

# Virtual Reality: The Answer to Readiness

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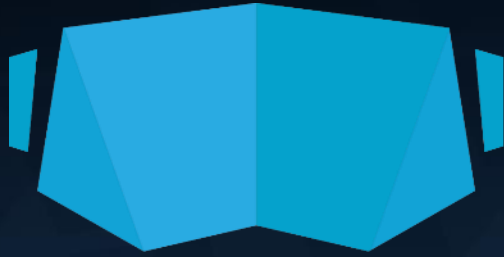
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**brightline**



# brightline

- Founded in 2004
- Interactive technology for military/government & commercial brand clients
- Fully interactive, sensor-integrated immersive technology
- Encouraging clients to think of VR as a new communications platform
- Founded DC Chapter of VR/AR Association in January 2018
- Launching Defense & Intelligence Committee in April 2019



# VR/AR ASSOCIATION

The VR/AR Association (**VRARA**) is the global industry association for virtual reality & augmented reality, connecting leading solution providers with brands and customers.

4000+  
Companies



50+  
Chapters



20+  
Committees



Research &  
Events



# Overview

- **Immersive Technology Overview**

Where we are, how we got here and where we are going

- **Impact on Readiness**

Immersive technology intelligently and autonomously generates readiness for the individual, but at global scale

- **The Future, Now**

Adjust the strategic approach to immersive technology so that we can realize a future, today

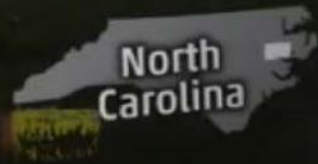
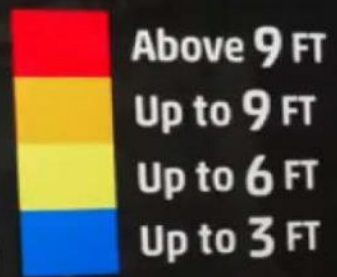
# Why Immersive Technology ?



- Body ownership
- Muscle memory
- Cognitive engineering
- Reduction in time to receive, retain & deploy data
- Example: Weather Channel AR

The  
Weather  
Channel

# POTENTIAL STORM SURGE





UP TO 6 FT

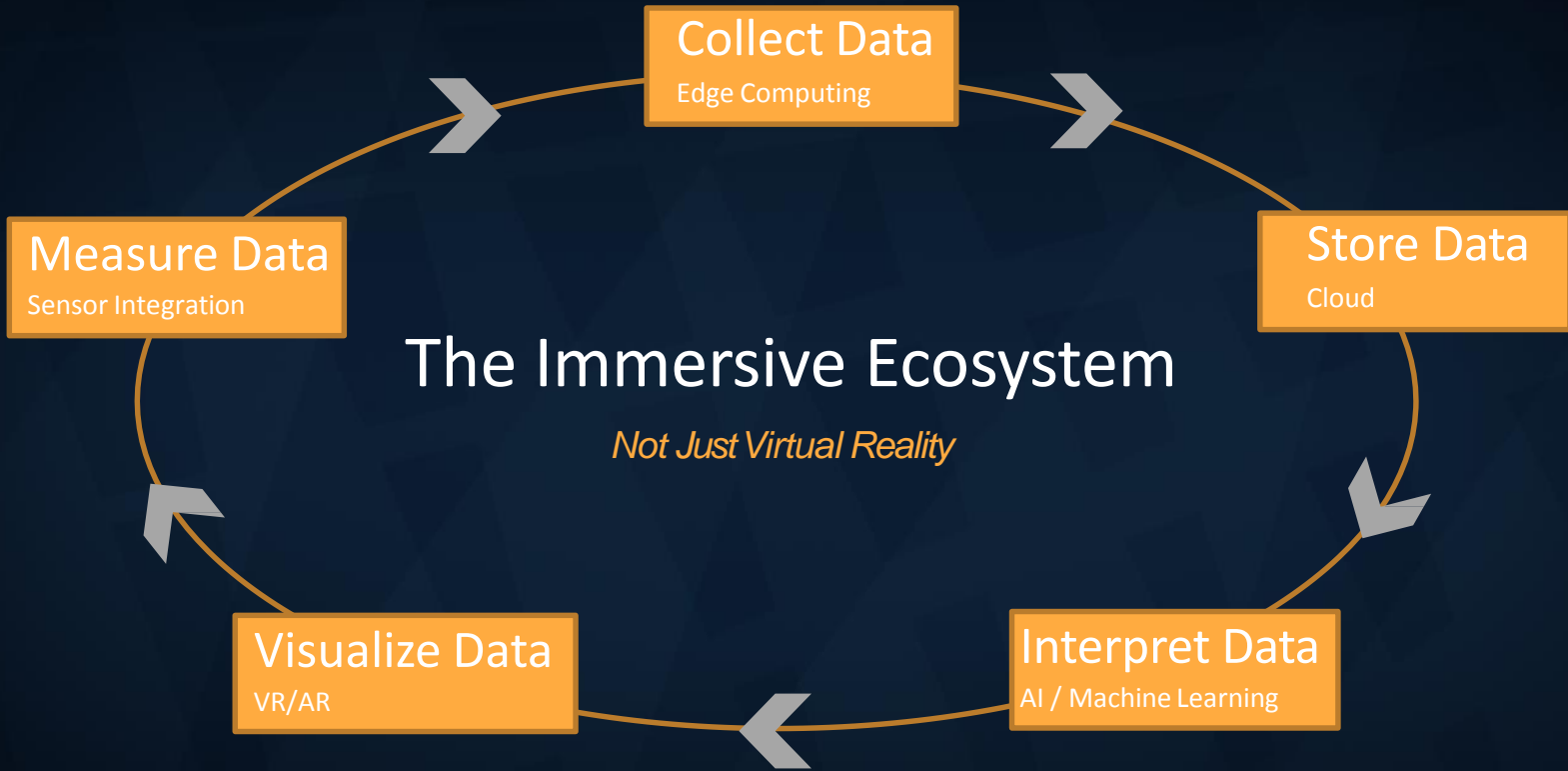


# Why Immersive Technology ?

- **Cost effectiveness**
- **Increased complexity**
- **Maximize training time**
- **Resource constraints in planning and conducting live training**
- **Allows for simulations in dense environments**

- **Mission believability**
- **Tailored, quick, adaptive and iterative scenario training**
- **Repeatability and scalability**
- **Enter live training exercises at a higher state of proficiency**
- **Immediate feedback**





# Answer to Readiness

*Readiness: creating the ability for the individual to build confidence despite chaos in any circumstance*

- More rapidly obtain contextual awareness and measured preparedness for any circumstance
- Important to be aware of physiological conditioning, accuracy, decision making, and an overall stable cognitive status

# The Future, Now

- Computing process has evolved
- In order to grow larger, we have to find ways to grow smaller
  - Increased personalization directly leads to the increase in global scalability
- Build an immersive technology ecosystem that intelligently addresses readiness

# Thank You!

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