Key XR content projects to pave the way for 5G

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1. VR / AR Market

5G as a Driver of AR / VR

High coverage and latency are critical for AR and VR applications

The carrier serviceable addressable market (SAM) opportunity in AR/VR by 2025 is expected to reach more than $93 billion, 30% of the total value of AR & VR opportunities.

Content and platform revenue depend greatly on service launches, content agreements, and activity within the space – some mobile operators have begun activity
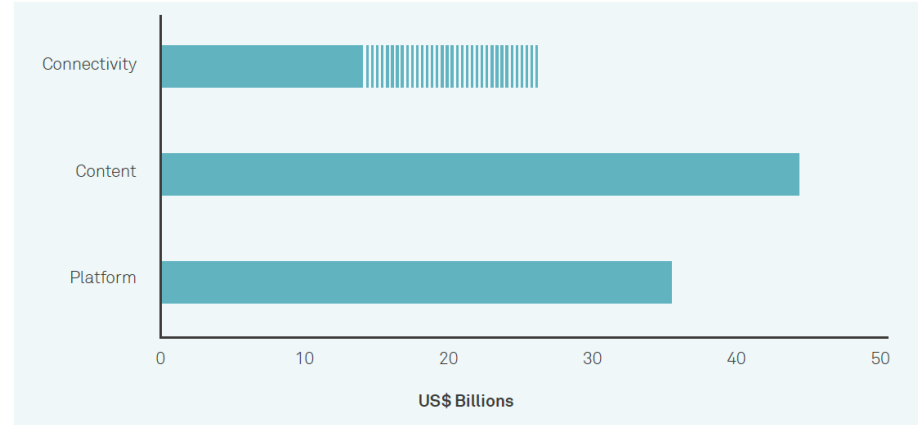across both the content and platform segments for VR and AR.

Chart 5: Carrier Addressable Opportunity in AR/VR World Market, 2025
(Source: Wireless X Labs, ABI Research)

5G potentially offers a number attractive features, particularly high reliability and stability along with greater security in connectivity

2. AR/VR Perspectives

5G

Emergence and Rise of Cloud XR

Cloud XR (AR/VR/MR) is the key for immersive businesses :

Processing Power will be transferred in the Cloud instead of hardware computers or headsets = smaller and cheaper headsets

Hardware prices and technology will not be a hurdle anymore : **MOBILE EDGE COMPUTING**

To reach its full market potential several key milestones must be satisfied :
5G is one such key enabler, enabling Cloud AR/VR to help solve device and cost constraints pressuring AR & VR
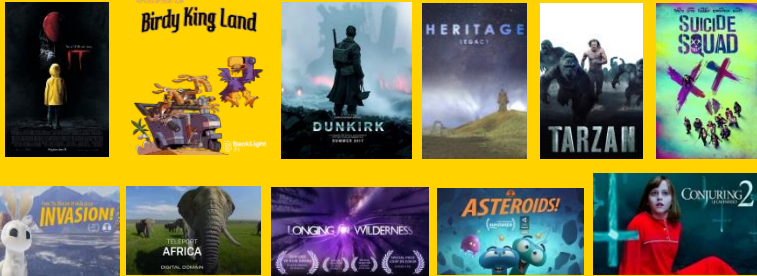
3. Orange VR Experience

Orange VR Experience

Paving the way for VR portal content

Orange VR Experience → Access to → **Native VR** + **2D TV services** + **Premium Live 360° events**
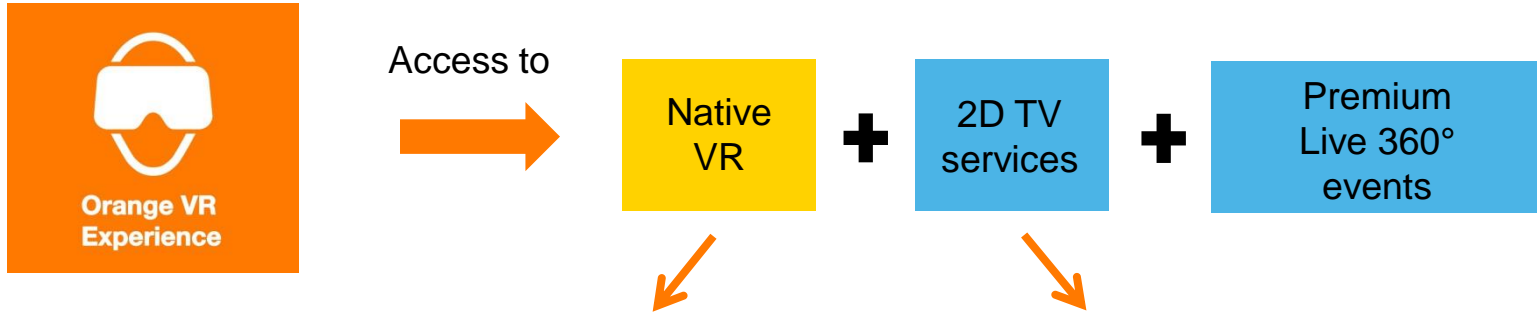
VR native content catalog

- Objective : offer premium VR content in streaming from big studios and independent rising talents

Orange 2D TV services

- Objective : Promote TV services, be ready for mass market VR usages

- Test of different features:

→ Social interactions in the Cinema room
→ Advertising in a VR environment

A New Partnership : Iconic Engine

Expand the scope of possibilities

Since January 2019, OVRXP has changed its "back office" platform partner, already chosen by Telcos

Streaming of the contents:

Heavy downloads and weight curbed the growth of the application.
With Iconic Engine all the 360 experiences are now streamed

Augmented Reality:

Our new platform is now AR compatible.
AR is essential and will take a big part of the market.
**We will be able to implement AR Contents on the platform**

4. Orange VR Experience Evolution

Concert Hyphen Hyphen 360

CONCERT LIVE VR

On January 23th, Orange Content organized a concert live in VR. The band Hyphen Hyphen made a 30 min private show case. It was **live on the app Orange VR Experience** **and in 9 Orange Stores in France The live was made for VR with a camera 360° in the middle of the scene. the experience is now available on IOS, Android and Oculus during 1 year.**

360 camera

Scene
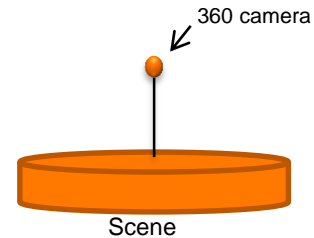
OVRXP possible evolutions

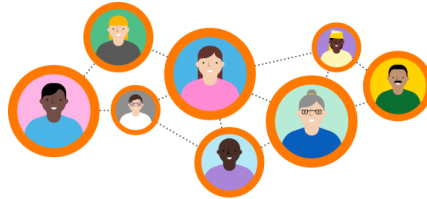## Develop an Orange VR Experience Magic Leap version ?

- AR contents
- TV 2D

> ➤ Be on the top of techno
> ➤ Be ready for AR revolution

Develop long term new services ?

- Add a 2D TV live (TV d'Orange) in the app to complete the access of TV 2D replay
- add social interaction between users of the app

> ➤ Expand 2D TV services
> ➤ Build stronger relation with the users

Live VR streaming event ?

Focus on "Immersive Live Event" use case

Sport / Concert events

4K/8K Streaming over 5G

Orange customers to enjoy a premium experience

- At specific locations (shops, fan zone…) or at home
- On VR headset and smartphone/tablets
- Live or replay on-demand

Product development strategy

Under evaluation

ICONIC ENGINE Powered by Digital Domain	CMS Encoding
	FoV*
	CDN
	Social
Orange VR experience Google Play App Store SAMSUNG Gear VR	App

*: Field of View (FoV) technologies allow for 70-80% bandwidth savings and scalability (e.g. 8K streaming at 20-25Mb/s instead of 100Mb/s

Thank You

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