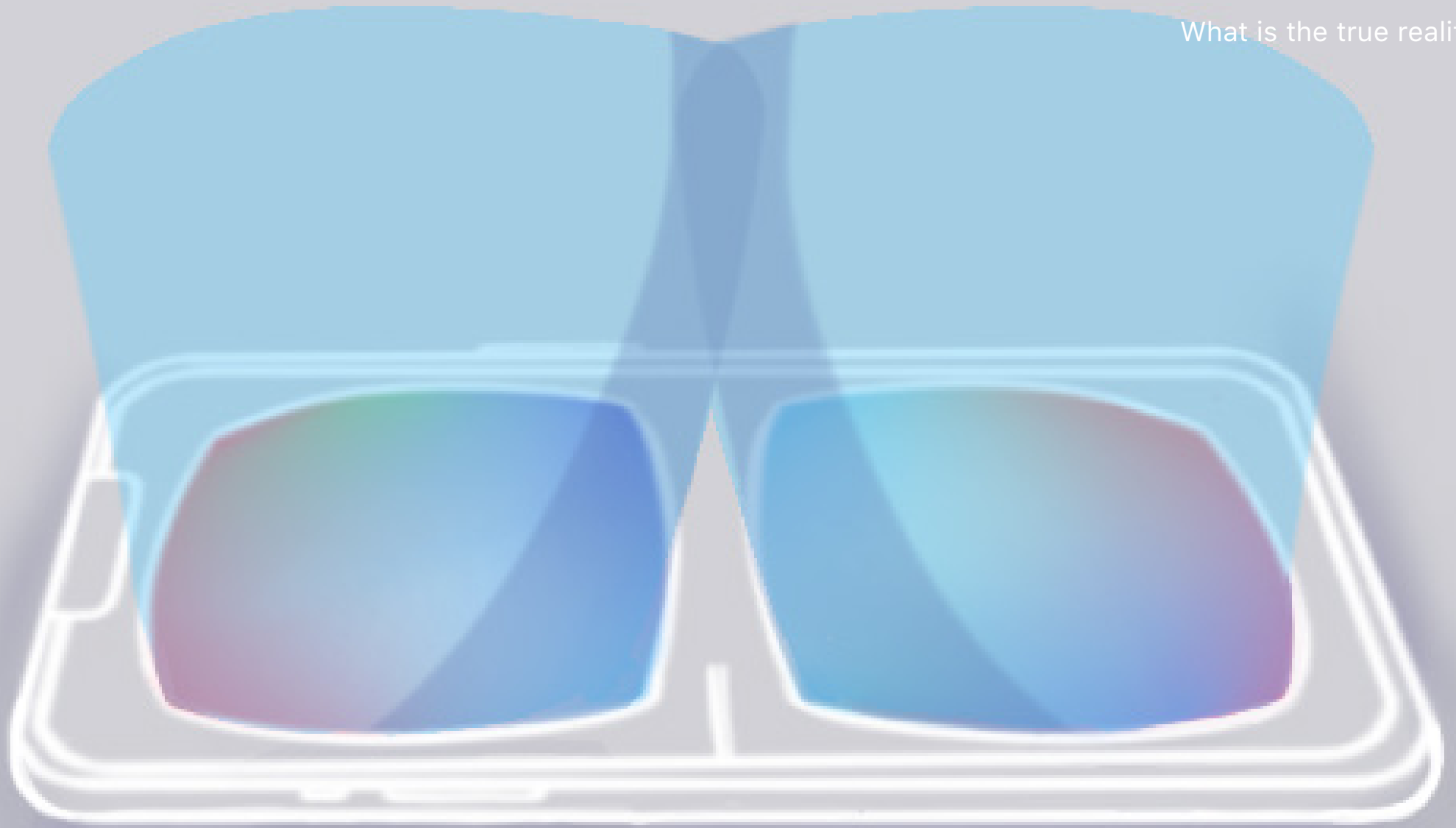*Carly Koziol*

Our Journey within the Cyberspace

What is the true reality?

Our Journey within the Cyberspace

Carly Koziol

Virtual Reality which uses computer technology to generate a stimulation of the real world. The 1950s was when Virtual Reality was invented though from then on Virtual Reality continued to slowly evolve as the term "Virtual Reality," became popular in the 1980s.

 A couple years later, Oculous Rift, a headset company, designed it's first headset in 2010, which the Oculous Rift was bought by Facebook in 2014 for $2 billion. Though in 2015 was when Virtual Reality started to introduce itself to the mobile world. Cardboard was launched by Google to adapt smartphones into VR devices. Which from 2015 and onwards, Virtual Reality continues to adjust into different technological devices, pairing them with headsets to further enhance that experience for various consumers.

Virtual Reality marketing is when different brands use Virtual Reality or Augmented Reality to promote themselves. Businesses are able to use this to their advantage to draw consumers in. Especially for the accessibility and price for mobile and PC consumers. Companies like; L'Oreal, created an app called Make up Genius which lets you try out their products virtually through their apps. Other various different brands like Gucci which has a virtual try on before buy for consumers and even furniture brands like IKEA has a similar marketing strategy.

Considering how much has technology has impacted the world, Virtual Reality has many possibilities due to accessibility implemented in various different technological devices. As mentioned before, Virtual Reality has been used for marketing advertisements for businesses and continues to be used. Though another possible use for Virtual Reality is in health care. This possibility is extremely important due to the corona virus in 2020 and 2021 and other medical issues.

 Besides gaming as well, it can be used for educational training due to it pulling people into it's virtual world and changing their environment and perspective.
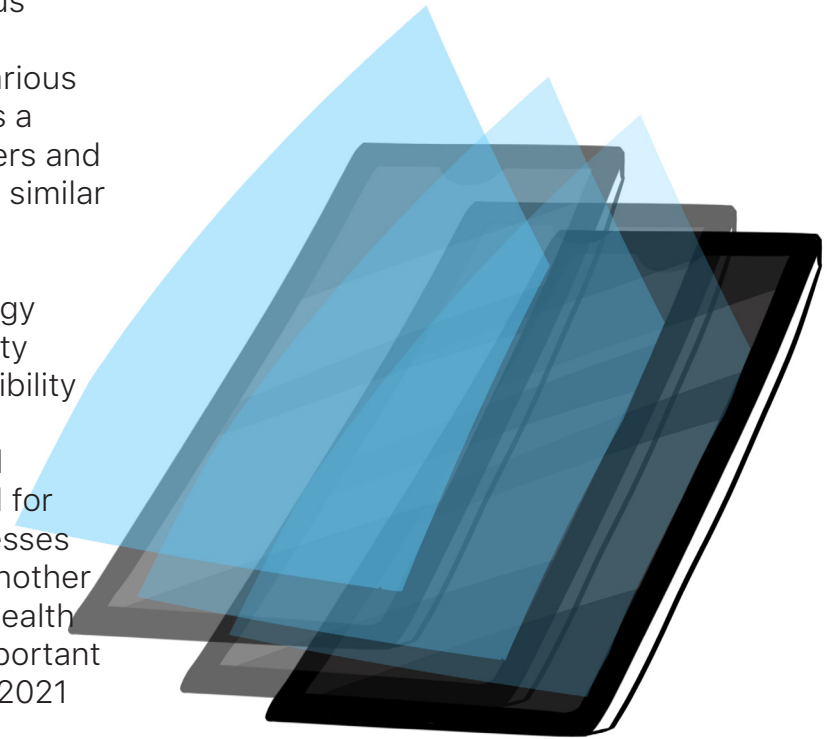
Virtual Reality is a fusion technology which means it has used a combination of manufacturing and IT implications. How Virtual reality improves their technology is by data analysis and surveys. Though for the VR to work it requires special hardware services meaning headsets or other devices like a smartphone or console.

There are several global companies that manufacture Virtual Reality products like headsets, goggles and applications. These companies are; Oculous Rift, Microsoft, Google, Samsung, and many more.

Virtual Reality has impacted individuals as it's immersive and interactive computer-generated environment affects their psychology and all senses. Though VR has also affected social interaction and connection as it has increased in value with the marketing industry and social media. Along with apps like Pokemon Go which actually uses Augmented reality but is an excellent example on how something computer-generated has impacted others and in a way bought people together.

In conclusion; Virtual Reality is accessible through various technological devices, especially VR smartphones as everybody in 2021 uses a smartphone and the VR experience is mostly free!

It has come a long way from where it started as it still continues to advance to further enhance the consumer's experience of virtual reality and to be able to help out with education, medicine and many more!

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Anatomy/ Usage and Advantage of the Cardboard VR headset!

Here the person places their face, going along with the shape of the cardboard!
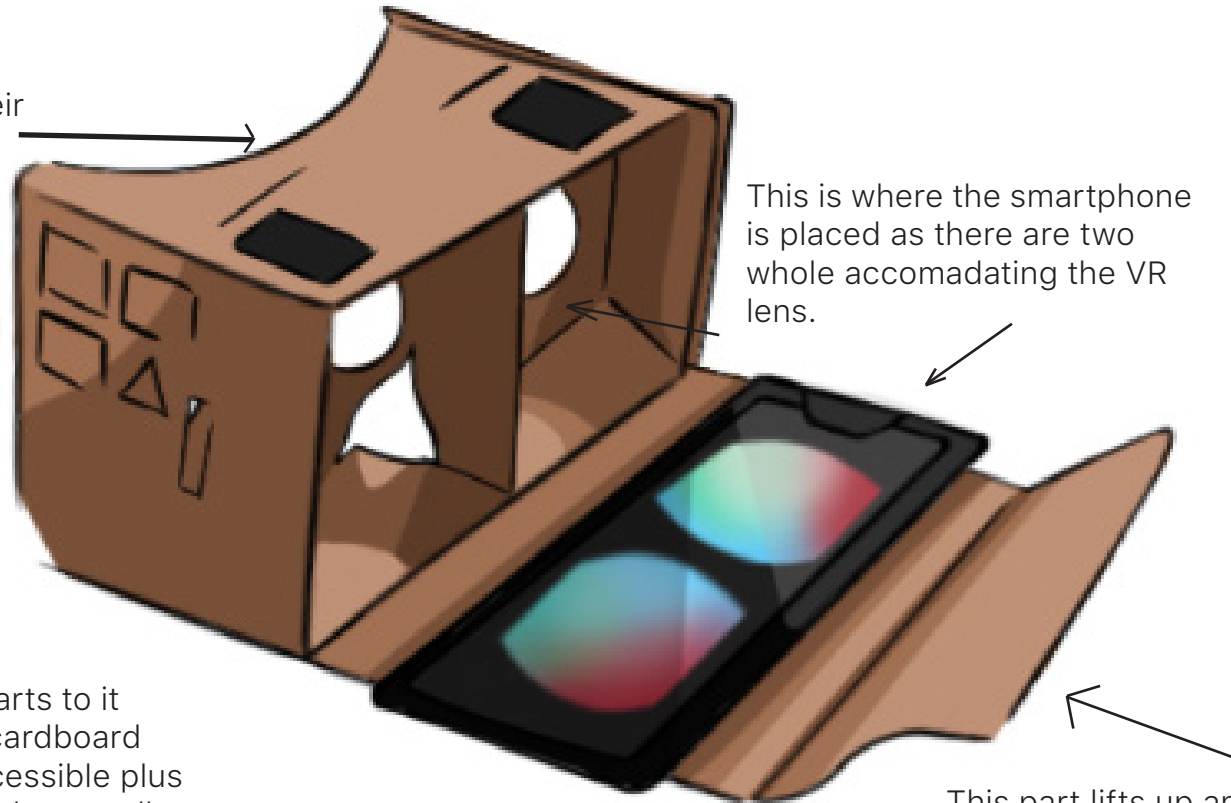
This is where the smartphone is placed as there are two whole accomadating the VR lens.

This doesn't have much parts to it besides the lens and the cardboard itself but! it's an easily accessible plus cheap VR headset! (They also usually come with a band to put around your head to hold up the box) People will still be able to be immersed within the virtual reality world!

This part lifts up and hooks under the cardboard, holding up the smartphone so that it again, matches up with the lens.