



# ULI Symposium: Implementing Virtual Reality in the Development Process

**Ken Pimentel, Sr. Product Manager**  
**Epic Games**

# Why? *Exploration/Discovery*



# Why? *Telling a complex story simply*



Image: Lancaster Studios



# Why? *Creating experience*



Image: Ashley Pomeroy

Photo: Barcelona Pavilion

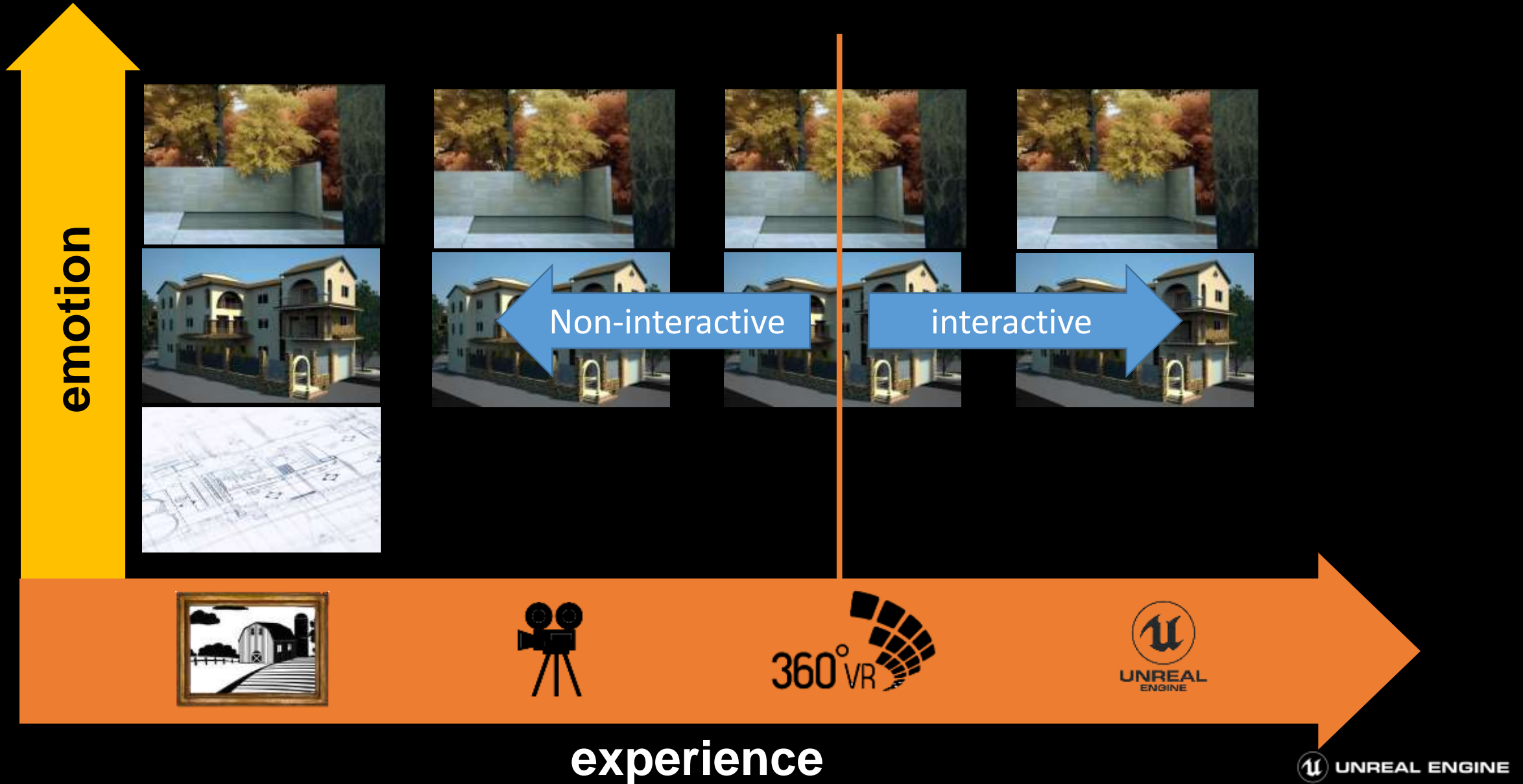


Image: UE4arch





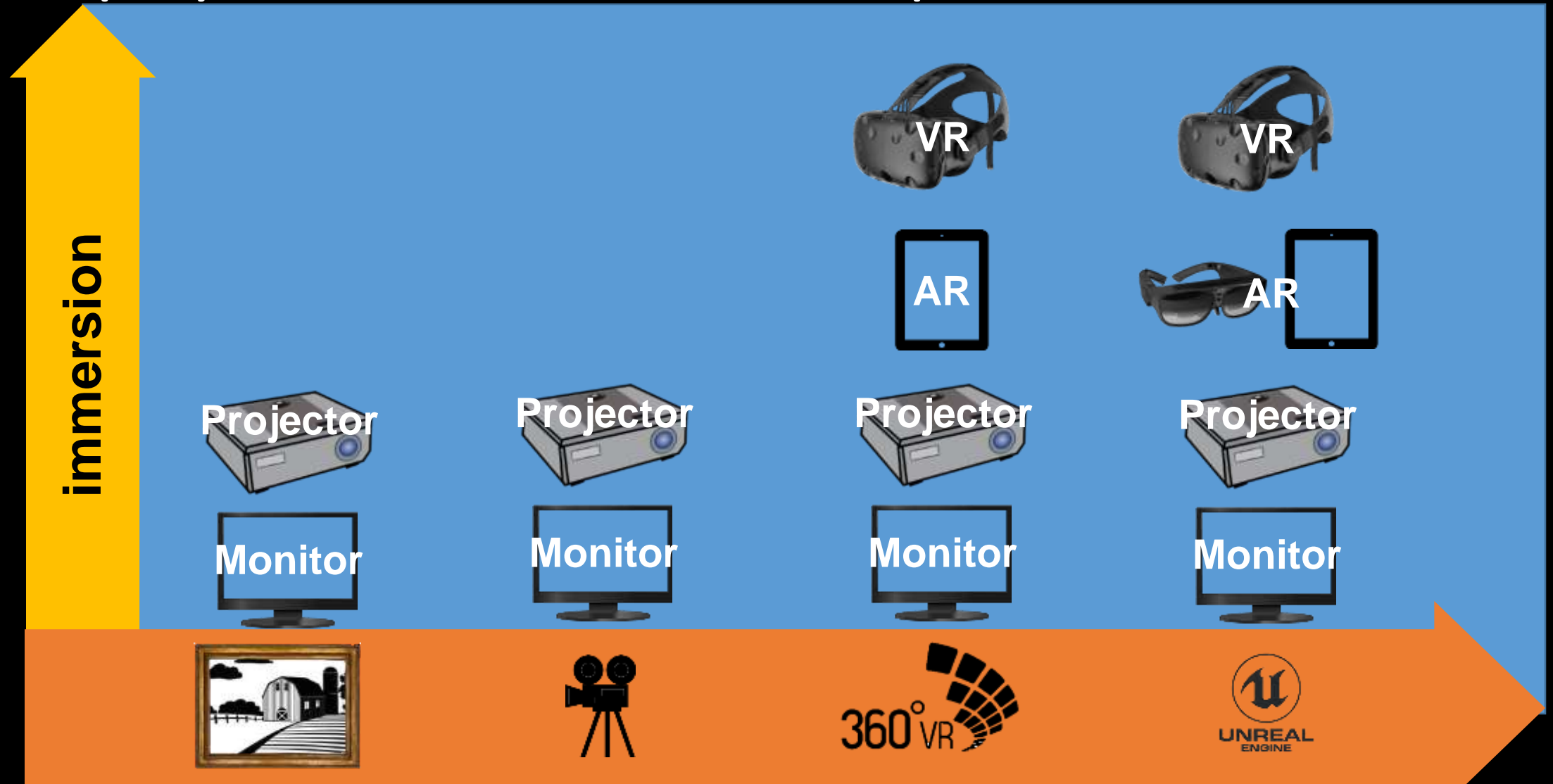
# Authoring: Emotion vs Experience



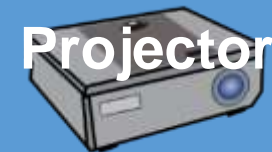
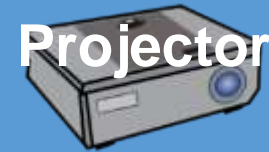
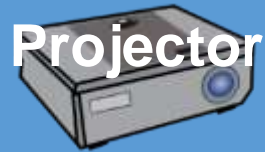
# Authoring: Costs vs. Experience



# Deployment: Immersion vs. Experience



immersion



VR

VR

AR

AR

Monitor

Monitor

Monitor

Monitor

experience





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