

VR GRAFFITI

SPRAYING SPIRIT AND CREATIVITY ON THE INTERACTIVE VR WALL



Immersive media is rising rapidly and will change the way people create, consume, and share content. The combination of 5G and edge computing will benefit real-time immersive applications. These applications have high requirements for bandwidth to support immersive contents. They also require ultra-low latency to synchronize the real-time multiparty interaction of users – especially when the users are spread around different locations.

KEY FACTS:

- Immersive VR media will be among the key 5G services
- Edge computing will enable low-latency interaction among users
- Introduction of social elements will create a new chapter in content consumption
- 5G will open up a new opportunity for customers to interact from remote locations
- Deutsche Telekom and SKT are cooperating to lead the industry in 5G



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VR Graffiti is a good example of how 5G and edge computing will change the lifestyle of Deutsche Telekom customers in the near future. As an operator, Deutsche Telekom has to prove that adopting 5G will bring tangible benefits to customers. VR Graffiti enables customers in remote locations to collaborate on the same virtual wall in near-real time. They spray their expressions on the wall and interact with one another to create a giant painting in both the VR world and the real world.

Target customers are users with a high interest in VR services or social content creation. These customers are generally users with high average revenue (ARPU) and early adopters. This makes them valuable assets from an operator perspective. As the leader in 5G, Deutsche Telekom must move fast and

offer innovative services to customers. Innovative and interesting services such as VR Graffiti will potentially strengthen Deutsche Telekom's market leadership with existing customers.

VR Graffiti is a joint development demo between Deutsche Telekom and SKT. Deutsche Telekom provided the concept design and the Mobile Edge X MEC platform, and SKT provided the VR application development. It immerses up to four users simultaneously in front of a VR wall. The users can draw graffiti on the wall with stencils and spray cans. Multiple technologies support the features, and these include a 3D avatar that synchronizes head, mouth, and hand movement and 3D spatial sound to adjust voice chat volumes at virtual locations.

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