VRIF – Mission Statement

- Purpose according to Bylaws:
  
  To further the widespread availability of high quality audiovisual VR experiences, for the benefit of consumers

- Non-profit organisation established during CES 2017, after a year of informal meetings
- 28 founding members
Our Goals

- Advocating voluntary *industry consensus* around common technical standards for the end-to-end VR ecosystem, from creation to delivery and consumption

- Advocating the creation and adoption of *interoperable standards* (VRIF will not develop standards itself); promoting the use of common profiles across the industry, and promoting and demonstrating interoperability

- Developing *voluntary guidelines* that describe best practices, to ensure high quality VR experiences
  - Including Guidelines that go beyond interoperability (e.g. Production, Human Factors)

- Describing and **promoting** the use of VR services and applications
To date

• First industry guidelines released and updated in 2018
  – http://www.vr-if.org/guidelines/
  – Covers production, delivery, security and user experience
    of On Demand VR experiences

• Industry workshops in December 2017 & April 2019
  – Industry, Technologies and Standards in Virtual Reality

• 2019 Guidelines 2.0
  – Published in June 2019
  – Includes Live VR services, Text and Font representations, HDR aspects
VRIF at Industry Events
VRIF – Membership

Interested in joining or knowing more
– See http://www.vr-if.org/join/ for membership
– Industry mailing list – open to all: http://goo.gl/4xZgbt
– Twitter: https://twitter.com/vrindustryforum
– LinkedIn group: https://www.linkedin.com/groups/12028849/

Associate Members – $1,000 / year
– Open to all companies with an annual revenue less than $10 million, academic institutions and sole proprietor consultants
– Voting participation in Working Groups
– Participate in promotional activities; be listed on the VRIF’s website

Contributor Membership – $4,500 / year
Same as Associate, plus:
– Be listed as a Contributor Member in all press releases of VRIF
– Vote in Board of Director elections

Charter Membership – $10,000 / year
Same as Contributor, plus:
– Stand for Election / Nominate representatives for Board of Directors
– Be listed as a Charter Member in all VRIF press releases and events