



**VIRTUAL NATION  
SHIFTING THE CULTURAL TOURISM  
PARADIGM WITH VIRTUAL REALITY**  
PRESENTED TO THE INTERNATIONAL ABORIGINAL TOURISM  
CONFERENCE

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VIRTUAL NATION

# VIRTUAL REALITY: THE COMING REVOLUTION

Virtual Reality, much like smart phones and tablets is fast becoming the next wave of technology that revolutionizes multiple sectors including:

- Entertainment
- Education
- Training/orientation
- Cultural Immersion
- In a recent report Goldman Sachs predicts that by 2020 VR will grow to a \$120 billion industry. According to Forbes VC's have already invested over \$650 million in VR production companies.

# PUBLIC PERCEPTION ON VR TECHNOLOGY: HORIZON MEDIA SURVEY

- 20 percent of respondents in a national USA survey have tried VR
- 25 percent of respondents would pay hundreds for VR hardware
- 50 percent want a VR device

# WHO IS VIRTUAL NATION

- Virtual Nation is a partnership between ABS Business Development and Silverback Games. This partnership has a pedigree of number 1 selling video game productions and worldwide commercially successful releases on all major platforms including all mobile devices. At present this partnership is soon to release two new gaming apps in alliance with Apple incorporated. Silverback is at present realigning more than half of its internal operations to focus only on virtual and augmented reality.
- Current projects in development include training modules for several major airlines, helicopter training simulation, First Nation modular housing VR pre-visualizations, Halifax Tall Ships 2017, Halifax Explosion (Discovery Centre) as well as AAA virtual reality games.

# VIRTUAL NATION MISSION STATEMENT

- **Our mission is to produce and deliver world class virtual and augmented reality experiences which will greatly enhance First Nation commercial prospects by leveraging our combined artistic, technological and business expertise.**
- **Virtual Nation, as a majority owned aboriginal company will inspire indigenous nations to embrace this revolutionary technology as a tool to impact their communities educational, social and financial outcomes.**

# HARDWARE DEVELOPMENT IS PROVIDING A SURPRISING LOW COST ENTRY POINT TO THE VR EXPERIENCE



Google VR headsets represent a low cost entry point for VR experience. At less than \$ 20.00 per headset these units can be purchased in large quantities (with promo pricing options)



VR Box and similar headsets are steps above the Google Cardboard and are priced around \$ 25.00 as they offer a broader range of options.

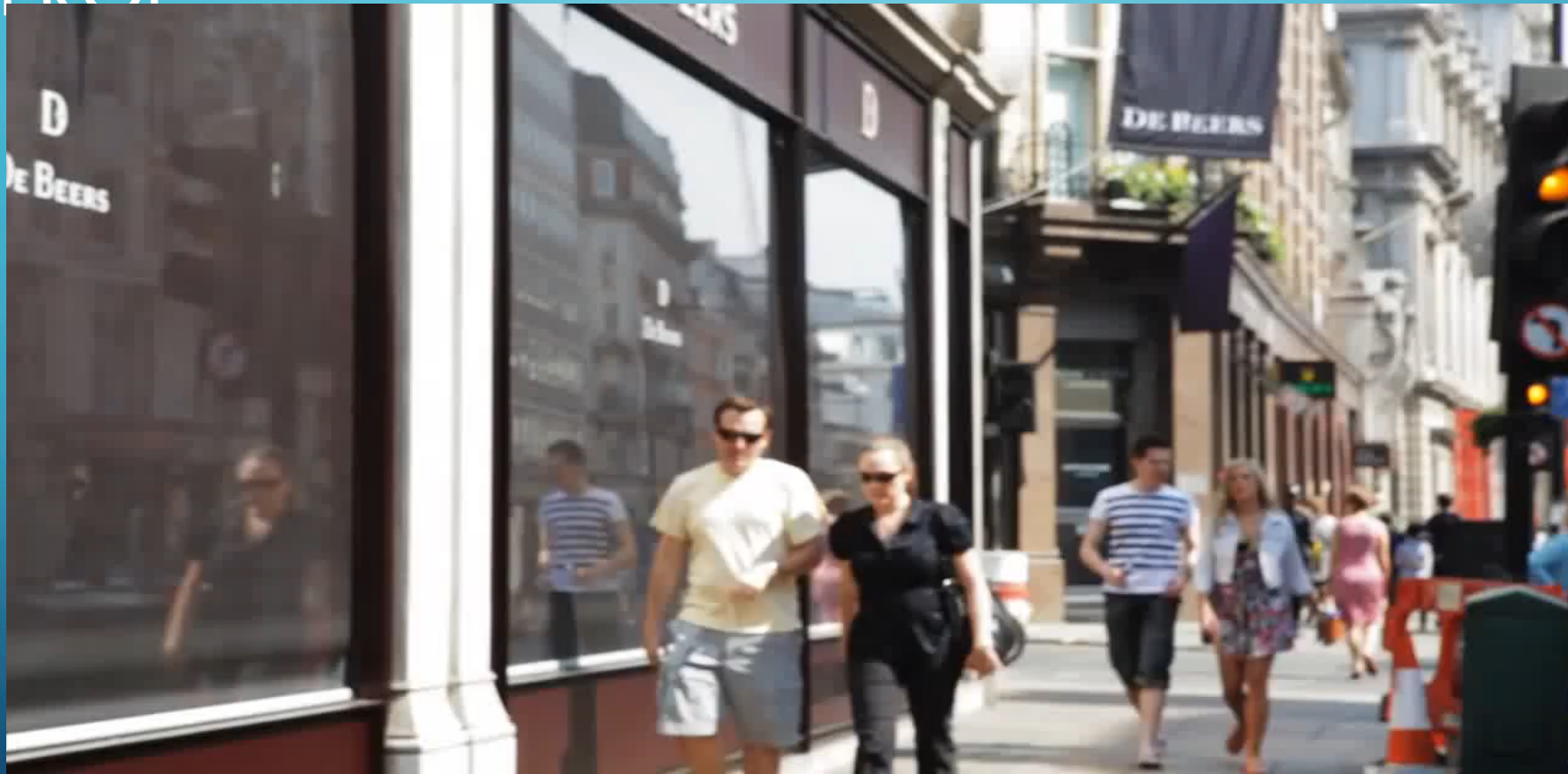
# PROPOSED VIRTUAL REALITY CONCEPT AND DESIGN: ABORIGINAL TOURISM

- 20 minute virtual reality production reflecting North American and Global indigenous communities. (e.g. Mi'kmaq/Blackfoot (buffalo jump)/Mayan/Inuit)
- Adventure/action with cultural accuracy: (i.e. Mi'kmaq bear hunt (Revenant), Blackfoot (buffalo hunt concluding with buffalo jump), Mayan (Shaman on top of Tical Temple), Inuit (Whale hunt))
- Indigenous cultural icons to be the VR Tour guide through the indigenous cultures of the world.
- VR Production to play in Cultural Centre's and operate like a theatre with ancillary revenue streams. (Arcade/concessions/gifts and crafts)

# AUGMENTED REALITY

- A robust addition to the VR prospects is augmented reality. What is augmented reality?
- Augmented reality is the integration of digital information with the user's environment in real time. Unlike virtual reality, which creates a totally artificial environment, augmented reality uses the existing environment and overlays new information on top of it.

# AUGMENTED REALITY: TOURISM AND CINEMA MERGE



# VR CULTURAL THEATRE ROOM CONCEPT SKETCH





## COST TO PARTICIPATE

Leveraging technology and methods developed for the video game industry has resulted in a surprisingly low-cost price-point for producing world class VR experiences.

