Virtual Reality Gaming in the Marketing Business

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Introduction

Virtual Reality (VR) headsets are the most popular way to play games on or offline. Companies such as Oculus PlayStation or HTC can achieve major ratings and sales. VR show high demands in the business. Sales of the Oculus Rift are just as high as PlayStation VR, for they have sold 1 million units since 2018, and Sony selling at least 2 million compared to Oculus. HTC Vive would just be a 5th popular brand with sales of more than 55,000 units.

The new wave of VR development promises to make the technology mainstream and more enhanced. This makes for an amazing new kind of gaming experience or digital platform for consumer marketing. But the current impacts on virtual reality marketing is not understood. VR development is dependent on processor, RAM, connectivity, and special operating system. Using those will provide a successful game in the VR/AR system. In this study, VR is reviewed to explore potential strategies for gaming.

Objectives and Hypothesis

Objective 1: To study VR technology for gaming
Objective 2: To develop a VR prototype for a simple game
Hypothesis 1: VR improves the game in a substantial way
Hypothesis 2: It is possible to incorporate game framework in VR prototype

Methods

VR Gameplay
I created a plotline where there’s a swordsman running towards a castle to fight off someone.

VR Cutscene
I made a cutscene where the hero meets this girl in an oasis where there’s also meant to be a PVP area.

The way on how it is made is by simply adding some graphic design to make it look real.

The main function of the game I've created is to play as a variety of classes and explore the world, fight enemies and discover hidden treasures throughout the game.

The main purpose of the Cutscene is to show how the game is explained in certain circumstances, when you get the feel of it you can understand what to go through.

Conclusions

From the day that VR was first built to this day, it is a popular accessory for gaming experience. By providing for entertainment and a virtual environment for users to enjoy, VR is a major experience for those who would love to create, play, or view a simulated experience. Therefore Virtual Reality is one of the most successful Video Game Development that needs further development and research.

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