

Hamburg-based start-up drives development of new virtual reality applications

Since Oculus, the world's leading provider of virtual reality glasses, was bought by Facebook back in 2014, some people may have asked for this deal's reasons. Meanwhile, Marc Zuckerberg's Vision becomes more tangible day by day – and it's not only about revolutionizing game industry. VR proofs the potential to conquer quite different fields of application, from entertainment to art, up to education and even social interaction. The Hamburg-based start-up company Reality7 was formed to promote this industry's development with its own camera, proprietary software and a lot of ambitious goals.

Expanding from Europe, seizing market shares

The aspiring team at Reality7 does not care so much about the glasses itself, but what's going on inside – primarily about extreme high definition virtual reality content. Since its inception just one year ago, the start-up has become a technical pioneer in this field: The offer package containing a high-performance VR camera, lending to film productions and professional technical instruction has turned the growing young company into Europe's top address for high-end VR.

The valley's building blocks plus architecture from Hamburg

The perfect entanglement of hard- and software – that's what Reality7 puts a special focus on. Doing so, the performance of the basis (Facebook's camera FB 360 Surround) has been raised to a completely new level: The team arranged 17 individual cameras in a circle and created strongly overlapping viewports which are stitched together by the company's proprietary software to achieve 8K resolution and 60 frames per second. This finally leads to a lively and very smooth 3D impression.

“The market of VR technologies is multi-layered and partially very complex. This is what we are excited about, because it creates extreme dynamics. We are convinced, that, as it happened so often with consumer electronics, increasing technical performance will open up a broader field for high quality offers. With our camera, the R7 Prime, we are able to create exactly the required content.” – Max Konrad, CEO and founder Reality7

Closer to the story

Thanks to its outstanding resolution and frame rate, even Reality7's current system delivers exceptional immersive VR experiences. Today, the technology is advanced enough to literally transfer the user to other locations within seconds. Even so, the team of Max Konrad (CEO) and Sergey Kosov (CTO) works at full speed to intensify the overall impression: improving calibration and optical vignetting, aiming for 90 frames per second in the near future. The purpose is to achieve an ever-increasing level of immersion, the visual illusion should become perfect, making the user be merged in the story completely.

The ambitious goal: cinematic virtual reality

Facebook (in association with Oculus) and many other providers like HTC Vive announced diverse VR headsets for the coming years – which points to a potentially wide range of VR technology. But the quantum leap regarding the experience will come from the content.

“The difference between what you experience with today's affordable devices and true stereoscopic 360° VR is like the difference between youtube and Dolby 3D. We look forward to shape, to co-design this way towards ever higher qualities and ever more fascinating contents over the next few years.” – Sergey Kosov, CTO Reality7

ADDRESS: Reality 7, Fuhlsbüttler Straße 29, 22305 Hamburg, Germany

PHONE: +49 40 368 800763

E-MAIL: info@reality7.com

WEB: www.reality7.com

INSTAGRAM: [reality_seven](https://www.instagram.com/reality_seven)