Release the smarts

Siemens Industries is creating a new style of game development tools, thanks to research from BT

Who is Uncle Roy?

House of the future of contemporary arts and culture, during the hit show "Uncle Roy All Around You," was an interesting event making remarkable observations with virtual reality techniques. Described by some experts as "the Fusion of Video Games and Reality," the show was a success, attracting thousands of visitors. According to the organizers, the event provided a unique experience for the audience, who saw a virtual representation of the show, in which the connected atmosphere to the virtual world was experienced by the viewers and participants. The event also included interactive displays for the audience to experience the virtual environment while understanding the next lesson about the future.

Smart Content sounds like a buzzword tossed around the rooms, but actually, it's a new way to engage with content. In this case, it modelled building a virtual environment in the real world to provide an interactive experience. Created by BT's R&D arm, BT Exact, the concept of Smart Content was developed to enhance the experience provided by existing virtual reality technologies. It is a new approach that will allow developers to create engaging, interactive experiences by allowing users to participate in real-time.

While the usual-looking street players of "Uncle Roy All Around You" were roaming around the streets of London, the locals were bewitched by the comfort of their own homes, adding this quest thanks to this virtual integration.