

*The world is becoming virtual. From education to corporate, from tourism to training, the experience is increasingly all about immersion. AV-ICN Expo witnessed the trajectory of virtual reality growing by leaps and bounds in India, and so, this year, at the Bombay Exhibition Centre, Mumbai, the Expo conceptualized the AR/VR feature, drawing curious AV consultants and Systems Integrators to the idea of creating an immersive walkthrough experience for their clientele. This article brings to the forefront the technology on display at AV-ICN's AR/VR feature at the **Ctrl Alt Experience** booth, its application in the field of AV, and much more.*

The Future of AV is Virtual

AV-ICN Expo 2023 introduces visitors to a reality that is equally virtual and tangible through a VR Walkthrough with Meta Quest 2, PICO Neo 3, and PICO Neo 4 VR Headsets

Held from 25th – 27th May, 2023 at the Bombay Exhibition Centre, Mumbai, India, the **AV-ICN Expo** echoed the resounding demand for AV innovation, technology, and application in India. Fueling AV consultancies' and AV integrators' clarion call for something more, something better, something extraordinary, the AV-ICN Expo's trade show floor was

populated with international AV companies attracting visitors from varied verticals – from education to corporate and from design to tourism – making it evident that the AV element has become a quintessential part of what every business' drive for growth.

The most revolutionary AV technology that has captured the imagination of AV consultants/system integrators and consumers



AV-ICN Expo's AR/VR feature turns into an activity as attendees gather in numbers to experience VR immersion at its finest

alike is the AR/VR. Displayed and demoed at the AV-ICN Expo, facilitated by Ctrl Alt Experience, these AR/VR Headsets were a major point of attraction for the visitors, creating a wave of inquisitiveness for immersion like never before.

Visitors at the booth used the **Meta Quest 2**, **PICO Neo 3**, and the **PICO 4** virtual reality standalone headsets all of which combine high-resolution displays, motion tracking, and audio with 6 Degrees of freedom enabling users to truly experience an immersive and interactive virtual environment. The application was developed in Unity3D and Unreal Engine, which then ran on the virtual headsets for an immersive experience/training.

Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience, recounts how the VR Walkthrough fascinated visitors at the expo, and how, the company was able to help the curious-minded explore the dimensions of virtual reality, "Visitors at the Ctrl Alt Experience VR Booth were able to explore 3D Virtual Interaction in training simulations, architectural visualisation, healthcare, virtual tourism and education offering them unprecedented levels of engagement and realism."

Joseph further expounds the role Ctrl Alt Experience plays in helping a spectrum of clients design a VR experience for their respective industry. He shares, "Since



Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience

Virtual Reality is a great tool that can be applied to practically any business to provide users with an immersive experience to explore and learn, we at Ctrl Alt Experience work with clients from a variety of industries to create Virtual Reality applications that are tailored to their individual needs. After outlining a VR strategy for the client based on their use case, we move on to the Experience Design Stage, where we help them develop the narrative, create the story line, and select the most suitable kind of VR Headset."

Joseph continues, "The team then begins the process of developing a thorough structure for the experience before

creating the environments, 3D assets, soundtrack, and voice-overs for the specific experience. Before the experience is fully produced and deployed on the selected hardware, the customer participates in the production stage through usable initial demos and iterations."

The Technology Behind Meta Quest 2 and PICO Neo3

Dubbed by Meta as "next level hardware that's easy to set up and use", the Meta Quest 2 is a VR headset that comes with two touch controllers and AA batteries, a glass spacer, charging cable, and power adapter to enable users to discover and experience the power of VR uninhibited. The Meta Quest 2 is guardian activated, safety enabled, and allows shared experience, making it ideal for applications in the field of education, architecture, healthcare, tourism, and more.

For a seamless immersive experience, the Meta Quest 2 also comes with 6 degrees of freedom, dynamic resolution scaling, 6DOF (which eliminates the need for external sensors), ergonomically improved controllers, fast-switch LCD display, 1832 x 1920 resolution per eye, in-built 3D positional audio, 3.5 mm audio port, 128 GB/256 GB storage, and more.

The PICO Neo3 Pro/Pro Eye is a leading all-in-one 6DoF VR Headset for Enterprises. With 6DoF positioning, Qualcomm XR2 platform, 4K HD screen, 98-degree



The PICO VR Headset, designed to deliver an immersive experience with 6DoF positioning, Qualcomm XR2 platform, 4K HD screen, and more



A VR walkthrough for visitors at the AV-ICN Expo

FOV, wired/wireless streaming, eye-tracking, and more, the PICO Neo3 Pro is ideal for business-level solutions. The 6DoF positioning and tracking algorithm-enabled multiple optical sensors offer the users millimeter-level precision, leading to a precise immersive, interactive experience. The ultra-accurate eye-level tracking offers in-depth insight about the user, allowing the user to enhance his/her own skills training, elevate business productivity, and accelerate the advancement of innovation in industries that require this level of minute accuracy.

AR/VR Booth Attracts Prospective Clientele

The revolutionary VR headset technology turned eyes at the AV-ICN Expo, with the booth witnessing a massive footfall of visitors wanting to experience 3D virtual reality through the headsets. The visitor profile included AV consultants and integrators, who sought novel ways to deliver an interactive experience to their clients from various segments such as architecture, corporate, tourism, education, et al.

Joseph affirms the same, “We had a unique opportunity to interact with a wide range of visitors at the AV-ICN Expo, including business owners, engineers, sales and marketing teams, technicians and even end users. This interaction enabled us to gather invaluable and diverse inputs. As visitors came to our Virtual Reality Experience booth, two things stood out as highlights of the event: Having great discussions and exchanging innovative ideas with visitors seeking immersive virtual reality solutions for their brand experiences as well as for virtual reality training. The other highlight for us was observing visitors who used the headsets for the first time and experienced a variety of feelings, including joy, happiness, feeling thrilled, and the sensation of experiencing magic. This served as a convincing example of how Virtual Reality may be used to provide the wearer with realistic experiences and immersive training.”

Vipin Verma, AV Consultant, Directo, was all praise for the immersive VR walkthrough he experienced at the Ctrl Alt Experience booth, “It was great experience Ctrl Alt Experiential booth at the AV-ICN Expo in Mumbai. The virtual tour gave us a real time experience and team at the booth was also quite enthusiastic - Kudos to them and great going! I wish them great success.”

Dhishan Chandran A., Managing Director, Daksh Management Solutions, also shared Verma’s sentiment in appreciating the AR/VR feature at the AV-ICN Expo, “I would like to express my sincere thanks to the organizers of the AV-ICN Expo 2023. It was worth visiting all the way from South India. We appreciate the inclusion of future technology-displaying booth like Ctrl Alt Experience. In fact, we have already signed a deal with the company as well.”

The AR/VR booth at the AV-ICN Expo, in essence, answered to the beckoning of the AV industry, as well as the industries that are connected to/relying heavily on the AV technology to position themselves at the apex, enabling them to design and deliver solutions that transcend the definition of the innovation.

