



Big Ideas Collaboration Ctr.

Working on Virtual Ground



Hybrid – Physical/Virtual Strategy Rooms

OpenSimulator
Community Conference

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Julie Who?



25+ Years Applied Technology Innovation & Leadership

Highlights

- Co-creator of ARPANet/Internet security protocols – Super *GEEK*
- Lead Security Architect - largest Intranet ever built – *wow!*
- SW Security consultant to NASA's Space Shuttle program – *you no hack our shuttle!*
- Early collaboration innovator from chat to video
- Serial Entrepreneur – 5 companies → *Tired!*
- Named MIT/Mass High Tech's 2004 Top 10 Woman in Technology in New England – *Were there 11?*
- Helped form Simmons Entrepreneurship program – Nickname “*the reality bringer*”
- Interim CIO for Faith Popcorns' Brain Reserve - *ooooh, so I'm a tech futurist*
- Co-creator of James – *My finest work*
- Founder/lead, Ctr. For Applied Collaboration for Fidelity Investments (75,000 employees) – 2006 born in Second Life while there ;-)
- Founder, 3D ICC – *finally I can wear sneakers to work*
- Author – *almost* “Immersive Insides: Effective Enterprises Harness of Immersion”

Julie LeMoine

CEO, 3D ICC

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Does Enterprise need Location Transparency?

No...

People do best when working/learning in a location where they can all be together...

...regardless of where their feet are planted





Design



Team

Enterprise VR



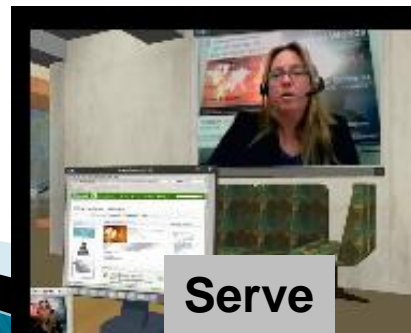
Present



Learn



Manage



Serve



Morpheus from *The Matrix*

The Big 3 Barriers

1



Tool



Recreation

2



Culture

3

The



Effect

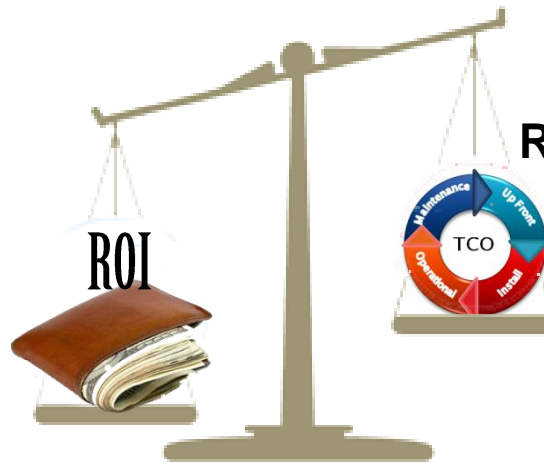
The barriers, they are a changin'

Selling VR to Enterprise



Rule #1: IT is not your friend

- Sales 101: sell to the business



Rule #2: Create Cost/Benefit Analysis

- Do this work for them
- Be clear about TCO

Rule #3: Get clear:

- In-place SW is your big fight – not other VR
- On their *Wish* list: to outsource more but... with strong security
- Speak their language – know their pain, their asks, their infrastructure rules...

Rule #4: Don't sell 1 use case – Ever!



A Few Enterprise Use Case Examples

- Infinite Team Rooms
- Global Touchable Thinking Rooms
- Lean Teaming : Construction BIM
- Affinity Workshops: Solve the big problems
- Global Agile
- Consumer Packaging Design
- Teaching Doctors with micro-games
- Hybrid classes for L&D



Will the workin' Dogs HMD?

- ▶ Sure, many Enterprise cases translate directly to HMD
- ▶ BUT.....Right NOW
 1. Vertical matters
 2. AR/See through is the strongest play

The **BIG** deal = shift toward expectation
for 3D content

Which Features Matter to the Es?

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The HOT!

Solid Security

Connectors/Integration/Native

S-I-M-P-L-E : Drag & Drop, Point, Click, Touch

Template Locations

Hybrid – live, mixed reality

Micro-games, micro-movies



The NOT

Avatar morphing

Facial gestures

Emotes – except in special cases

Everyone creates locations



The UGLY

Sound Issues, Instability

Pilots with out focus

Last mile networking

More than 15 min. learning curve

Simplify But Deliver Impact



Paving the Cart Path

LOE: Drag it in & engage!
Location exists with all you need

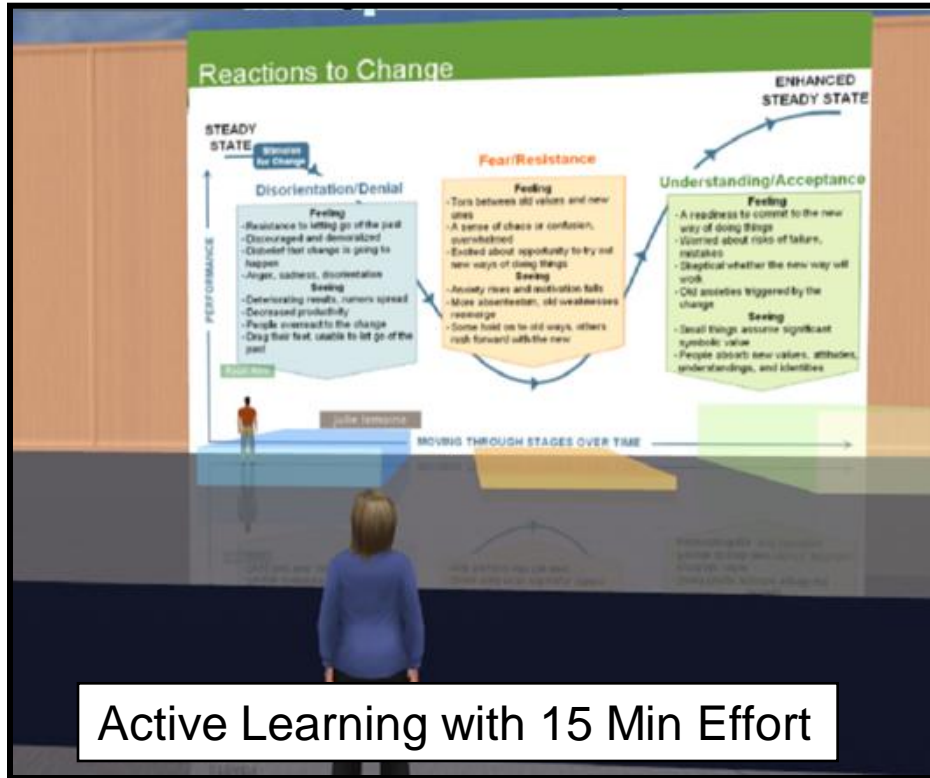
Lets Look Here! In the Design Spectrum



Teaching in Context

LOE: Create Reflective Locations

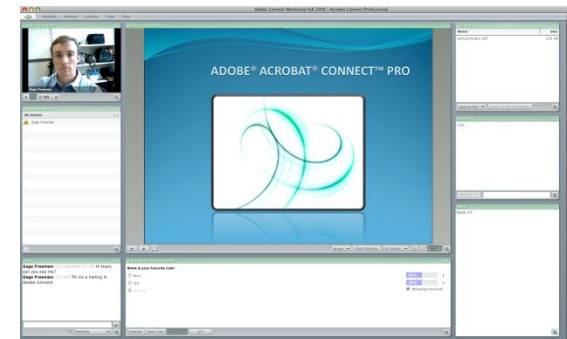
The Powerful In-between



In ~15 mins...



1000 X the engagement of



LOE: 1 Slide--Drag, Drop
3 Cubes-- Make Transparent

VR Impact for Enterprise



- *Cost Effective, High-Touch,*
- *Global Teaming, Learning, and much more*
- *It brings higher engagement than social media.*

We are the next round of citizen, student, associate, client, customer engagement

*The mix of reality with immersive VR will completely change everything,
...even how we build cities, run equipment, create new financial tools, discover new process...*

Impact of Immersion For Enterprise



↑
Engagement

Costs
↓

↑
Effectiveness

↑
Active Learning

Distance
↓

↑
Inclusion



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