

# What's Your Future Focus



**USC** University of  
Southern California



**PREPARING FOR THE  
NEXT DISRUPTION?**



## **TREND** n.

- Time pieces moved from public spaces to our bodies
- Smaller, cheaper, more functions, more intimate



## **TREND** n.


- Computers moved from filling rooms to our pockets
- Smaller, cheaper, more functions, more intimate


# ADOPTION RATE

Years it took to reach 50 million users

Radio  38 yrs

TV  14 yrs

Internet  4 yrs

iPod  3 yrs

Facebook  2 yrs

iPhone apps 1B downloads in 9 months



# 91%

**of all Americans have their mobile device within reach 24 hours, 7 days a week**

- **There are more mobile phones than there are toothbrushes in the world.**
- **A recent UN study found that more people have access to mobile phones than a working toilet.**



Source: Dan Lampariello via Twitter | <http://nbcnews.tumblr.com/post/48076505946>



Source: David Green via Facebook | <https://www.facebook.com/daggerjax>

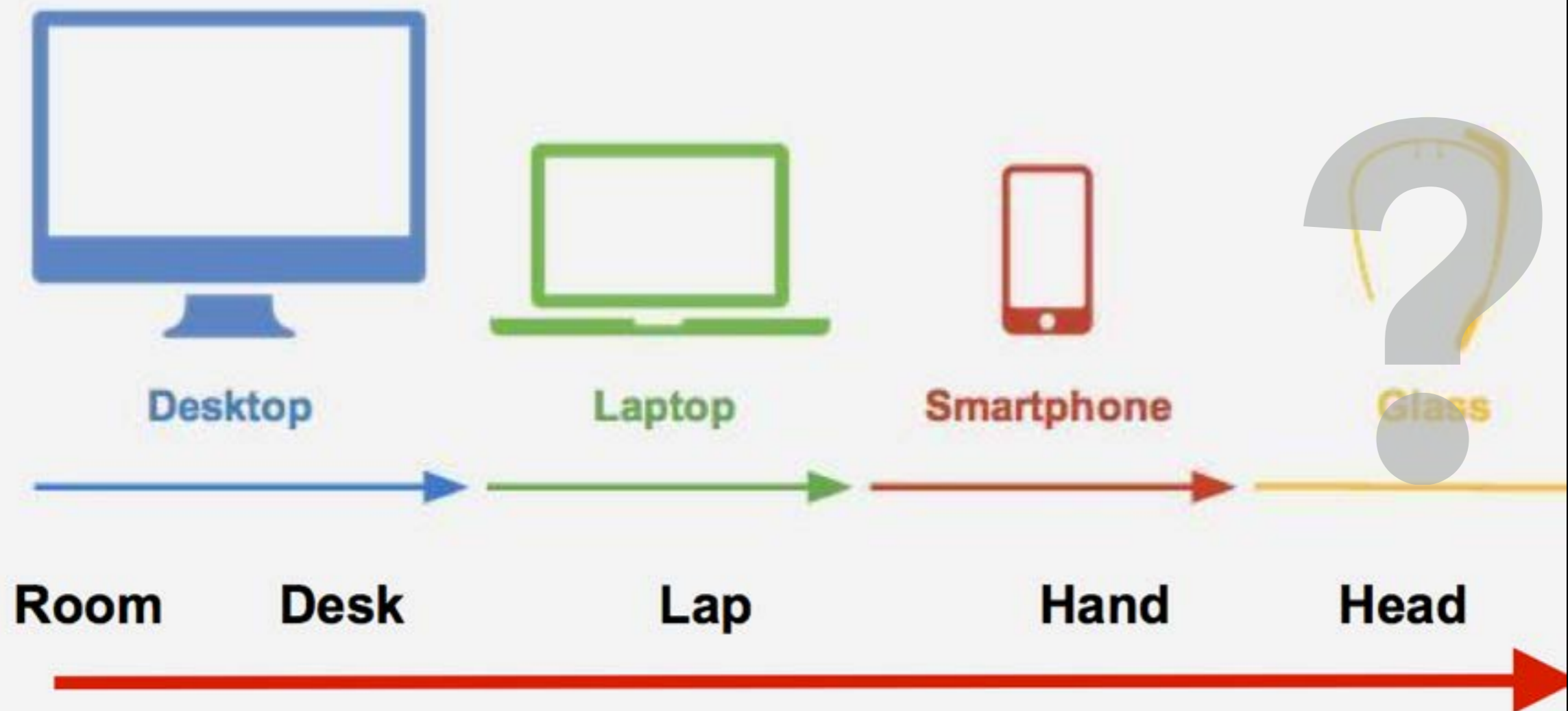


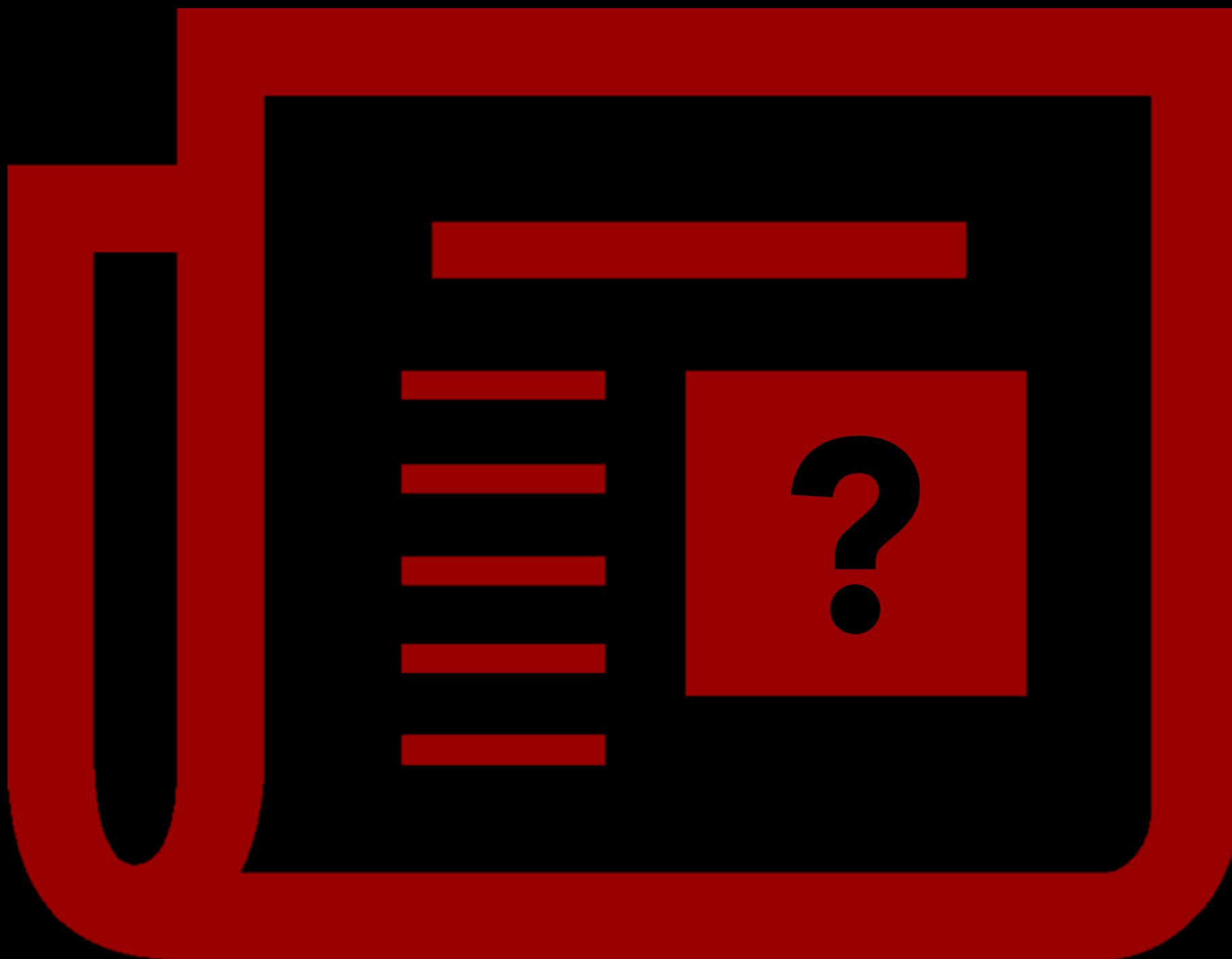
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# Major changes in computing platforms





# GOOGLE GLASS JOURNALISM

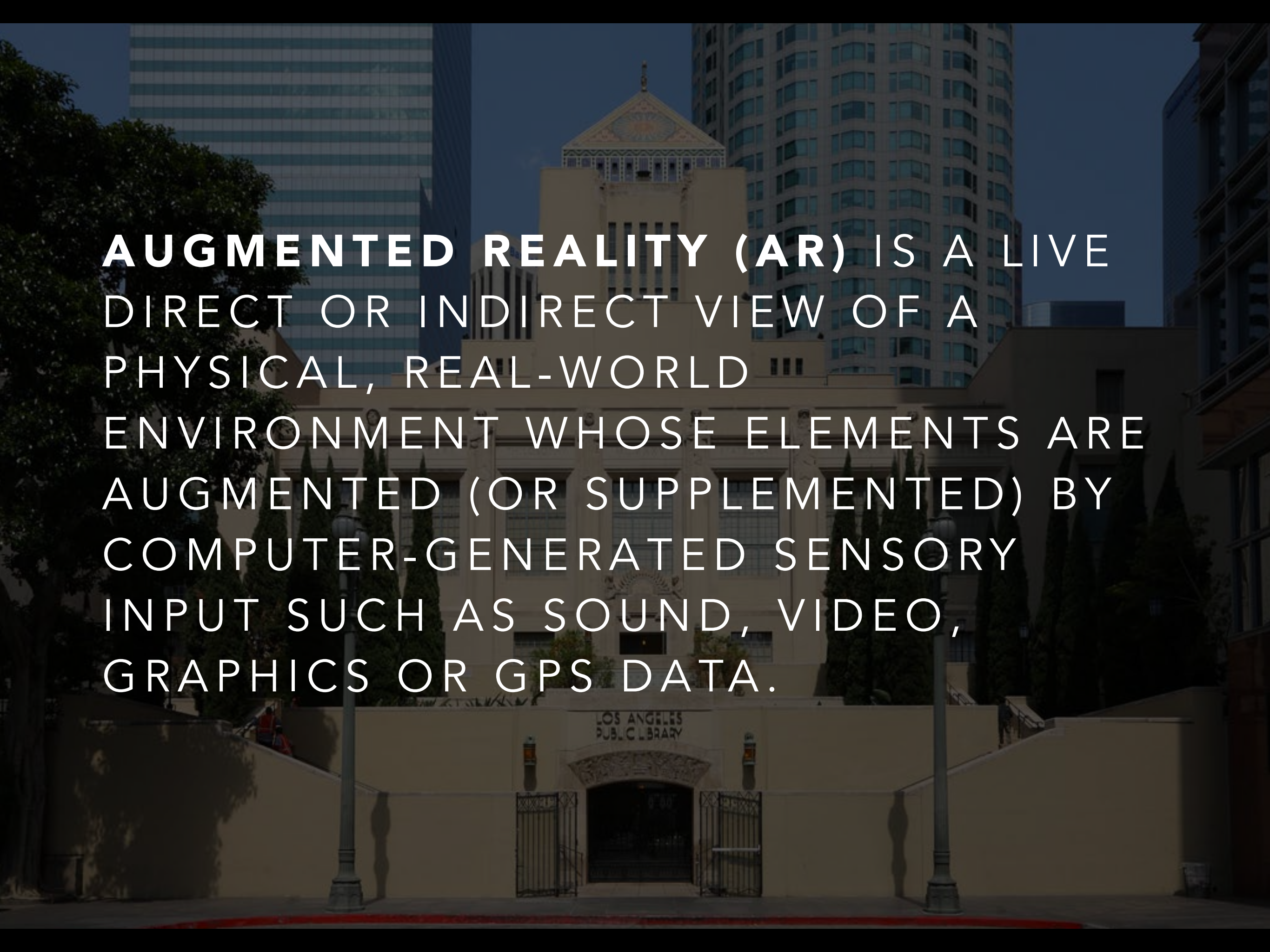






# AR + JOURNALISM

<http://arjournalism.tumblr.com/>

The background image is a photograph of the Los Angeles Public Library building, a large, ornate, light-colored structure with a central dome and classical architectural details. It is surrounded by modern glass skyscrapers in the background and trees in the foreground. The image is dimmed to serve as a backdrop for the text.

**AUGMENTED REALITY (AR)** IS A LIVE  
DIRECT OR INDIRECT VIEW OF A  
PHYSICAL, REAL-WORLD  
ENVIRONMENT WHOSE ELEMENTS ARE  
AUGMENTED (OR SUPPLEMENTED) BY  
COMPUTER-GENERATED SENSORY  
INPUT SUCH AS SOUND, VIDEO,  
GRAPHICS OR GPS DATA.

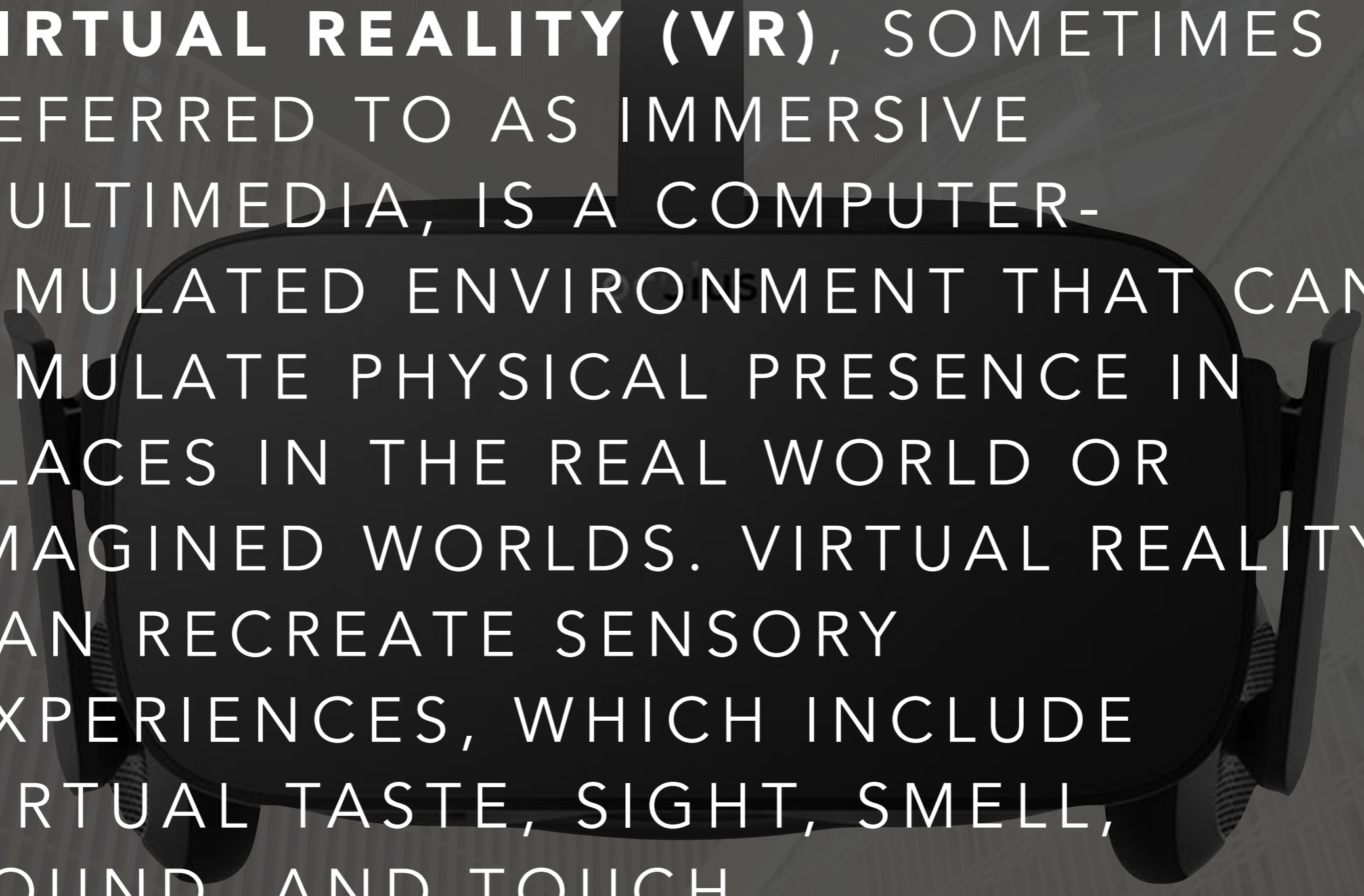
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A black Oculus VR headset is centered in the foreground. It has a black strap on top and the 'oculus' logo on the front. The background is a blurred, low-angle shot of a modern building with a glass and metal facade, featuring multiple levels and balconies.

oculus

**VIRTUAL REALITY**



**VIRTUAL REALITY (VR)**, SOMETIMES REFERRED TO AS IMMERSIVE MULTIMEDIA, IS A COMPUTER-SIMULATED ENVIRONMENT THAT CAN SIMULATE PHYSICAL PRESENCE IN PLACES IN THE REAL WORLD OR IMAGINED WORLDS. VIRTUAL REALITY CAN RECREATE SENSORY EXPERIENCES, WHICH INCLUDE VIRTUAL TASTE, SIGHT, SMELL, SOUND, AND TOUCH.



**FORMER  
JOURNALISM  
STUDENT —>**





A black Oculus VR headset is centered in the foreground, viewed from the front. The background is a blurred, low-angle shot of a modern building with a complex, geometric facade of white and light brown panels and railings. The Oculus logo is visible on the front of the headset.

oculus

# VR + JOURNALISM

<http://vrjournalism.io>



# HARVEST OF CHANGE

REGISTER SPECIAL PROJECT

*By Sharyn Jackson and Christopher Gannon | The Register*



CHAPTERS



SHARE





## Harvest of Change

EXPLORE THE FARM  
IN VIRTUAL REALITY



The Des Moines Register | GANNETT DIGITAL











**IT'S NOT THE DEVICE...**



A pair of Google Glass is shown in the foreground, resting on a red textured surface. The background is a blurred office or meeting room with people sitting at a table. A semi-transparent dark red banner is overlaid across the middle of the image, containing white text.

**...IT'S THE CONTENT\***

**\*Optimized for the user and the device.**



IT IS NOT ABOUT  
THE **TECHNOLOGY**



IT IS NOT ABOUT  
THE **GRADE**



**IT IS ABOUT  
THE CULTURE**

**PREPARING FOR THE  
NEXT DISRUPTION?**

IT'S TIME TO  
**LEAD** THE NEXT  
DISRUPTION.