



Creating Immersive Storytelling Experience

Leveraging VR, AR and Ai to engage audiences



UNC
SCHOOL OF MEDIA
AND JOURNALISM

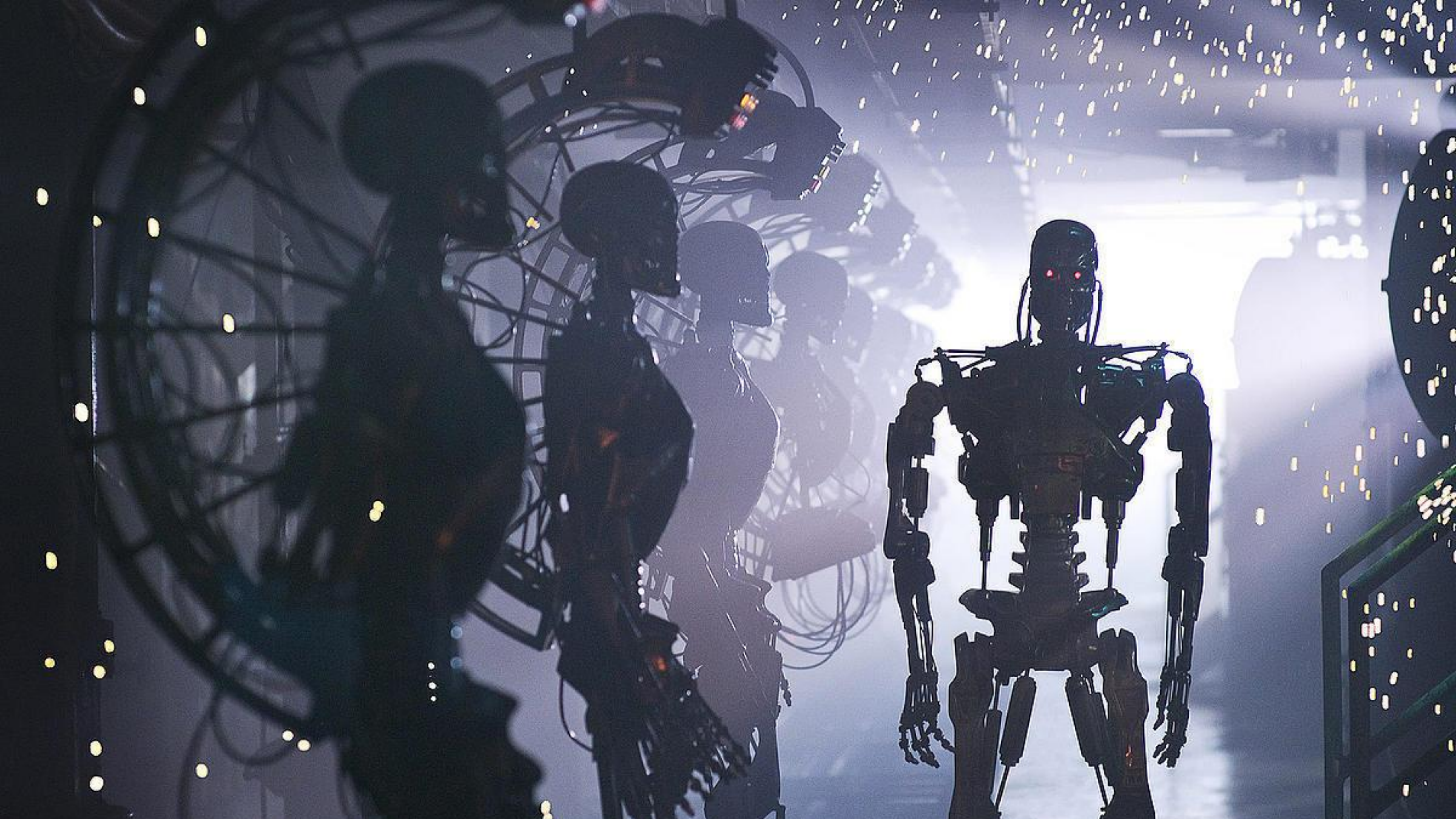
BARBARA HALE FOR AMANA:

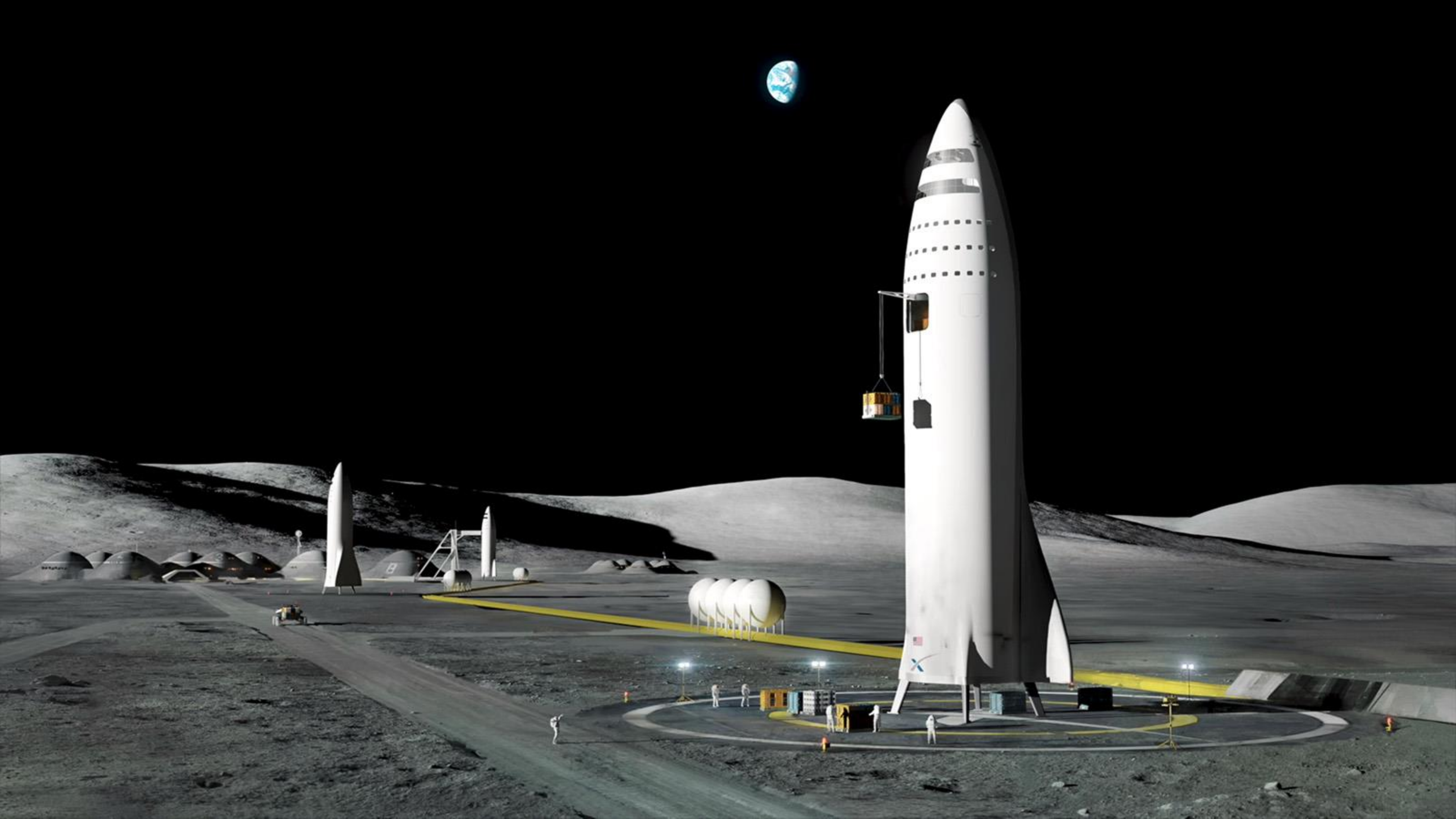
**"Make the greatest
cooking discovery
since fire."**



Radarange made only by *Amana*
MICROWAVE OVEN

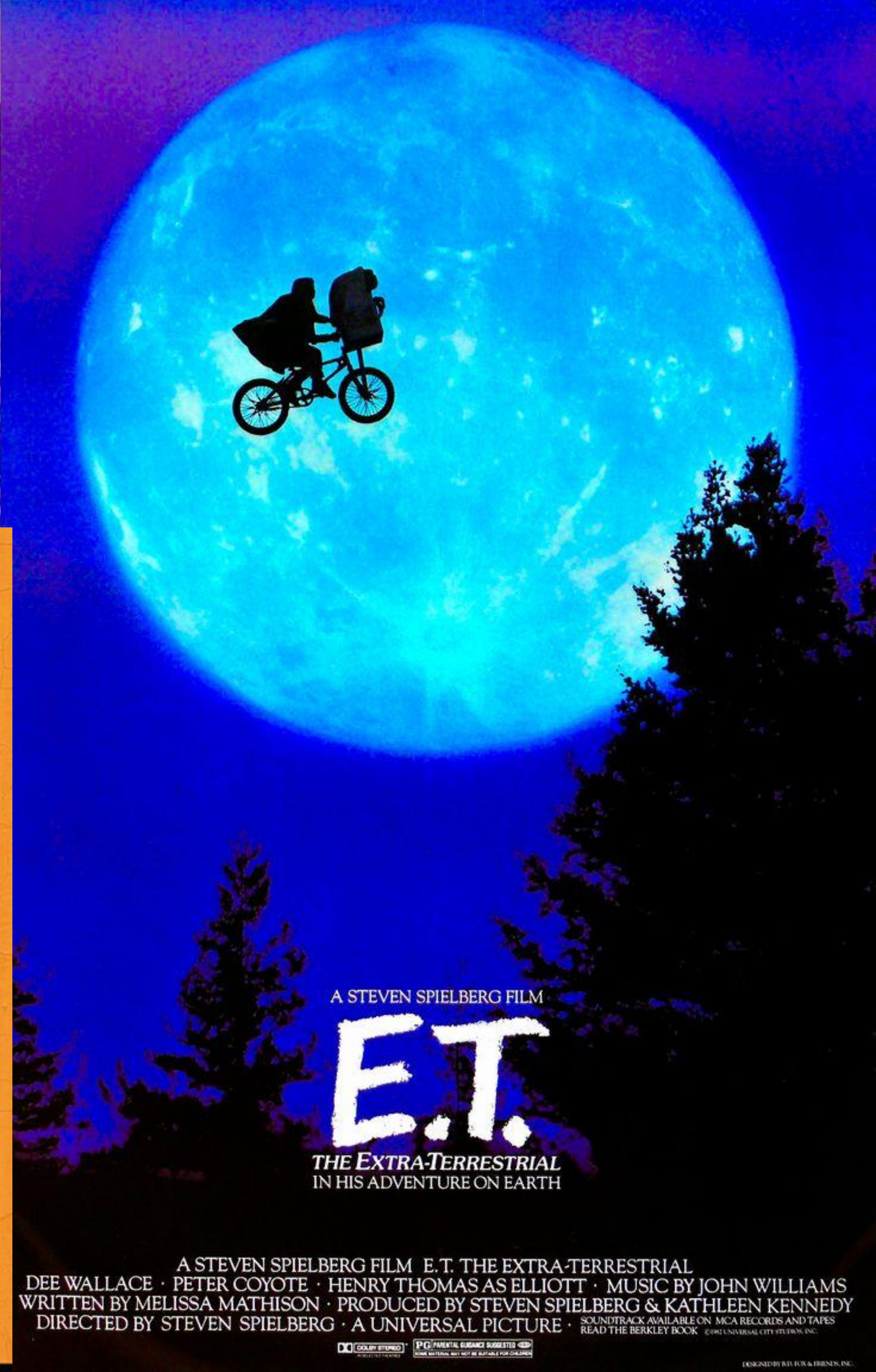












A STEVEN SPIELBERG FILM

E.T.

THE EXTRA-TERRESTRIAL
IN HIS ADVENTURE ON EARTH

A STEVEN SPIELBERG FILM E.T. THE EXTRA-TERRESTRIAL
DEE WALLACE · PETER COYOTE · HENRY THOMAS AS ELLIOTT · MUSIC BY JOHN WILLIAMS
WRITTEN BY MELISSA MATHISON · PRODUCED BY STEVEN SPIELBERG & KATHLEEN KENNEDY
DIRECTED BY STEVEN SPIELBERG · A UNIVERSAL PICTURE · SOUNDTRACK AVAILABLE ON MCA RECORDS AND TAPES
READ THE BERKLEY BOOK · ©1982 UNIVERSAL CITY STUDIOS, INC.

MPAA RATED PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

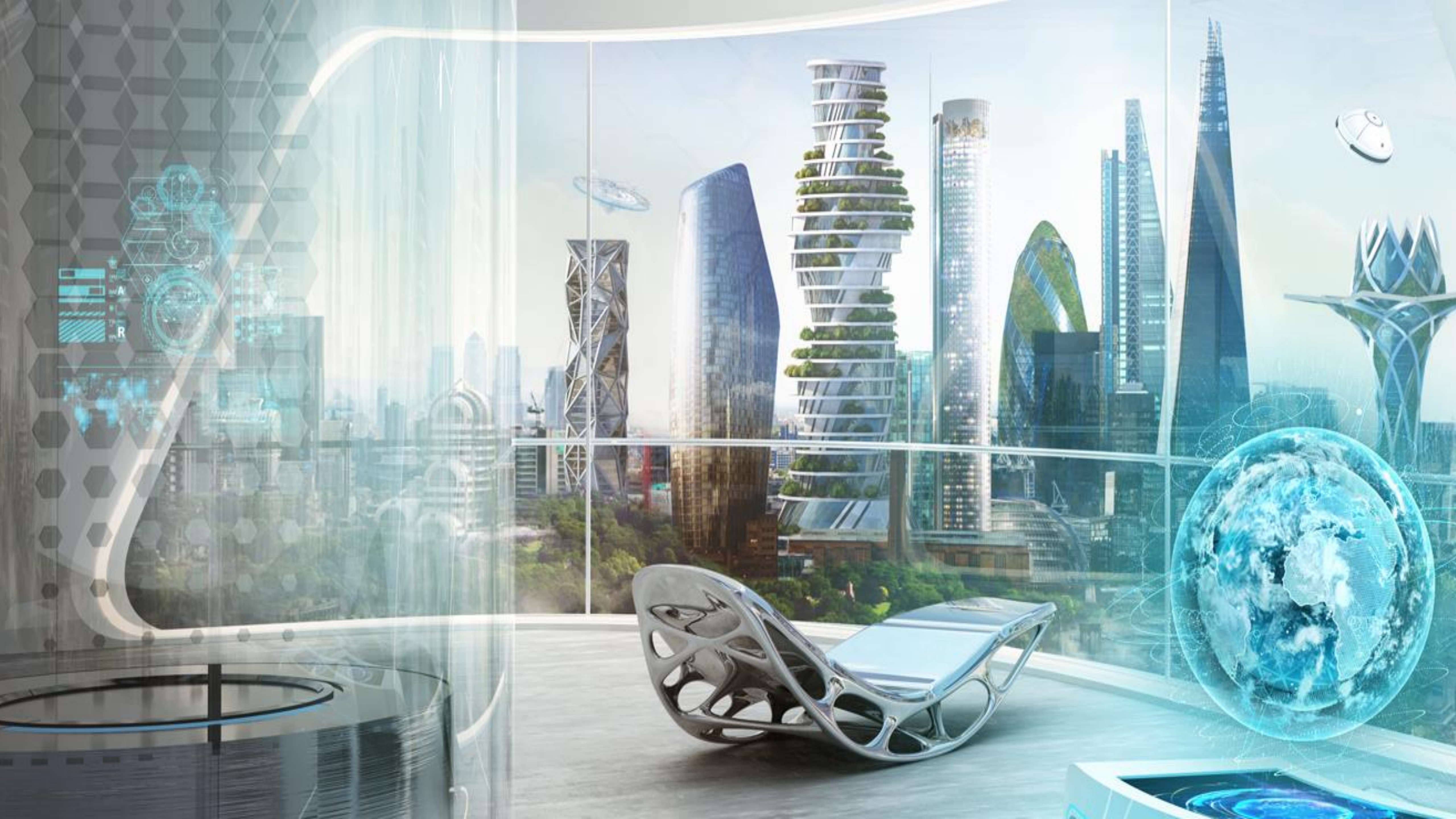
DESIGNED BY BILLY & FRIENDS, INC.











Storytelling with Emerging Technology

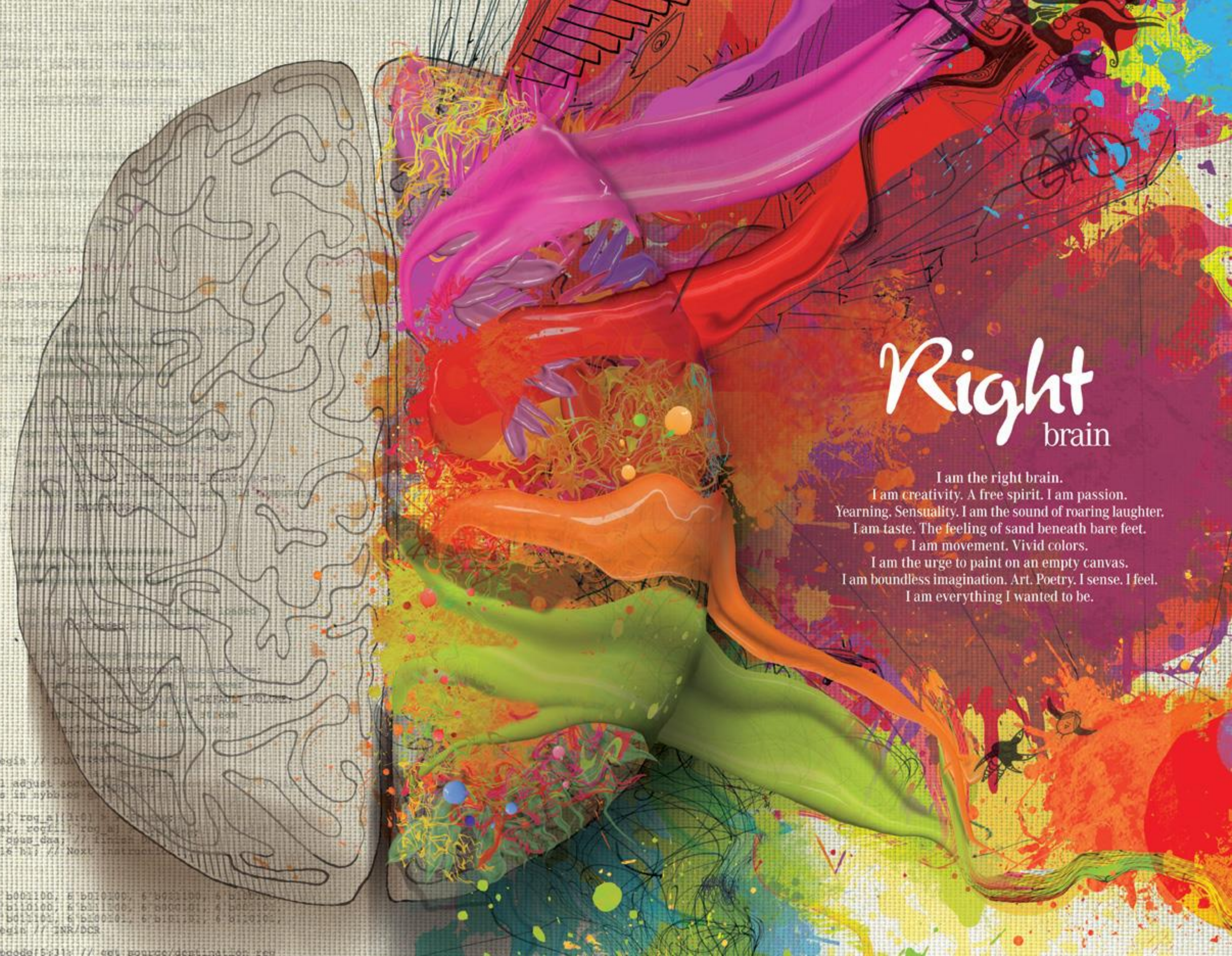
We use emerging technologies with strong stories to solve existing problems


```
connection:NetConnection;  
utils:File;  
webstream:Webstream;  
// loads all meta data  
objInfo:Object;  
// tv file  
strSource:String;  
videoFileName:String;  
bg_pic:MovieClip;
```

Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

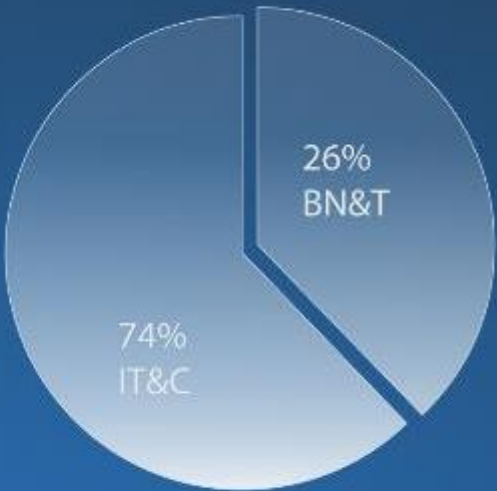
```
5'b100101: begin // DAN/STAN  
// decimal adjust code  
// results in nibbles  
  
if (reg[11:reg_n-1:0] < 0x00000000) begin  
    { apxcar, reg[11:reg_n-1:0] } <= 0x00000000;  
else  
    pc <= pc+16'h; // Next instruction  
end  
  
5'b000100, 5'b000100, 5'b010000, 5'b000100, 5'b000100,  
5'b010100, 5'b010100, 5'b011100, 5'b000101, 5'b000100,  
5'b000101, 5'b011100, 5'b000001, 5'b011100, 5'b010100,  
5'b111101: begin // INR/DCR  
  
    read <- opcode[5:1]; // get source/destination reg
```



Right brain

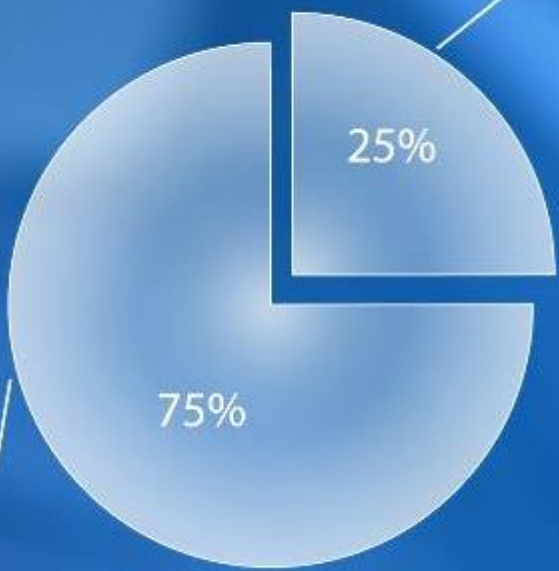
I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

Real Trends



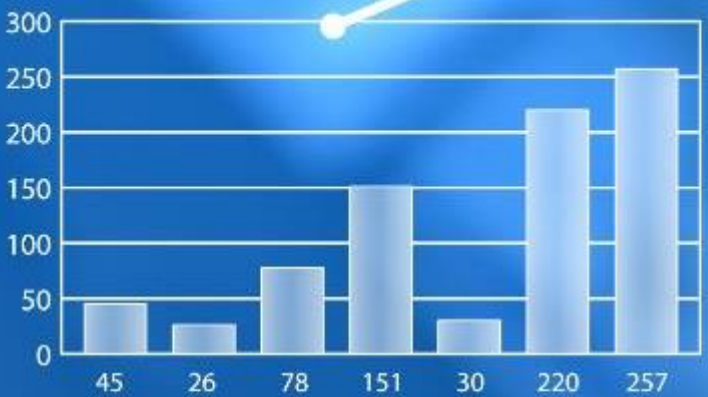
Distribution of market share among the major industry players: IT & C and BN & T was 74% and 26% percent respectively. A further change in the economic situation in the market will be characterized by a more equal distribution of market share major players

Share of market activity



Changes in the activity of the active and passive market is uncertain. Established positive trends in various market segments.

Projected sales of main products in 2013



Passive market share

BARBARA HALE FOR AMANA:

**"Make the greatest
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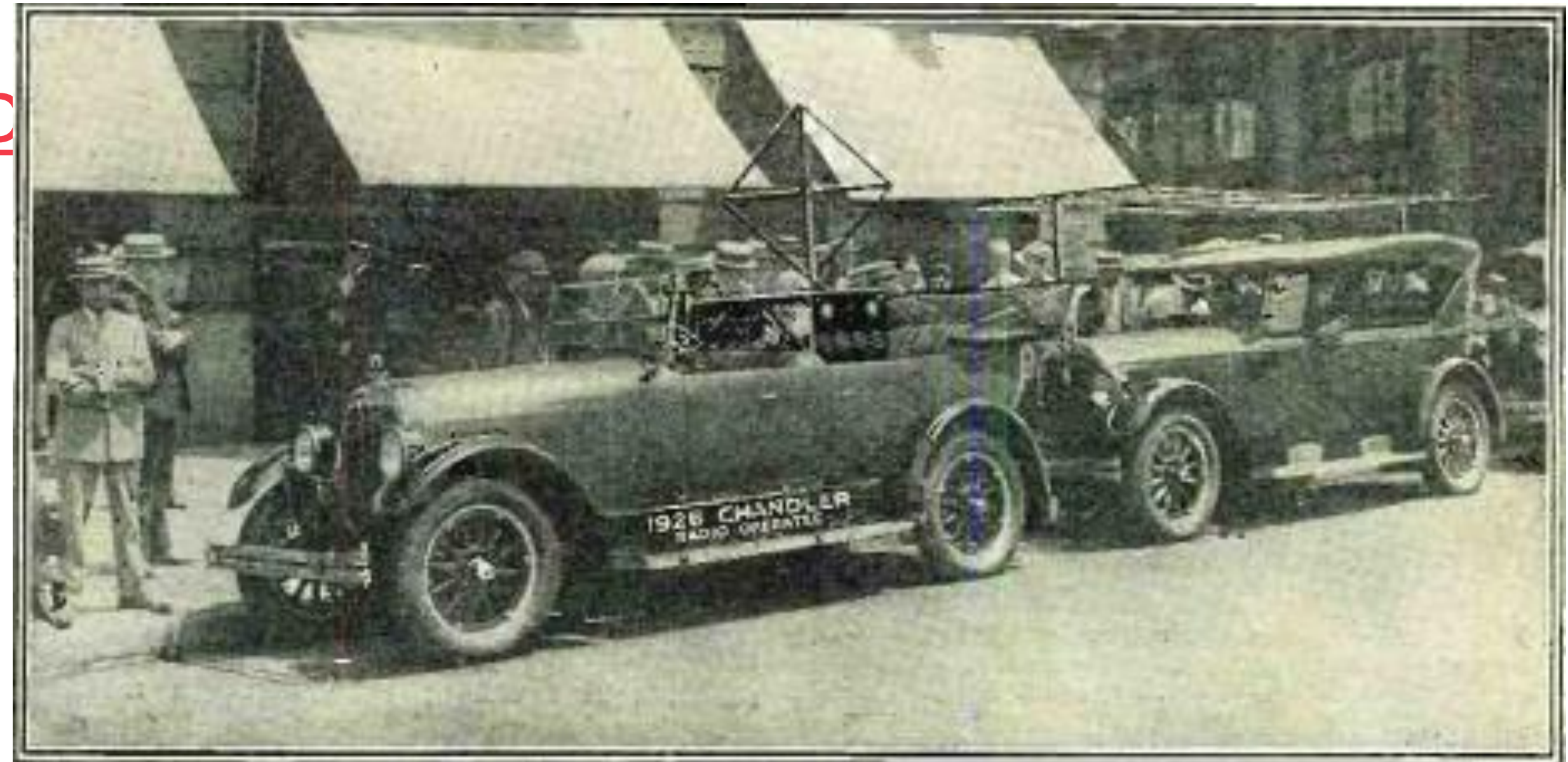


Radarange made only by *Amana*
MICROWAVE OVEN



First Driverless Car

- 1925 Houdina Radio Control
- 1950's GM and RCA Car
- 1962's Firebird
- 2001 DARPA Challenge

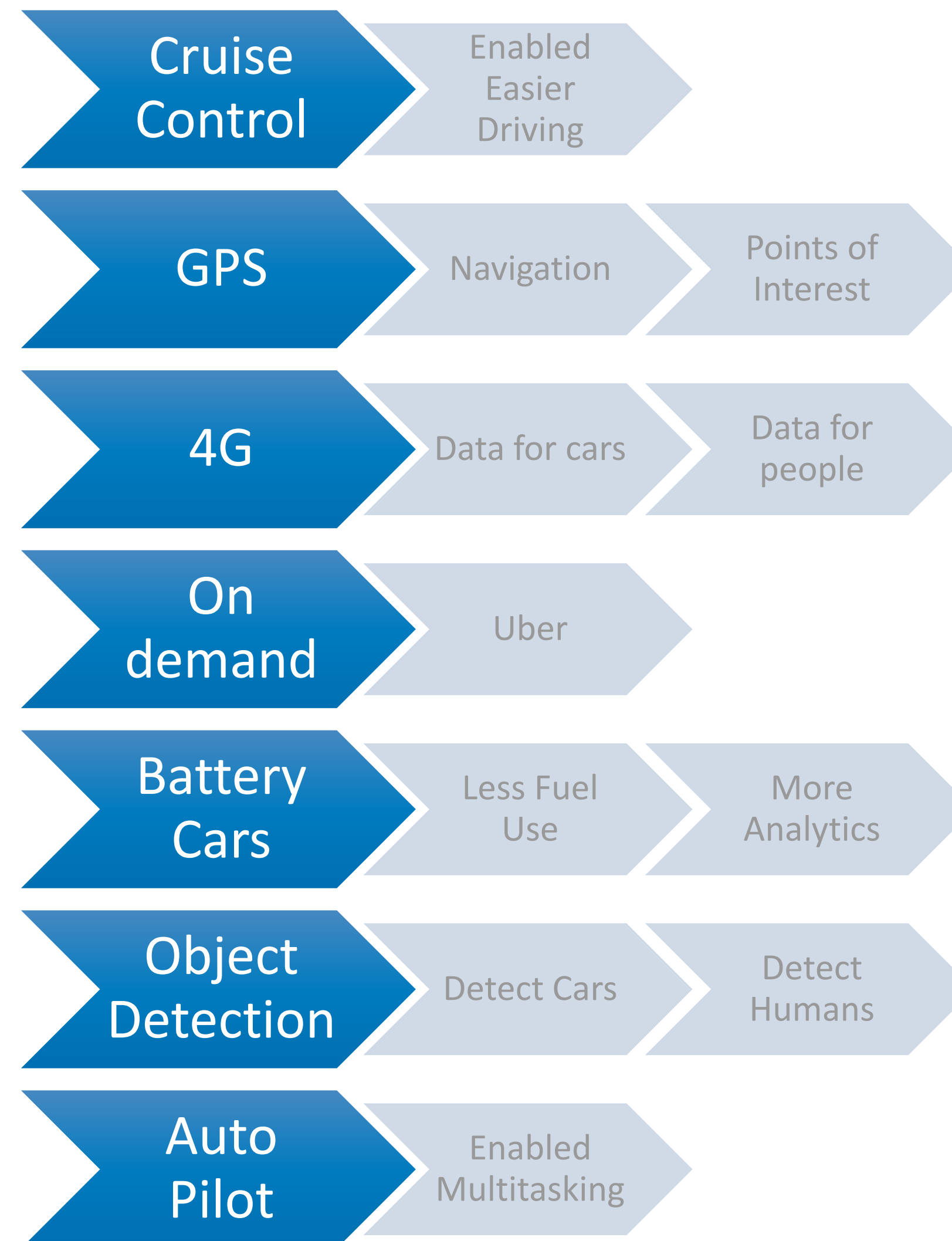


Driverless Cars

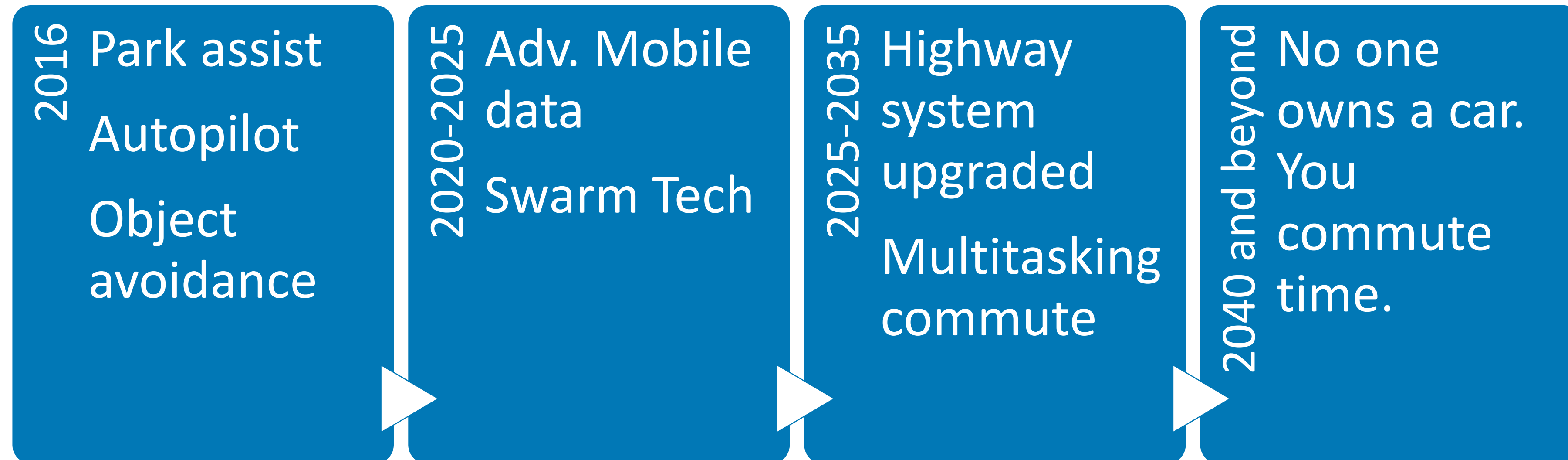
- 2007 Spirit of Berlin
- 2008 Pride of Germany
- 2008 Auto Park Shuttle
- 2010's
 - GM
 - Ford
 - Apple
 - Honda
 - Toyota



Real Trend: Self Driving Car



Future of the Car



Adapted from Future Today Institute 2016 Report



Google





UBER



How to Predict Real Trends?

- Watch the Fringe research and publications.
- Are there multiple players in the game?
- Does it fulfill a current need?
- Are the advancements growing and is the time between shortening?
- Are others not involved writing about it?
- Do you think it is interesting?

How to apply trends

- Take a How approach
- Brainstorm with others in the field about specific applications to your field.
- What are the concerns?
 - Privacy
 - Security
 - Financial
 - Perception
- Build a prototype and show it around

Trend: Bots

Bots

Software performing
automated tasks that
interface with humans.

The New York Times | THE UPSHOT









4th Down Bot

Live analysis of every N.F.L. 4th down

[Follow the Bot on Twitter »](#)



28

Recent Fourth Down Plays	Coach said	Bot said
 4th and 5 Dolphins ball on their 30 4th quarter, 2:00 remaining Down by 15	Go for it	Good call!
 4th and 11 Bengals ball on their 30 4th quarter, 3:53 remaining Up by 15	Punt	Good call!
 4th and 9 Bengals ball on the Dolphins' 49 4th quarter, 8:36 remaining Up by 15	Punt	Good call!
 4th and 5 Dolphins ball on their 21 4th quarter, 12:19 remaining Down by 15	Punt	Good call!
 4th and 19 Bengals ball on the Dolphins' 29 4th quarter, 13:55 remaining Up by 12	Field goal try	Good call!
 4th and 19 Bengals ball on the Dolphins' 29 4th quarter, 13:35 remaining Up by 12	Field goal try	Good call!
 4th and 24 Bengals ball on their 12 3rd quarter, 2:16 remaining Up by 12	Go for it	I would have punted.
 4th and 10 Dolphins ball on their 25 3rd quarter, 4:09 remaining	Punt	Good call!

Week 5 Schedule

THURSDAY, OCTOBER 6

Cardinals at 49ers 8:25 PM ET

SUNDAY, OCTOBER 9

Redskins at Ravens 1:00 PM ET

Texans at Vikings 1:00 PM ET

Patriots at Browns 1:00 PM ET

Jets at Steelers 1:00 PM ET

Bears at Colts 1:00 PM ET

Eagles at Lions 1:00 PM ET

Titans at Dolphins 1:00 PM ET

Falcons at Broncos 4:05 PM ET

Chargers at Raiders 4:25 PM ET

Bengals at Cowboys 4:25 PM ET

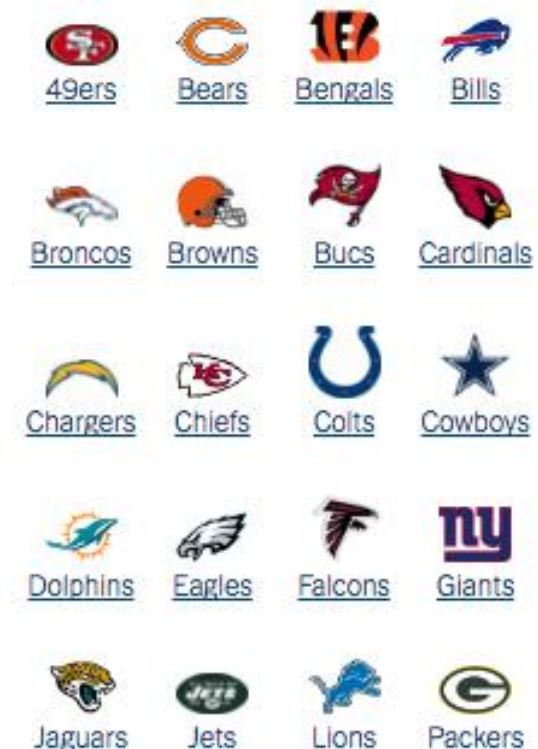
Bills at Rams 4:25 PM ET

Giants at Packers 8:30 PM ET

MONDAY, OCTOBER 10

Bucs at Panthers 8:30 PM ET

Teams



Bots

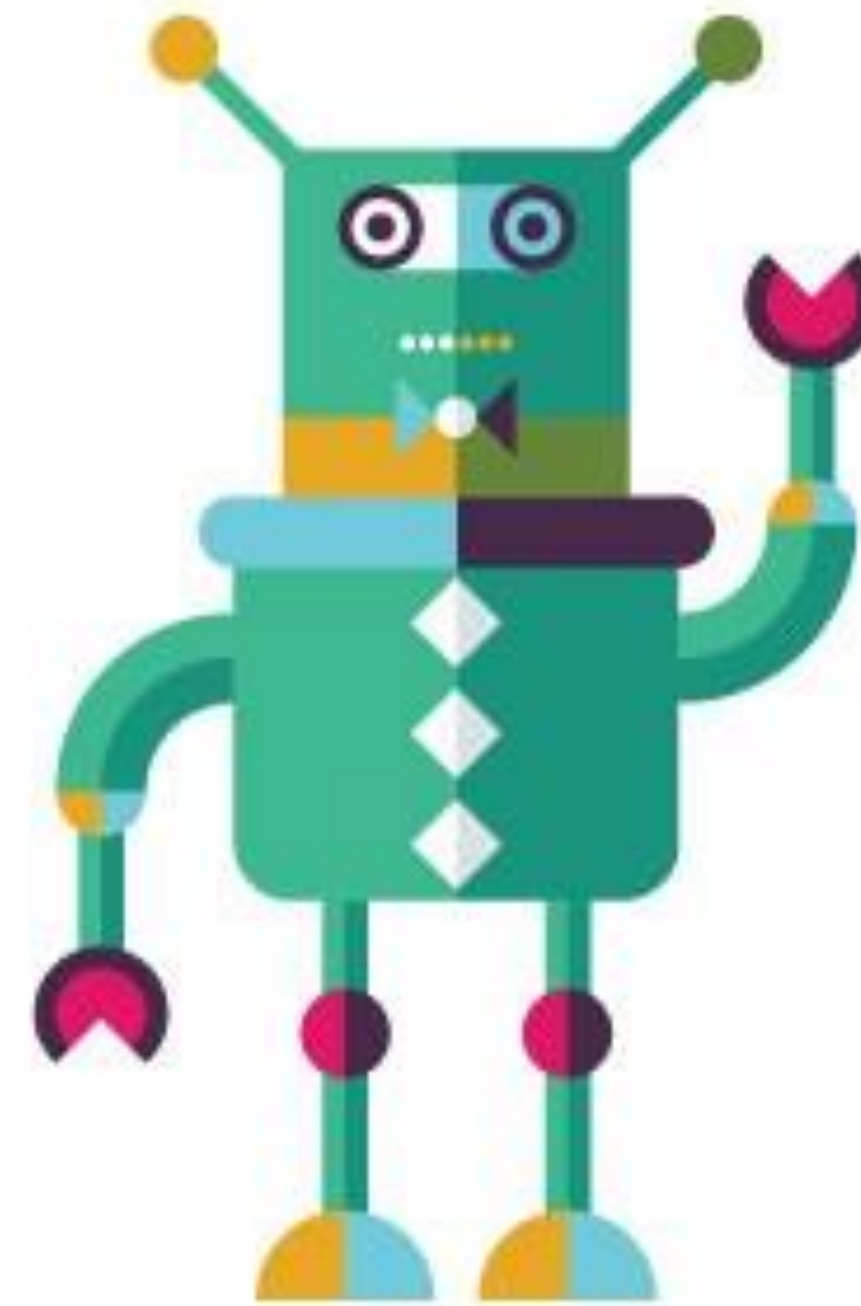
Software performing automated tasks that interface with humans.

```
[root@localhost ~]# ping -q fa.wikipedia.org
PING text.pmtpa.wikimedia.org (208.80.152.2) 56(84) bytes of data.
^C
--- text.pmtpa.wikimedia.org ping statistics ---
1 packets transmitted, 1 received, 0% packet loss, time 0ms
rtt min/avg/max/mdev = 540.528/540.528/540.528/0.000 ms
[root@localhost ~]# pwd
/root
[root@localhost ~]# cd /var
[root@localhost var]# ls -la
total 72
drwxr-xr-x. 18 root root 4096 Jul 30 22:43 .
drwxr-xr-x. 23 root root 4096 Sep 14 20:42 ..
drwxr-xr-x.  2 root root 4096 May 14 00:15 account
drwxr-xr-x. 11 root root 4096 Jul 31 22:26 cache
drwxr-xr-x.  3 root root 4096 May 18 16:03 db
drwxr-xr-x.  3 root root 4096 May 18 16:03 empty
drwxr-xr-x.  2 root root 4096 May 18 16:03 games
drwxrwx--T.  2 root gdm  4096 Jun  2 18:39 gdm
drwxr-xr-x. 38 root root 4096 May 18 16:03 lib
drwxr-xr-x.  2 root root 4096 May 18 16:03 local
lrwxrwxrwx.  1 root root    11 May 14 00:12 lock -> ../run/lock
drwxr-xr-x. 14 root root 4096 Sep 14 20:42 log
lrwxrwxrwx.  1 root root   10 Jul 30 22:43 mail -> spool/mail
drwxr-xr-x.  2 root root 4096 May 18 16:03 nis
drwxr-xr-x.  2 root root 4096 May 18 16:03 opt
drwxr-xr-x.  2 root root 4096 May 18 16:03 preserve
drwxr-xr-x.  2 root root 4096 Jul  1 22:11 report
lrwxrwxrwx.  1 root root    6 May 14 00:12 run -> ../run
drwxr-xr-x. 14 root root 4096 May 18 16:03 spool
drwxrwxrwt.  4 root root 4096 Sep 12 23:50 tmp
drwxr-xr-x.  2 root root 4096 May 18 16:03 yp
[root@localhost var]# yum search wiki
Loaded plugins: langpacks, presto, refresh-packagekit, remove-with-leaves
rpmfusion-free-updates
rpmfusion-free-updates/primary_db
rpmfusion-nonfree-updates
updates/metalink
updates
updates/primary_db 73% [=====] 62 k
```


Trend: [Conversational]
Bots

Slack Bot

Interfaces with users where they are.



Conversational Bots

Facebook Messenger

@CujoAi

<https://www.messenger.com/t/cujoai>



Trend: Robots

Real, physical, moving, remote and autonomous objects.



Robots and Drones Will Be:

- Task specific
- Multiple Sensors
- Interconnected



Trend: Algorithmic Personality Value

All that data out there...

What if...

A student wants to pitch me on an idea and they want to know the best way to get in touch with me.

They might ask someone that knows me, "How would you approach Professor King about my start up idea?"

Or...

Algorithmic Personality Test

Crystal

Search

Setup: 16%

Steven

Steven King

The University of North Carolina at Chapel Hill

Steven is a skilled communicator with the ability to distill big ideas down into actions, but probably has a tendency to take on too much responsibility at once.

Add a photo

D

I

Id

Personality

Relationship

Write an Email

Profile Settings

Complete DISC assessment

Steven's personality:

Steven will take action when he gets excited by a new idea. He is **confident, articulate** and **warm**, and will use his natural charisma to persuade others to follow his lead.

It comes naturally to Steven to...

Trust someone quickly

HOW ACCURATE IS YOUR PROFILE?

<10%

30%

50%

70%

>90%

PEOPLE ALSO VIEWED

Mary Cameron

The University of North Car...

Steven King

The University of North Car...

'FTI ANNUAL REPORTpdf

Microsoft Store - Invoi....htm

UNC_logo_542_png.png

IMG_6214.JPG

Show All

Key words and phrases to use with Steven...

"It's not a sure thing, but..."



"Here's an idea..."



Make jokes



"The highest impact..."



"Don't forget..."



When emailing Steven...

Write with short casual language and abbreviations



Use an emoticon :)



Use emotionally expressive language



Appeal to his feelings to drive him to action



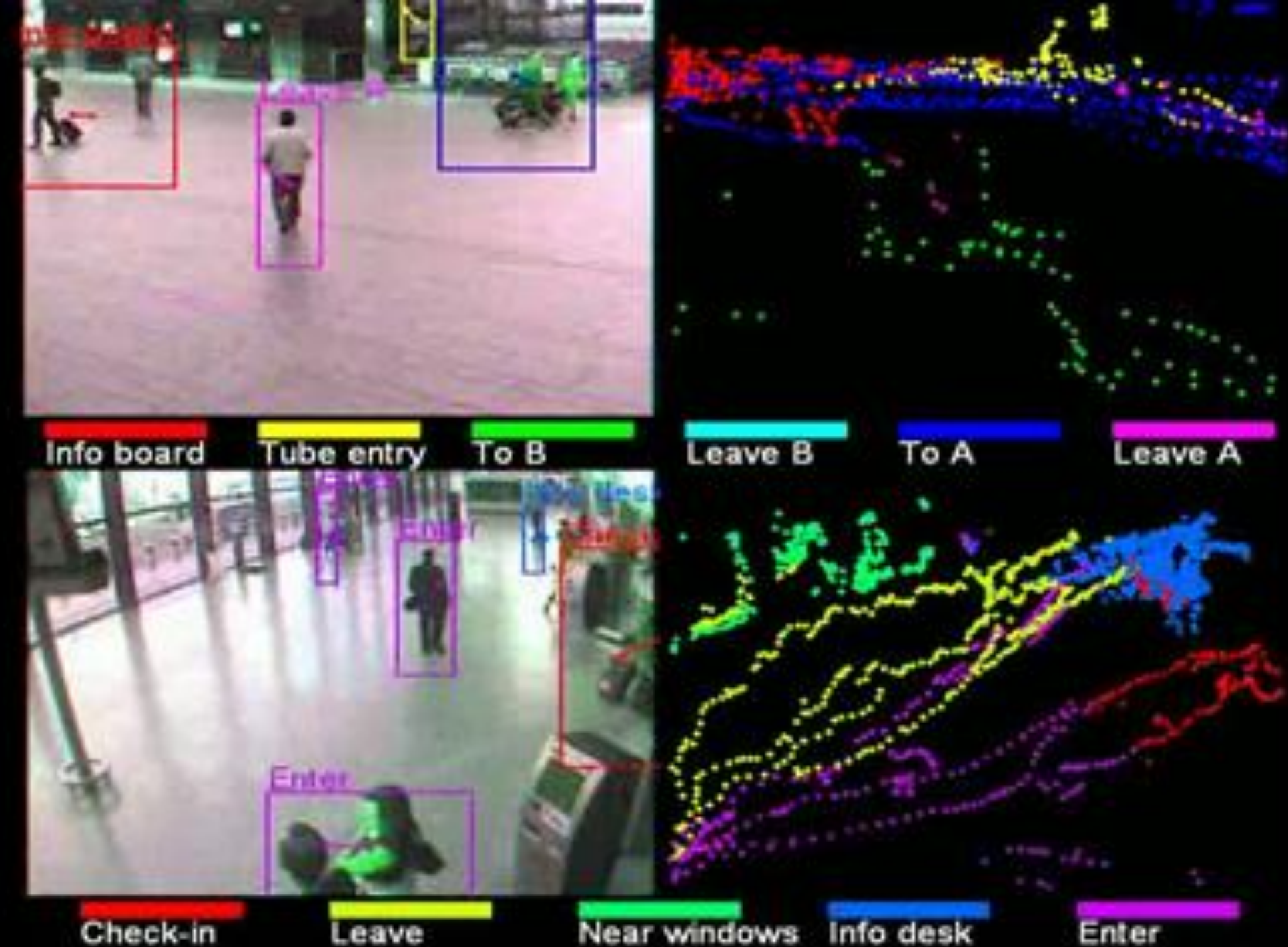
Building a relationship with Steven:

Steven might get bored by monotony, structure, and formality. He likes to **brainstorm**, often thinks out loud, and will look for feedback from his peers.



Trend: Intelligent Visual Surveillance

Image Entity Detection with Big Data



Trend: Security and Privacy Policy Shift

All that data out there...

Security Concerns

- Zero Day Exploits Rising
- System-wide glitches due to interconnected dependence
 - ex. Delta, NY Stock Exchange
- Increase off-book Back-doors
 - Long-time developers leaving intentional back-doors for later exploit.
 - Backdoor bounty
- Internet of Things hacks

Privacy Policy

- Continued requests for “Golden Keys”
- Self Incrimination Data and More Requests
- Choice of Anonymity
- Trend towards Sterilization of Data
 - Synthetic Data Sets
- Internet of Things hacks

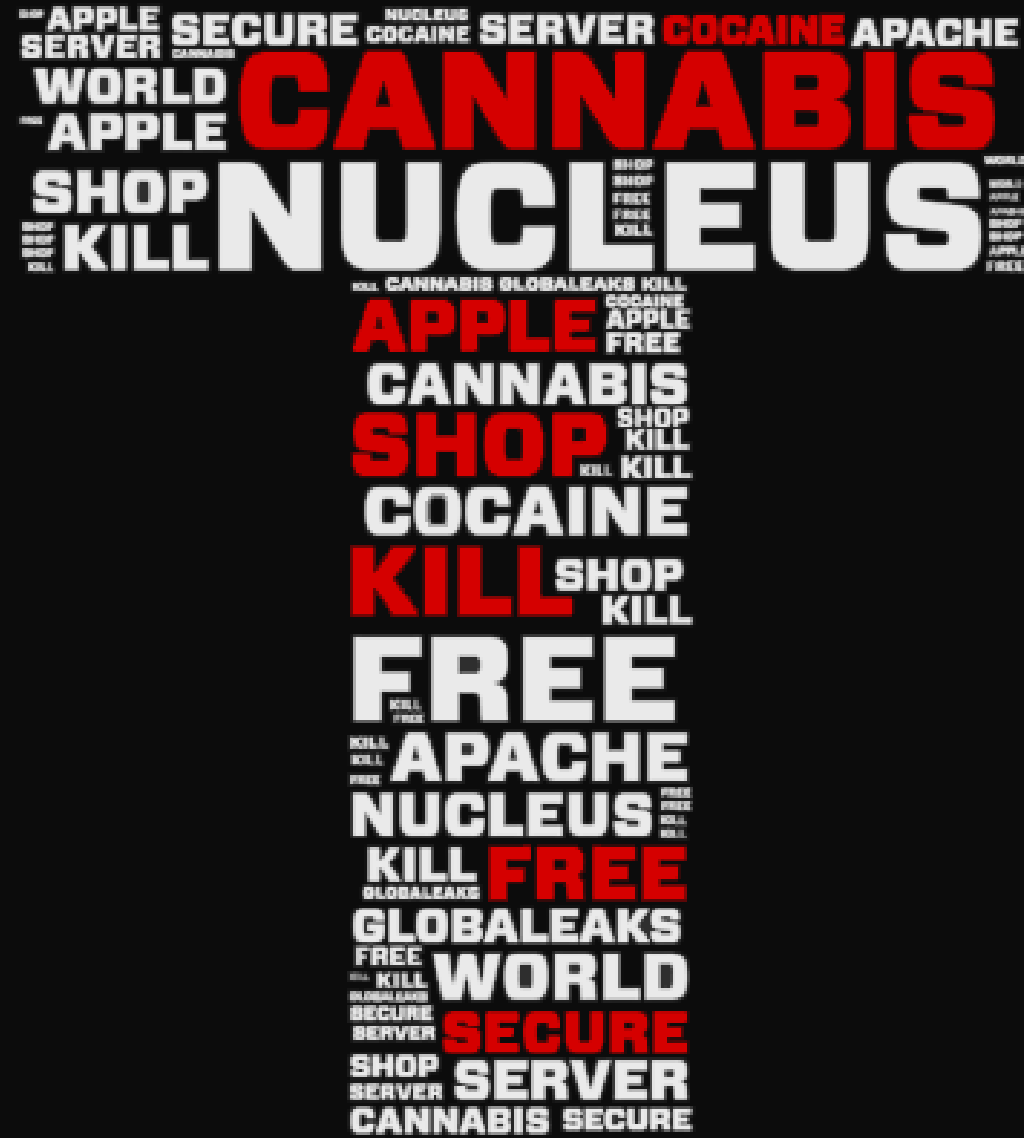
Trend: Torrents and Darknets

Move from Cloud to Crowd

Torrents and Darknets for Legal, but private activity

On student and personal fonts a move from cloud to crowd storage.

MOST COMMON DARKNET KEYWORDS



Trend: VR to AR and back

Virtual Reality, Augmented Reality and Reality



Lucy

Michael



Mark Zuckerberg
Just Now









Leveraging Tech for News

How can we use these things...

In Reporting

Crystal Knows

Torrents for Data Sources

Engaging with Audiences

Bots to Answer questions

NLP for Sharing information

AI to generate more content or leverage previous content



My Reporter

Contextual Chat Bot for Facebook Audiences

What is going into the area beside Sams?


Here are the answers I found for you.

I am only 23.51% sure about this answer. Please leave a feedback if it is not what you want.

Could you please rate my response regarding its relevance to your question?


Relevant

Not Relevant



Which Arrowverse Character Does the Cast of Black Lightning Want to Cross Over?
www.starnewsonline.com

View Article



Counterpart Is the Sci-Fi Spy Thriller You've Been Waitin
www.starnewsonline.com

View Article

What did the mayor do?


Here are the answers I found for you.

I am only 24.06% sure about this answer. Please leave a feedback if it is not what you want.


Could you please rate my response regarding its relevance to your question?

Relevant


Not Relevant



Q&A with Leland's Citizen of the Year



Obama talks at climate change summit as mayors sign



Hal1000
Messenger

Options

- Search in Conversation
- Manage Messages
- Leave Feedback
- Notifications

Facebook Page

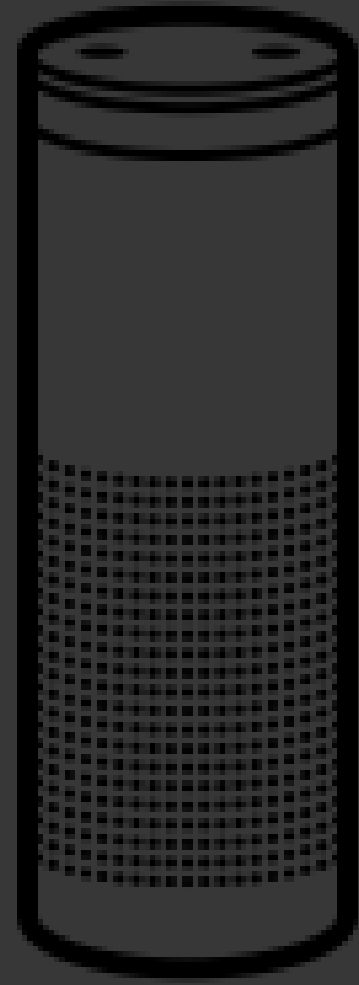
<https://facebook.com/Hal1000-1719696161671331/>

New Mediums

New Interfaces

New Experiences

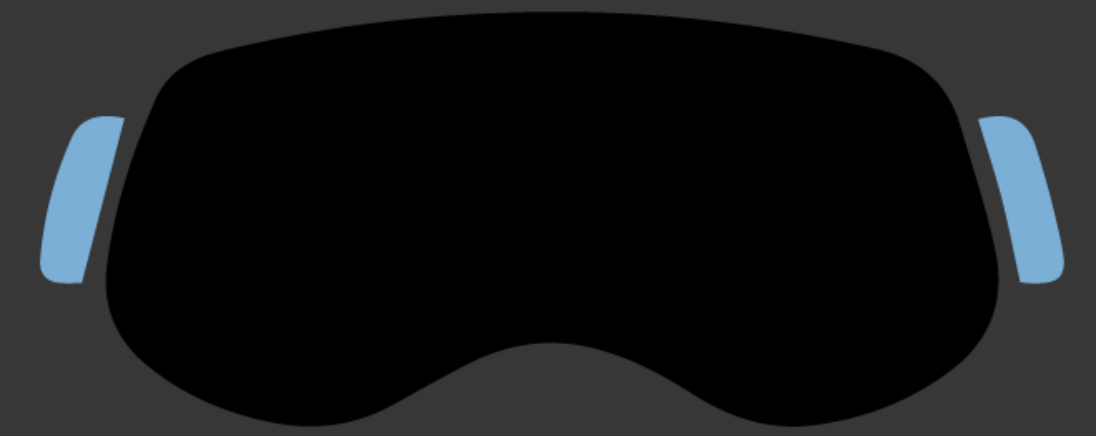
Same underlying story concepts



Audio or
NLP
Experience



Augmented
Reality
Experience



Virtual
Reality
Experience

Currently, the shortest distance from thought to computer is...



voice



The Washington Post

by Washington Post Company

★★★★☆ 27

Free to Enable

"Alexa, open Washington Post"

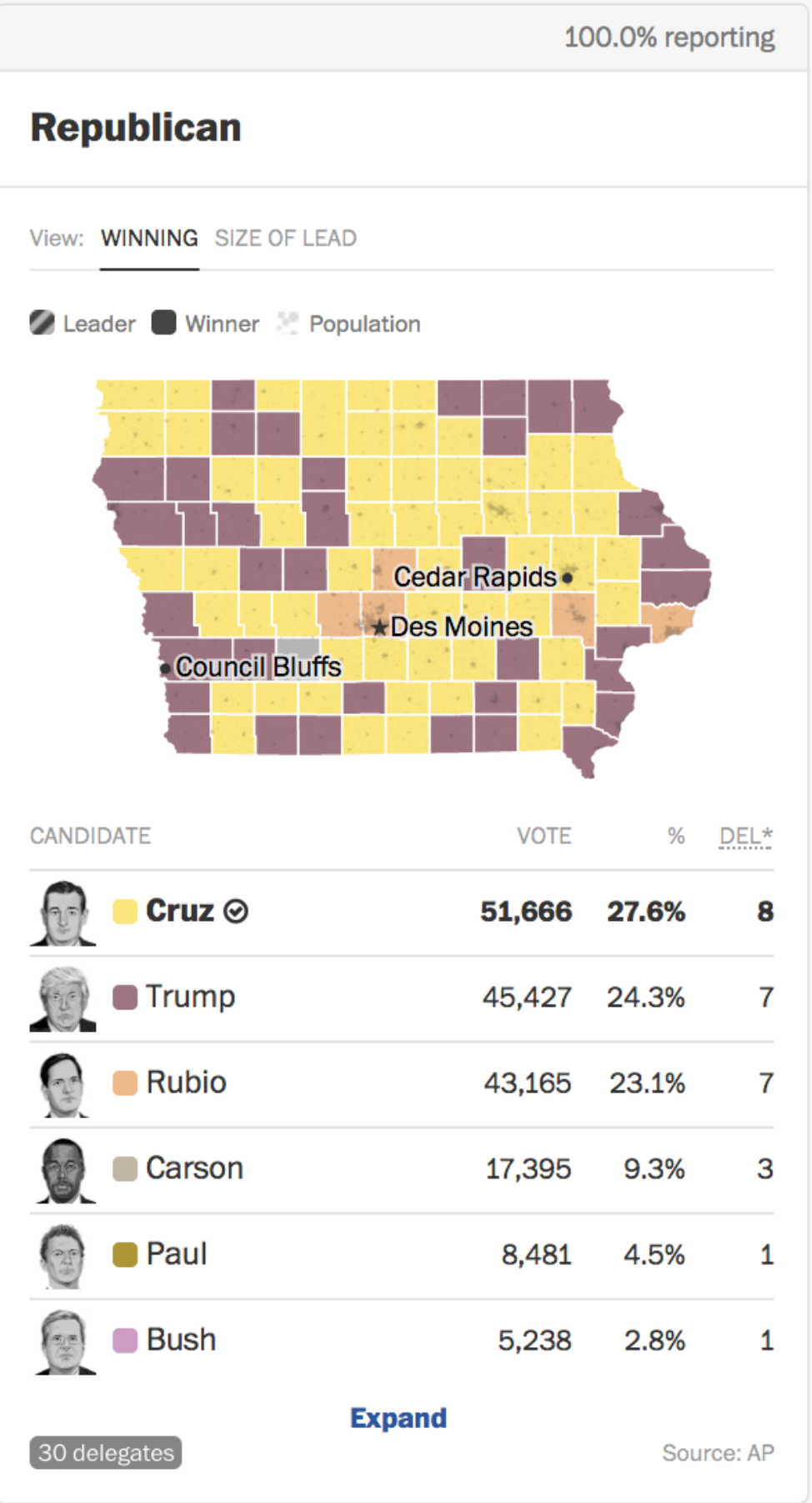
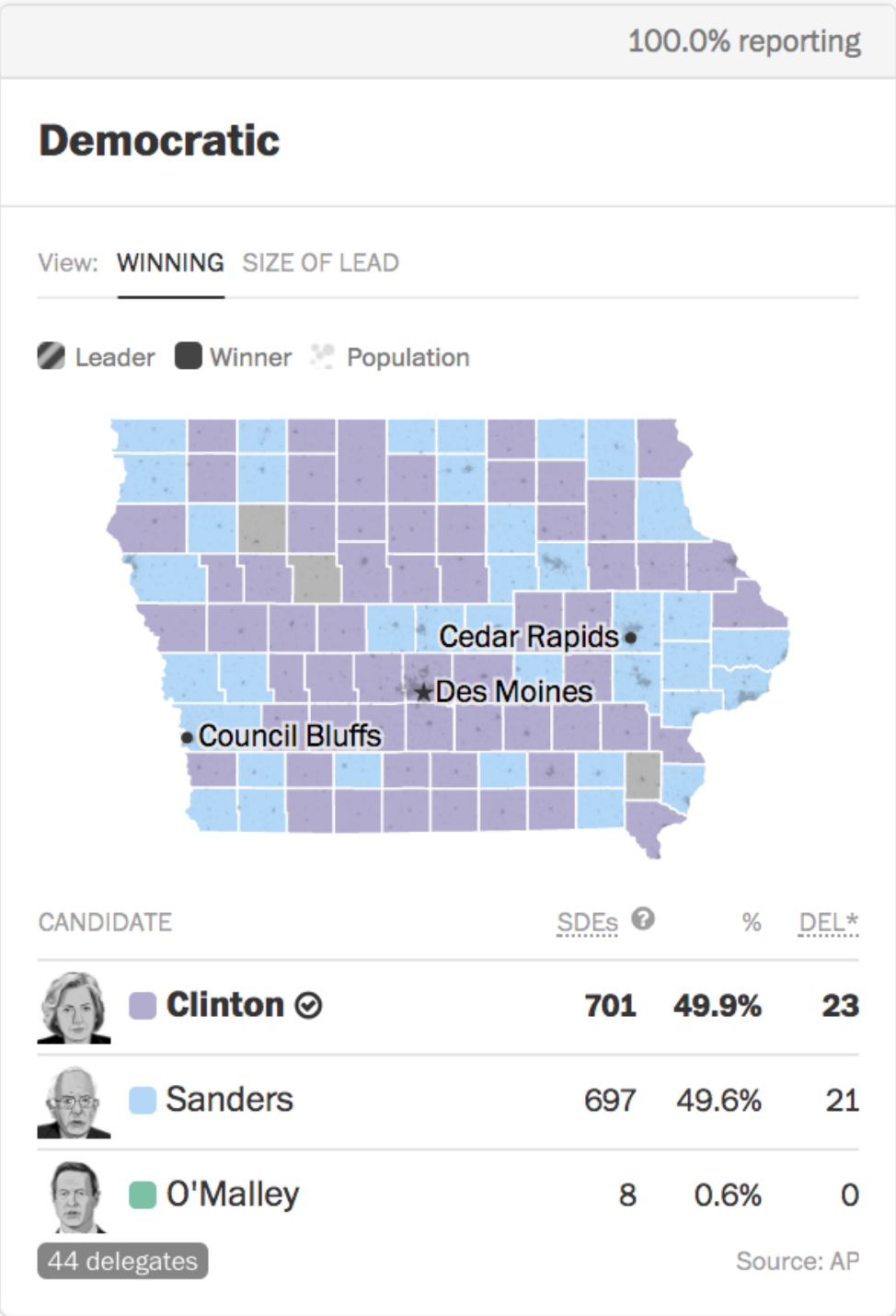
"Alexa, ask Washington Post for headlines"

"Alexa, ask Washington Post for a news quiz"



Iowa caucus election results

The New Hampshire primaries are Feb. 9. Delegates at stake: 24 pledged for Democrats, 23 bou

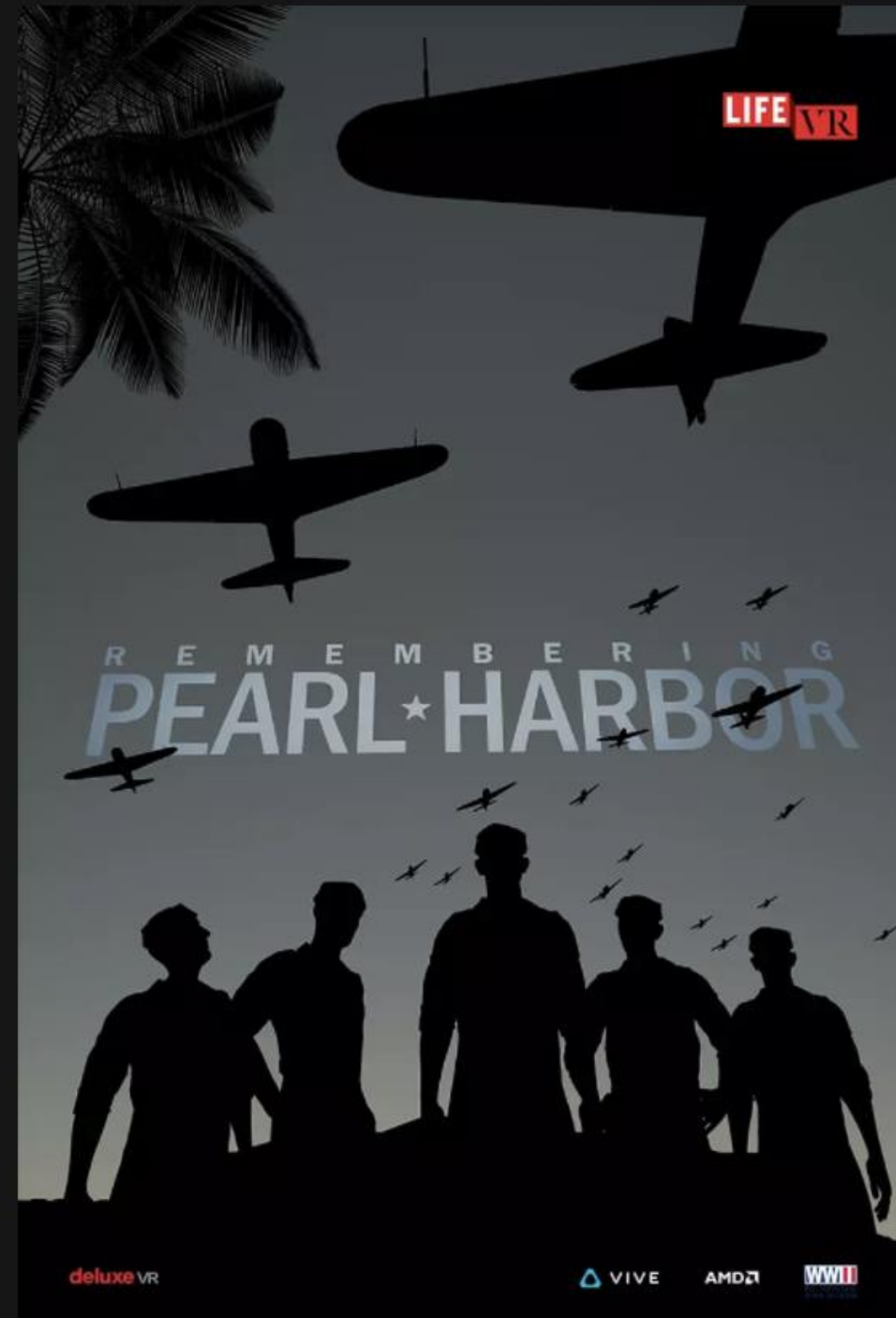


What happened in Iowa

Sen. Ted Cruz of Texas scored a hard-fought upset win over businessman Donald Trump in the Republican caucuses, with Sen. Marco Rubio of Florida a close third. On the Democratic side, former secretary of state Hillary Clinton edged out Sen. Bernie Sanders, redeeming a crushing loss here in 2008 but revealing the shortcomings of a candidate who once seemed invincible.

- Entrance polls: Who won each group
- Maps: How rural voters gave Ted Cruz the win in Iowa

Virtual Reality



TIME **REMEMBERING PEARL HARBOR**

SEE A TRAILER FOR THIS IMMERSIVE
NEW LOOK AT HISTORY

Revisit the attack that launched the U.S. into World War II through the experiences of a real survivor—Lt. James Downing, who is the second-oldest living American veteran to have witnessed that day.

WATCH THE TRAILER

Out of the blue

The Galapagos Islands are host to an evolving species of land-dwellers. They're called tourists.

By **Andrea Sachs**

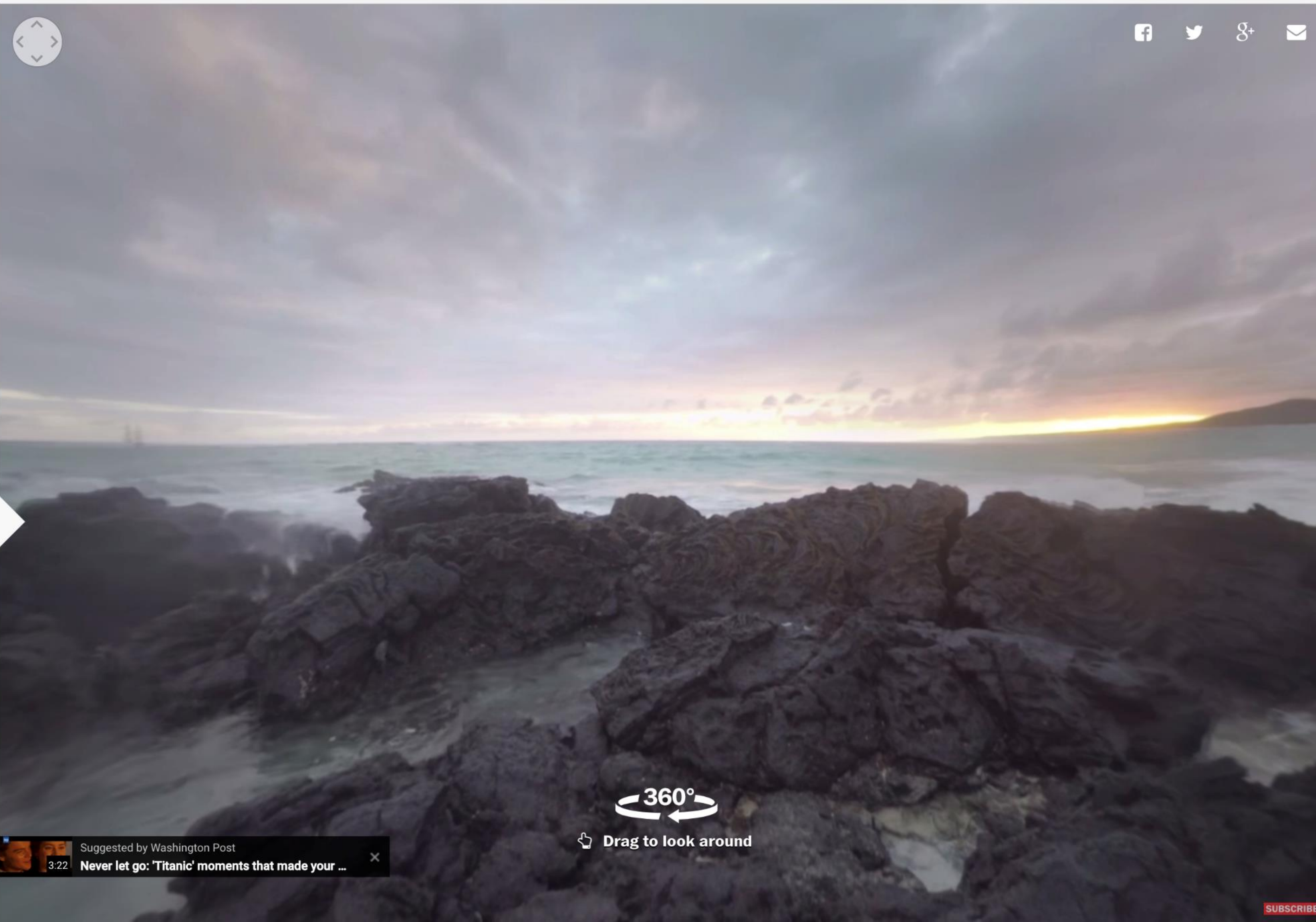
May 27, 2016

SEE IN 360°: Savor a sunset view of Isabela, one of 19 islands that make up Ecuador’s archipelago. This project was created in collaboration with the UNC School of Media and Journalism. Steven King, 360 video producer; Jay Heinz and Patrick Davison, videographers; Patrick Davison, photographer.

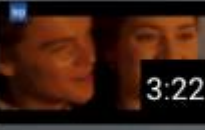
A deeply tanned woman on the side of a dirt road called out to a pair of bikini-clad tourists pushing bikes. Her voice rose over the slapping waves and hoots of encouragement rising from a nearby slack line.

“Happy hour at 5 o’clock,” said the bar’s husky-voiced proprietress. “We have pina coladas, beer, a bonfire and guitars.”

If we were playing Name That Destination, her shout-out for cheap cocktails, combined



👉 Drag to look around



Suggested by Washington Post

3:22

Never let go: 'Titanic' moments that made your ...

×

VR Questions

Time to engage?

Why are they engaging?

Interactive vs Passive

Interactive narrative or gamification or both

360 Video vs room scale run-time rendered

CGI vs photo-realistic

Ai or scripted decision tree

True mouth sync or rhythm sync

Single scene or multi world/levels

Historically accurate?

Design Question

How might we ...

How might we use
[this technology]
to _____?

How might we use
Amazon Echo to
engage families from
5-9 p.m.?

Your turn



Steven King

@CujoAi (chat bot)

@steven_king

steven.king@unc.edu