



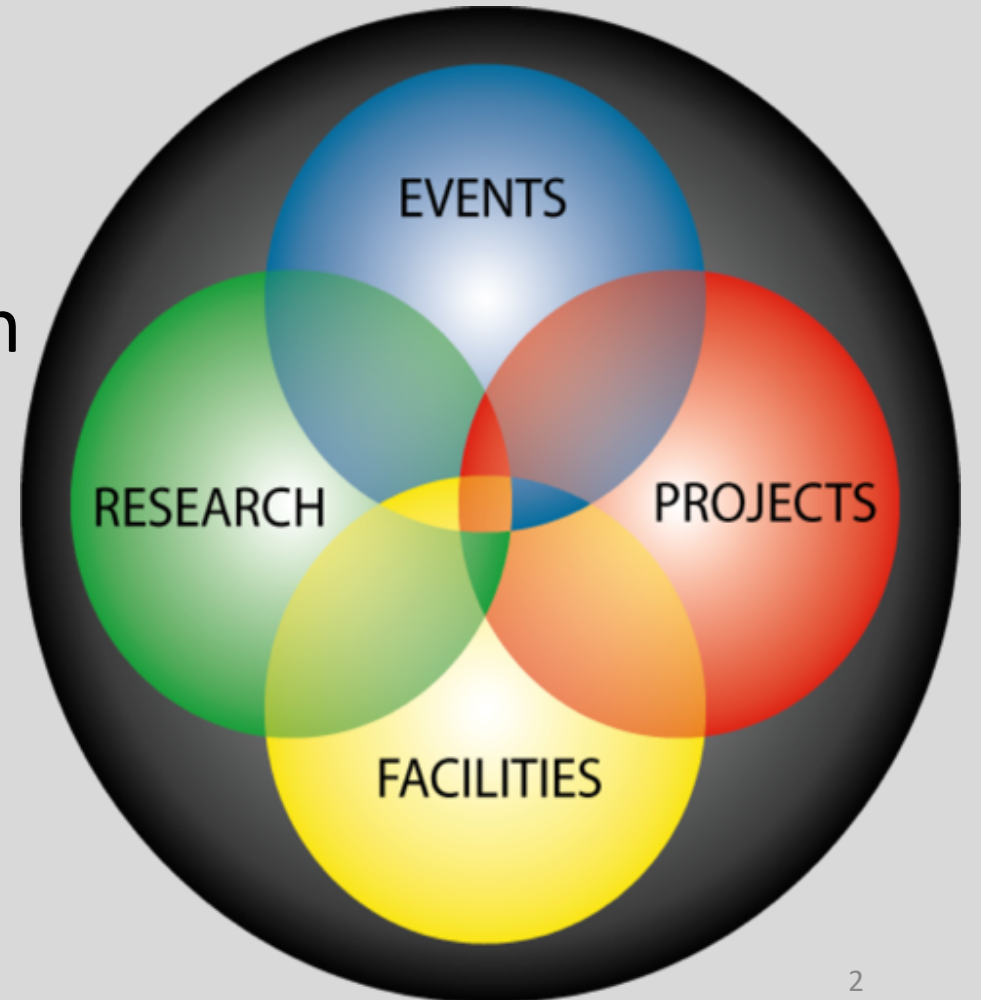
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NAG 2018
Oct. 23, 2018
Monterey, CA

Founded 1993 by George Lucas to
bring together technology and
entertainment visionaries to collaborate on
the future of entertainment technology



Adamantly neutral

- Discussions
- Research
- Collaborations
- Coverage

Current Members Companies

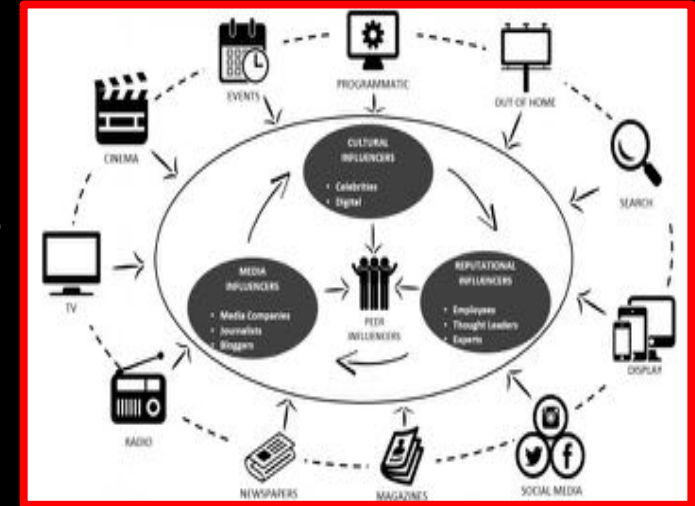


Immersive Media Networks and Imagining Our Future

Change is everywhere
...and change is accelerating

A short list... (1 of 2)

- More complex technology ecosystem:
More platforms, more channels, more capabilities, 5G
- Audience fragmentation
Fragmented channels, time, and audience segments
- Virtual vs Real, Passive vs Active
- Virtualization of platforms and workflows



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- Explosion of data across formats
- New expectations around security,
- Organizational shift:
 - AI organizations and the end of the matrix model
 - Dynamic and decentralized
- The Age of Narrative:
 - The most successful media properties are those which lay out a complex narrative universe...a microcosm



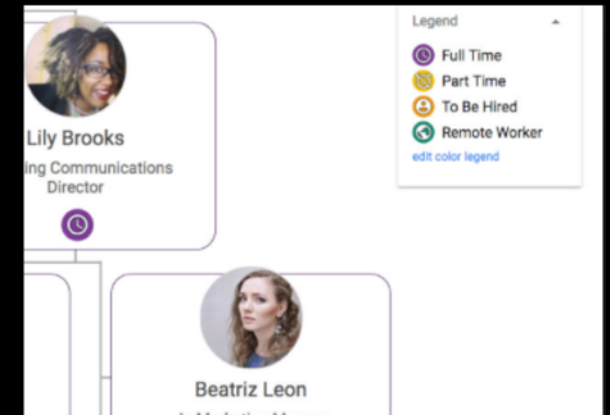
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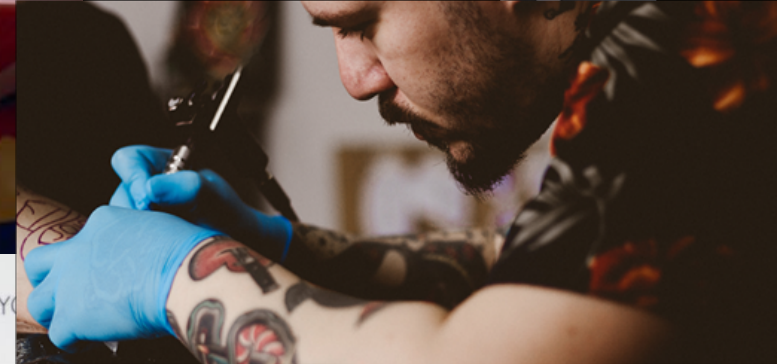
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Opportunities & Challenges...

- New content formats
- New consumption times, places, and states
- Personalized experiences
- Insights-driven, relationship-based marketing
- Ratio of Cinema to Video
- Distribution methodology
- New forms of narrative



EVERYONE HAS A STORY TO TELL

Generational difference

- Folks who grew up in the gaming generation are taking over many talent positions
- Gaming experience hours are likely one of the background drivers of binge watching
- The common element here is exploration of a story universe enabled by many expressions of world building
- Concerns about authenticity will encourage primary talent to desire to fashion the total universe vs the next great single story as the tools get better

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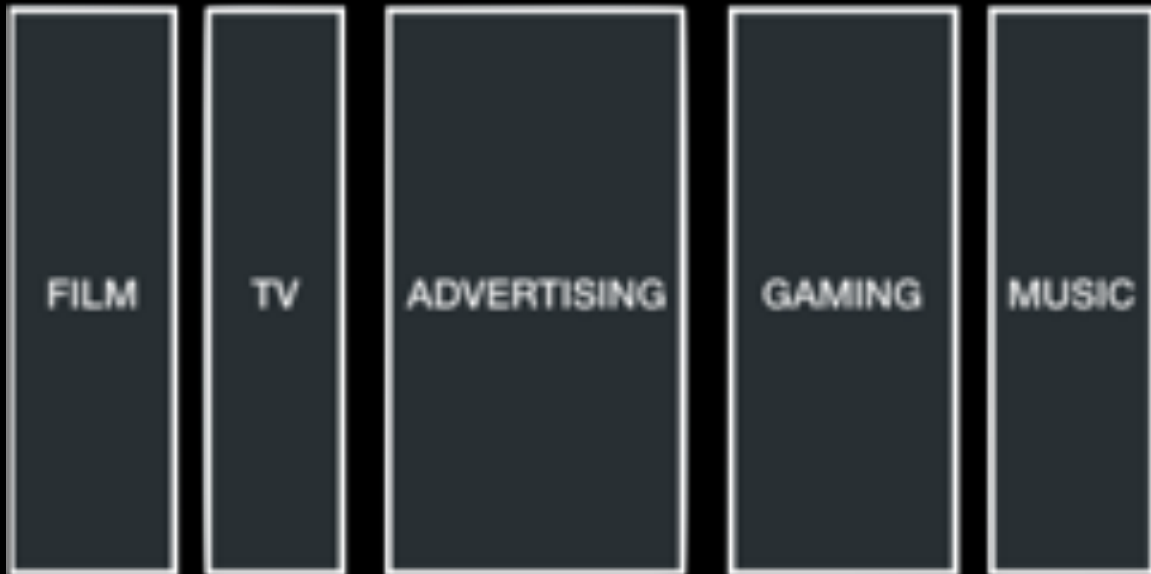
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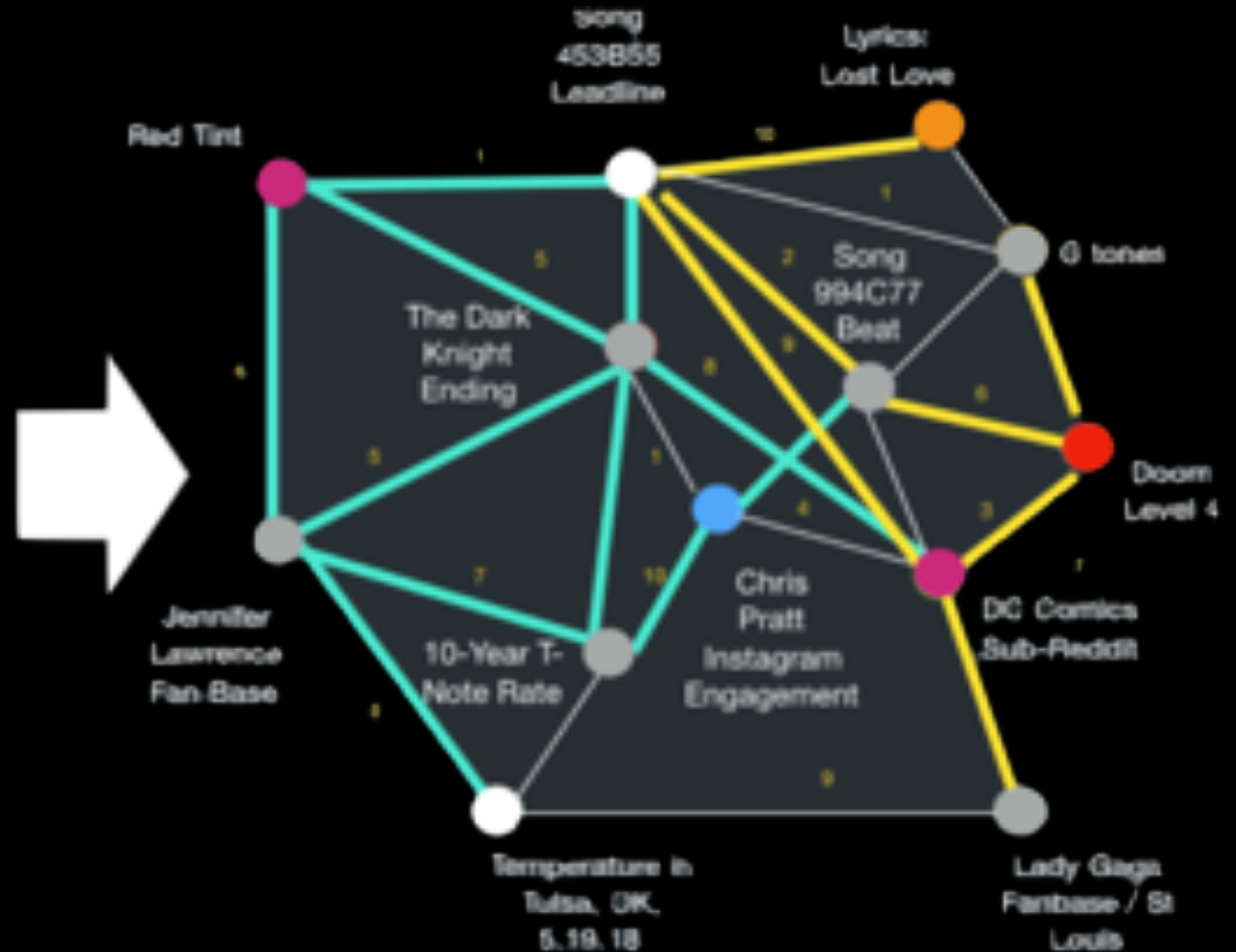
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Systems Media

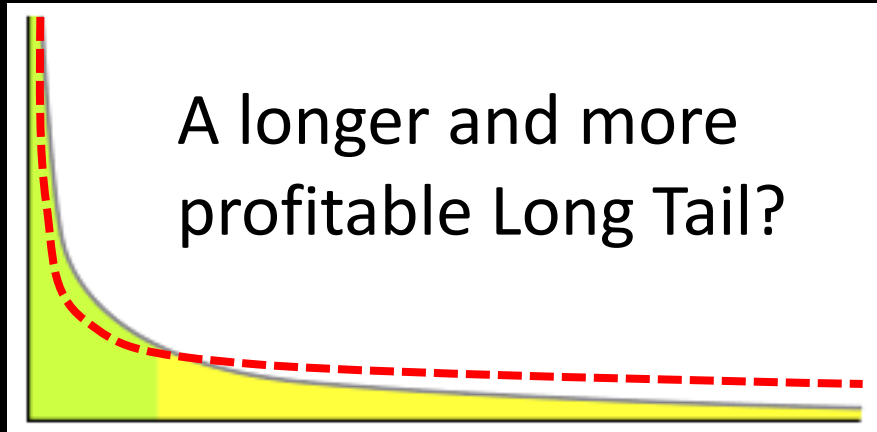


Markets

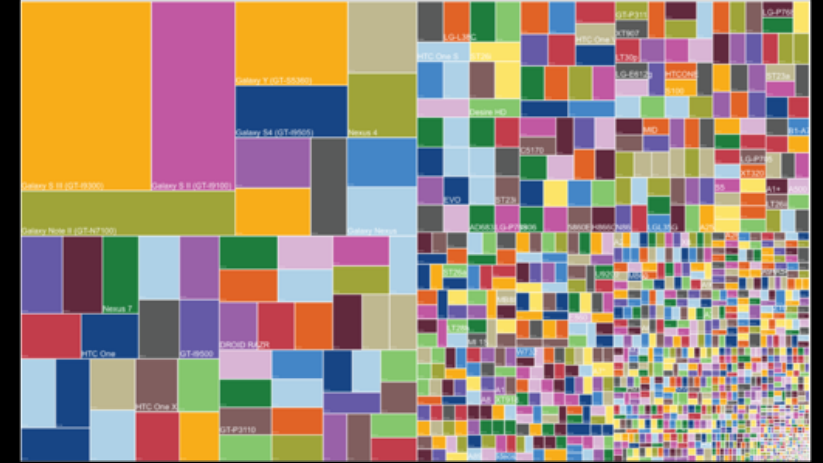


Ecosystem

Generational difference (cont'd)



- Mass media is being reframed: edges are the new mainstream



- New expectations of immersion & personalization
- Narrative based on radically different identity frameworks

Immersive story difference

- In your face
- In your space
- In your life

Immersive story difference

- **In your face:** heading towards an intellectual and biological connection with platforms and content: mobile 5G, VR/AR, AI, IoT, haptics, scent, retinal displays, brain implants
- **In your space:** ecosystem of platforms creates opportunities to immerse audiences' lives into the content
- **In your life:** deep narrative creates extreme cognitive affinity and passion and invites increasing personalization

CityPlay

Persistent experience incorporating Smart City IoT data

Question: How to onboard someone without being obnoxious?



Minority Report

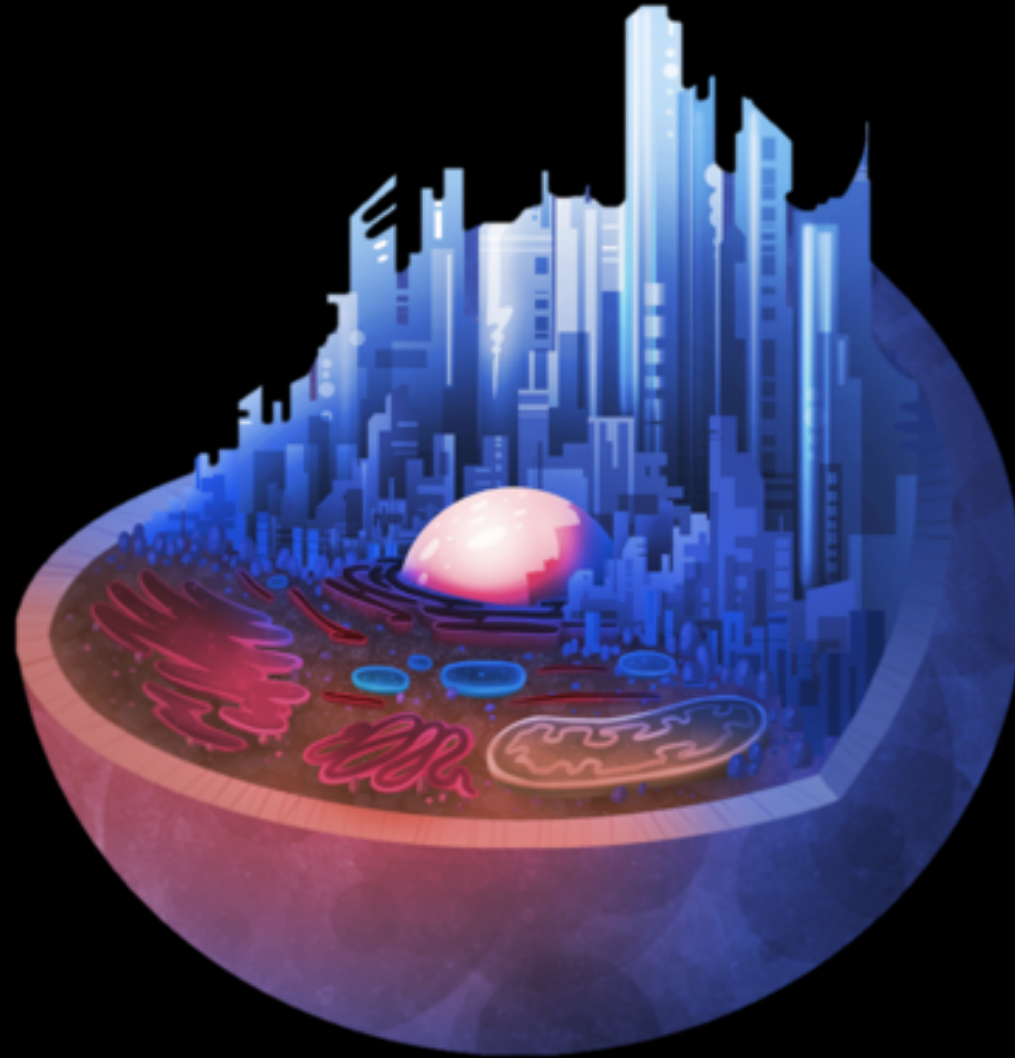
Language of IM



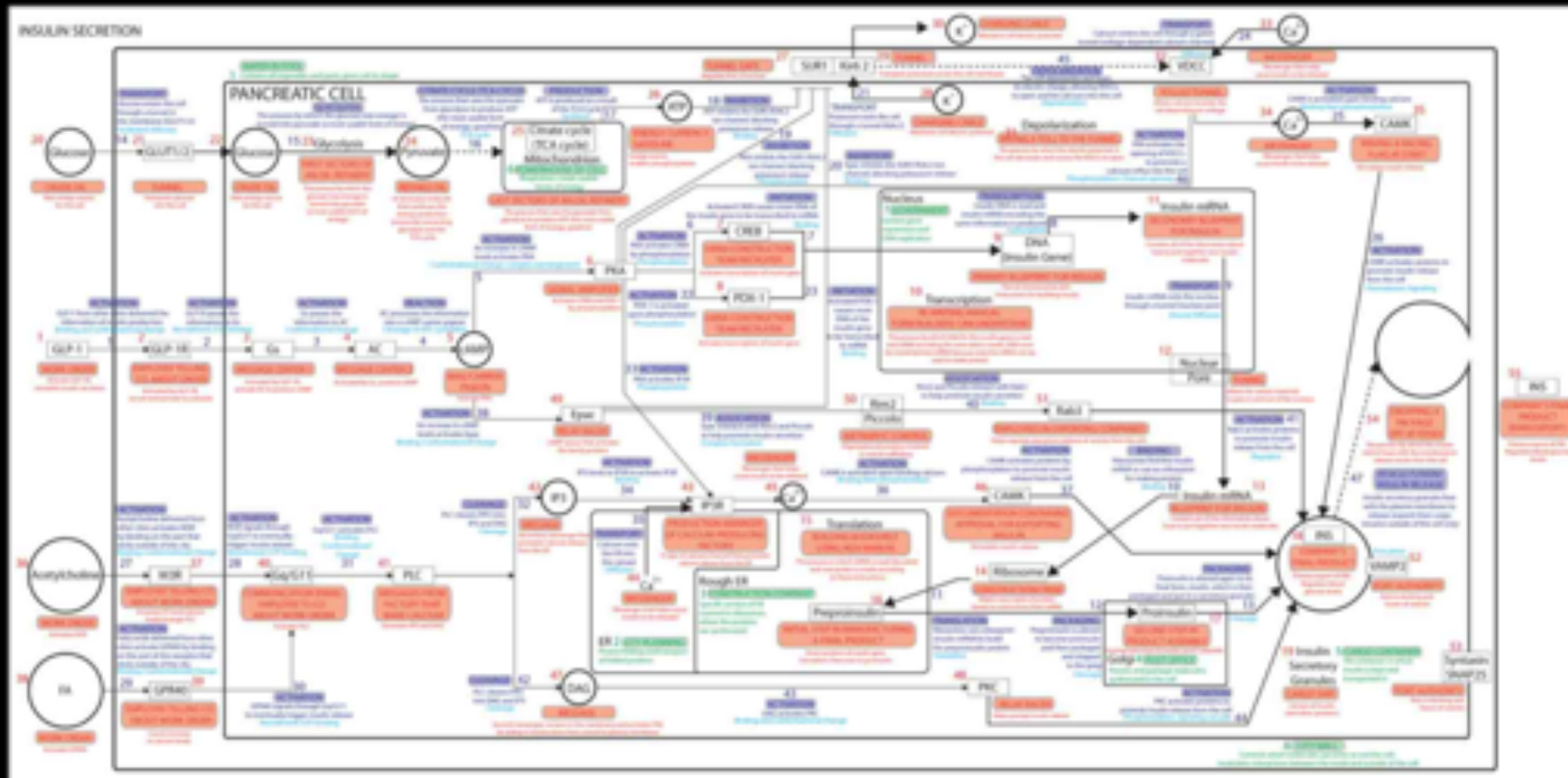
“Where we’re going is not VR movies anymore.
It’s characters who live with us and that we believe in.”
Fable Studio co-founder Edward Saatchi (Formerly Oculus Story Studios)

Beyond entertainment

Cell & The City



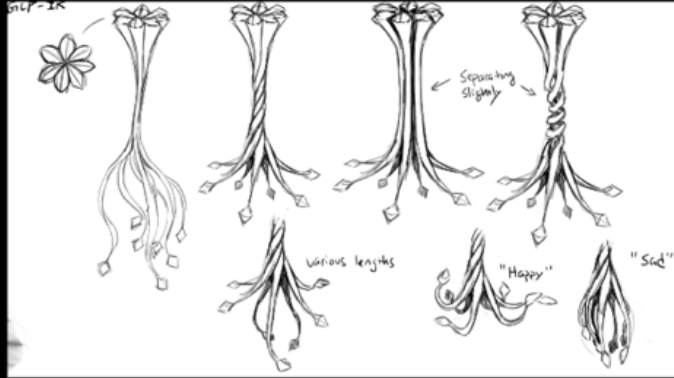
Managing the Complexity



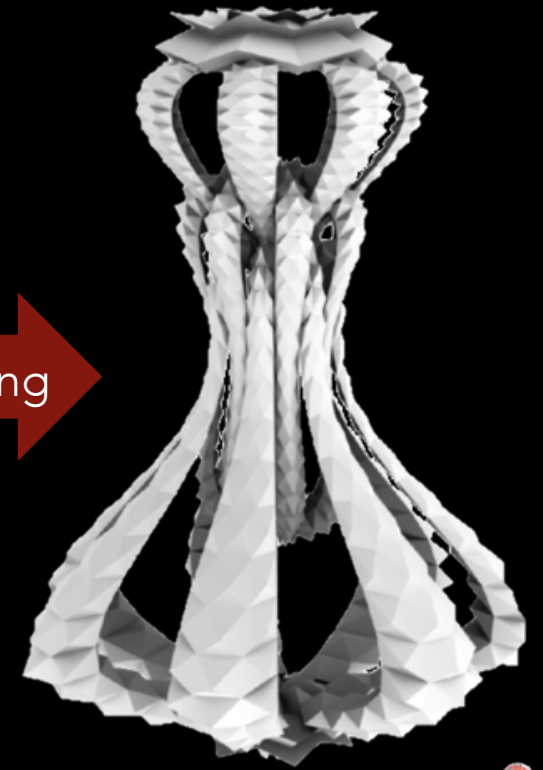
The Cell's Components, or Characters



Translation



Modelling



Video: Cell & the City visualization

The World In A Single Cell

presented by

USC World Building Media Lab + the Bridge at USC

Magic Leap working to bid for US Military AR headsets contract

Partnering with Microsoft, Improbable



“increase lethality by enhancing the ability to detect, decide and engage before the enemy.”

Improbable is a British technology company that focuses on large-scale **simulations in the cloud, enabling virtual worlds of unprecedented scale and complexity.**

Infrastructure Issues

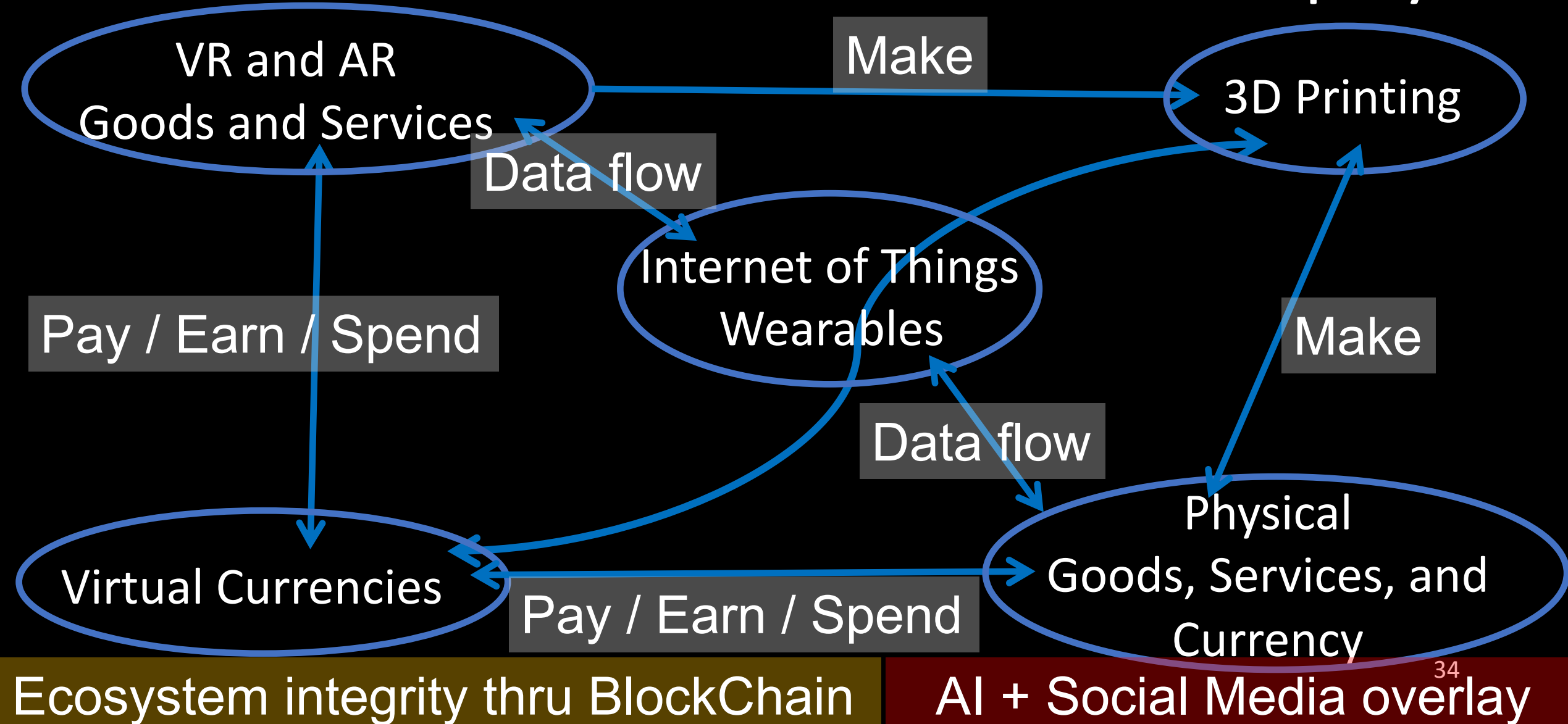
- Latency
 - Perceived latency will break the reality
 - Cloud, edge, fog computing
- Seamless coverage
 - Outdoors, indoors, and transition between
 - Warnings before coverage fades
- Security
 - Against data theft
 - Against data injection or alteration (health and safety)
- Back-up / restore, audit trail, accountability

Moving toward a bigger point

People are social



Erasing the boundaries between real and virtual worlds of work and play



The nature of reality is, once again, evolving


Language

Printing press

Telecommunications

Computing

Multisensory
Immersion

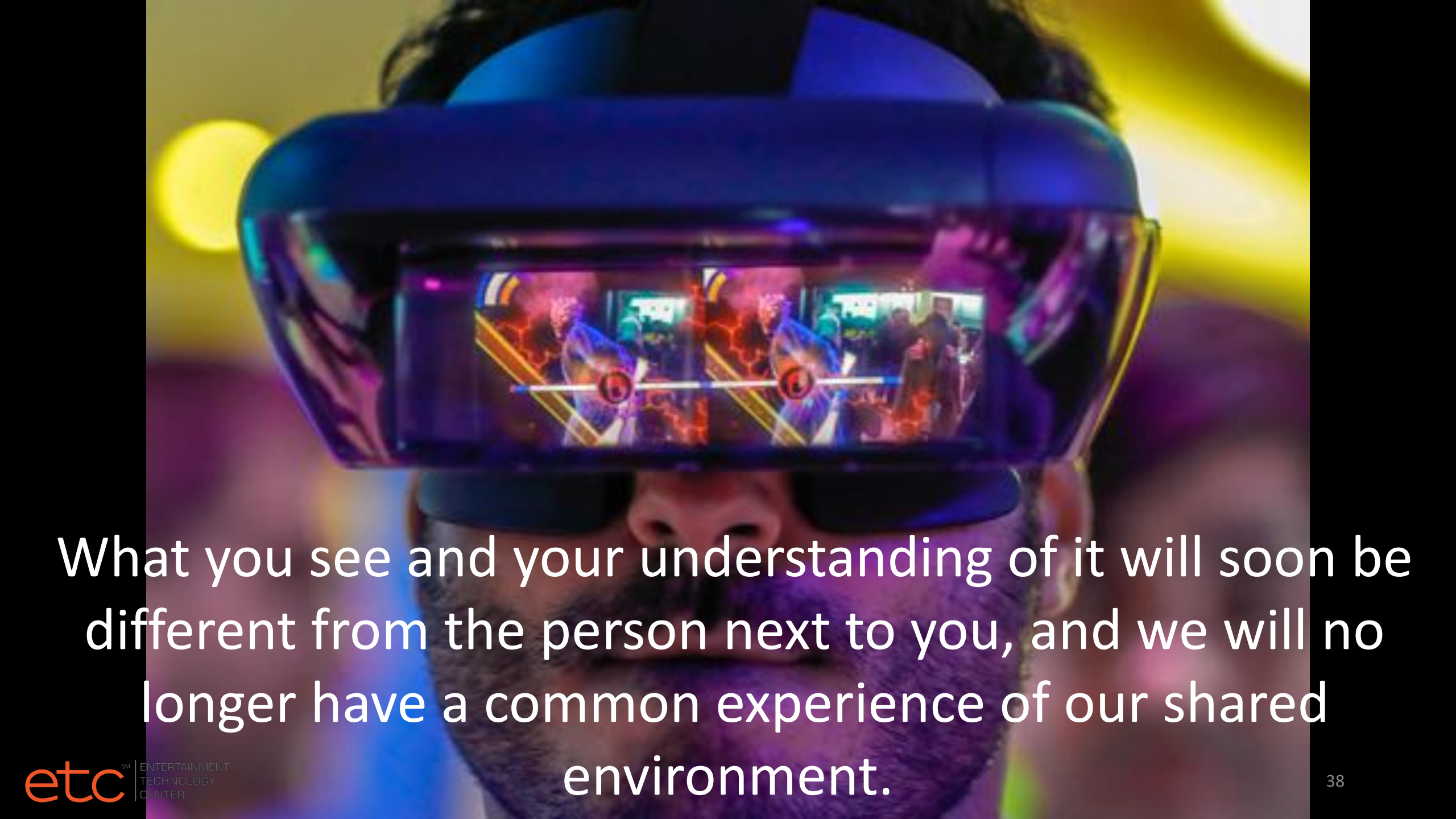
A city skyline is visible in the background, silhouetted against a vibrant sunset sky. The sun is low on the horizon, creating a bright orange and yellow glow. A black banner with white text is overlaid diagonally across the center of the image.

Video: Brain plasticity research projects

Redefining reality

A man wearing a VR headset and a woman in a low-poly digital suit standing in a futuristic environment. The man is wearing a grey long-sleeved shirt and a grey scarf. The woman is wearing a low-poly, orange and yellow digital suit. They are standing in a room with a large window in the background.


Where do 'I' begin and end?
What is public vs private information?
How do I know what only I experience?

A close-up photograph of a person's face wearing a blue VR headset. The headset's lenses show a vibrant, futuristic virtual environment with glowing orange and blue elements, possibly a game or simulation. The background is blurred with warm, yellow and orange lights.

What you see and your understanding of it will soon be different from the person next to you, and we will no longer have a common experience of our shared environment.

The social distortions that are the unintended consequence of social media business models are precursors to what a more immersive world could be like



A close-up shot of a man's face wearing a VR headset. The headset's lenses show a vibrant, futuristic virtual environment with glowing blue and orange elements, possibly a game or simulation. The background is blurred with warm, yellow and orange lights.

When IM arrives in its fuller and more integrated state,
the challenge for our technologically tiered society will be
how we stay in sync with one another.

Can networks play a role in;

- signaling personal vs community vs public?
- intentionally delivering common experiences?
- ensuring inclusion of diverse perspectives/data/...?
- establishing personal identity controls in an AR/IoT world?
- rating credibility of data or sources?
- building social fabrics?



A large crowd of people is gathered in a dimly lit room, likely at a tech conference or exhibition. In the foreground, a man in a grey t-shirt and blue jeans is walking towards the camera. Behind him, several people are seated or standing, some wearing VR headsets and using laptops. The background is filled with a dense crowd of people, suggesting a large-scale event. The overall atmosphere is one of technological exploration and innovation.

Technology is morally neutral

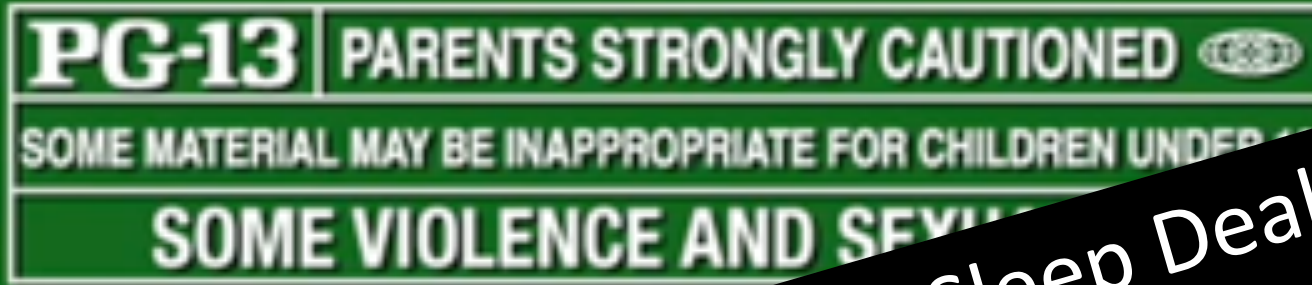
Deployed technology is NOT morally neutral

Developers decide;

- functionality - what it can and cannot do
- what behavior it encourages and discourages



THIS MOTION PICTURE HAS BEEN RATED



Video: trailer for movie Sleep Dealer
Which depicts how networks could facilitate a dystopian future

Enough dystopian visions!



How can you create a future that you want?



Ethics, morality, and social concerns

What is your process for discussing social ramifications?

How do social ramifications play into your strategic planning and product/service design considerations?

How will you determine what is a company vs an industry responsibility?



How can you justify and defend raising these issues?

Gartner's top 10 strategic technology trends for 2019

- The Intelligent Digital Mesh
- Autonomous Things
- Augmented Analytics
- AI-Driven Development
- Digital Twins
- Empowered Edge
- Immersive Experience
- Blockchain
- Smart Spaces
- **Digital Ethics and Privacy**
- Quantum Computing

Oct. 18, 2018

We are defining the starting point for future generations

What role will networks play in shaping society?

These are known questions of an emerging system that should be part of any planning discussion

Let's discuss them now, while resistance to new ideas is low

Thank you



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