



INDUSTRY FORUM

Our mission is to further the widespread availability of high quality audiovisual VR experiences, for the benefit of consumers.

The Virtual Reality Industry Forum is composed of a broad range of participants from sectors including the movie, television, broadcast, mobile, and interactive gaming ecosystems. Our members encompass content creators, content distributors, consumer electronics manufacturers, professional equipment manufacturers and technology companies. Membership in the VR Industry Forum is open to all parties that support the purposes of the VR Industry Forum.

The VR Industry Forum is not a standards development organization, but will rely on, and liaise with, standards development organizations for the development of standards in support of VR services and devices. Adoption of any of the work products of the VR Industry Forum is entirely voluntary.

Our Principles

The primary purposes of VRIF are to:

- **Advocate** voluntary industry consensus around common technical standards for the end-to-end VR ecosystem, which encompasses technologies and solutions from content creation to delivery and the user experience.
- **Foster** the development and adoption of interoperable standards; promote the use of common video and audio profiles across the industry; encourage and demonstrate interoperability.
- **Develop** voluntary guidelines that describe best practices, thus helping to ensure high quality VR experiences.

The VR Industry Forum focuses on content that is transmitted as audio and video, and will monitor complementary technologies for inclusion in its scope, including those that enable augmented reality and mixed reality.

VRIF targets immersive experiences that typically require head-mounted devices, understanding that immersive VR content may also be consumed on “2D flat screens” (like tablets, mobile phones, PC screens, TVs) with navigation capabilities.

Our Deliverables

VRIF publishes its Guidelines at www.vr-if.org, and provides continuous updates and expansions to address additional topics of interest to the industry. The Guidelines enable the delivery of high quality VR experiences, with an emphasis on interoperability in an open ecosystem.

Elements of the VR ecosystem addressed by VRIF Guidelines include:

- Production
- Capture
- Distribution
- Presentation
- Security

The Guidelines initially target VR 360 video experiences with three degrees of freedom (3DOF) and will later be extended towards 6DOF.

VRIF also publishes test content and other tools to further enhance interoperability. At major industry trade shows, VRIF hosts Master Class events and expo demonstration areas where members can showcase their interoperable solutions.



VR Industry Forum
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www.vr-if.org



Benefits to the VR Community

For consumers:

Make VR a high-quality, immersive, cross-platform experience

For content producers & service providers:

Broaden reach and reduce cost of production and delivery caused by format proliferation

For device makers:

Ensure a healthy, premium quality content pipeline

For advertisers:

Drive the creation of a broad, unique and innovative sales/marketing channel

Member Benefits

Interested companies, academic institutions and individuals can join VRIF at one of three levels. Regardless of membership level, all member companies and participants can actively engage with other VR experts to help shape the future of the industry.

Key benefits of VRIF membership include the ability to:

- Contribute to the future of VR 360 video and drive the Guidelines by participating in our various Work Groups
- Define VRIF priorities
- Promote your leadership through speaking and other opportunities
- Network with industry experts
- Participate in interoperability testing with early access to guidelines, content and other tools

Our Members

AT&T	IRT GmbH
Ateme	Ittiam
b<>com	MediaTek
Bitmovin	Monotype
Ericsson	MovieLabs
Fraunhofer	NGCodec
G-Audio	Nokia
Harmonic	Paracosma
Huawei	Pixvana
Imeve	Sky
Intel	Texel
Irdeto	Tiledmedia

TNO
Viaccess-Orca
Whistling Woods
International

VRIF Membership Levels

Associate – \$1,000 / year

- Open to all companies with an annual revenue less than \$10 million, academic institutions and independent consultants
- Participate and vote in Working Groups
- Participate in promotional activities; listed on VRIF website

Contributor – \$4,500 / year

Same as Associate, plus:

- Vote in Board of Director elections
- Listed as a Contributor Member in all VRIF press releases

Charter – \$10,000 / year

Same as Contributor, plus:

- Stand for election and nominate representatives for Board of Directors
- Listed as a Charter Member in all VRIF press releases

Interested in Joining?

For more information on VRIF, please visit www.vr-if.org/join or email us at info@vr-if.org

LinkedIn
www.linkedin.com/groups/12028849

Twitter
[@vrindustryforum](https://twitter.com/vrindustryforum)

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