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TECHNOLOGY OF VIRTUAL REALITY IN BUSINESS

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VR (Virtual Reality) is characterized by the illusion of participation in a synthetic environment rather than external observation of such an environment. VR relies on three-dimensional (3D), stereoscopic, head-tracked displays, hand/body tracking and binaural sound, VR is an immersive, multi-sensory experience[1].

It may be that with the development of high technologies in the field of virtual reality this technology will get place in our lives and provide people with a huge, almost infinite space for the conduct of any business.

According to BI Intelligence data, after entering the market total supply VR-systems from 2015 to 2020 will grow by 99% annually.

- By 2020, the VR market will be \$ 2.8 billion.
- Promotional video for the virtual reality glasses will watch up to the end much more.
- The demand for content for VR-systems will grow significantly in parallel with the video game industry.
- Virtual reality is an important platform for streaming and e-commerce [2]

Like many of the newest technologies, this technology first appeared for military purposes, and then become available to the public, so we start from the possibilities that it opens up to the military and businesses that are associated with it. In virtual simulators military can work out their actions, but without getting themselves under fire.

With virtual reality, people will be able to travel to exotic places that give to such projects as Discovery opportunity to sell real effect presence anywhere in the world, however they are difficult to access. For example, this technology made it possible to visit the hospital for Ebola infected people.

Theatrical performances, ballet and etc. can capture performances, and transport parts of the stage to another location.

Sportsmen can play virtual games with Artificial Intelligence.

Virtual space tours, the ability to see the Earth, feel like an astronaut, to become a pilot, which puts your ship to the Moon. Such opportunities get space companies.

Already started to develop tours of the most famous museums in the world, and installations for museums, even if the person does not have a VR headset, they will come to the museum and use this technology to see other museums in the world.

You can create installations for music and art festivals and sell tickets to them as real festival.

Although not entirely useful to walk on the virtual supermarket to choose the right products, but this technology gives this opportunity. But the opportunity to go and try on virtual clothes, then buy it real option is extremely important for shopping.

We cannot but mention that this technology enables to lead meetings in a virtual room, even if the members are in different parts of the world.

Travel agencies can create a virtual tour or travel examples that can be presented to a person who cannot choose where to go.

Building companies can design buildings and interior design and demonstrate them to clients, thus avoiding the problems that were previously difficult to detect.

An amusement park doesn't have now create a huge attractions, because they need just VR-glasses.

Auto companies will be able to carry out virtual test drives imitating the driver and the passenger, for example on races.

The biggest challenge for this technology is the realization of what is really necessary and it can be used not just to create games. So, we can see that this technology is quite progressive, but not investigated enough, and no one can say what we can get from this in future, but even the things mentioned above can make our lives much easier.

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1. Wexelblat, A. (Ed.). (2014). *Virtual reality: Applications and explorations*. Cambridge, MA: Academic Press Professional.
2. The Virtual Reality Content Report (n.d). Retrieved from www.businessinsider.com/intelligence/research-store/?IR=T#!/The-Virtual-Reality-Content-Report/p/54028721/category=11987293