

Be the hero of your own entertainment

As the entertainment industry follows the social shift from material consumption to lifestyle and experience-focused spending, technology allows us to experience virtual reality that is indistinguishable from the real world, and all at low cost. We no longer follow the entertainment world. It follows us. We are the heroes, the protagonists, completely immersed in a virtual world that is highly tweaked to our needs and preferences. Fantasy worlds cross if we decide to share them with others.



Until now

Visual entertainment is mostly a passive activity not controlled by users

In the future

Users are the protagonists in their own active, immersive entertainment world

Technological and societal challenges

The world must develop technology that facilitates the design and construction of immersive virtual worlds, amplifying our senses to new heights. The development of entertainment platforms needs to expand to such levels that all participants, should they decide to do so, can experience a deep, impactful, customized journey.

Expected role of universities

Universities will develop people's abilities to recognize, express, and share their own individually optimized stories, and the stories of others.