

## Virtual Reality

Our company should invest in the virtual reality technology platform offered by Google Cardboard by developing “SafeZone”- emergency training technology for security enforcement professionals on college and school campuses. With an increase in shooting and racial threats on college campuses and abroad, a serious concern for safety has emerged among the public. SafeZone will directly address these concerns by providing different scenarios of danger in a specified environment, a college campus for example. We will accrue revenue through this application of VR through individual contracting fees between each university, school or work place that buys the “SafeZone” application.

The key capability of SafeZone is that it provides immersive situations to help provide training to security enforcement who may not have dealt with a specific emergency before; similarly, SafeZone provides reinforcement training to security enforcement who have come across an emergency but once. This key capability uses the VR technology offered by Google Cardboard, since it makes the user feel as though he or she is somewhere else. For example, when a college campus buys SafeZone, all of its security personnel, through the use of the Google headset and mounted smart phone, will be able to access different training scenarios on their campus so that they will be better able to discern patterns and signs of danger. Training scenarios would range from student protests that escalate to a higher degree of violence to a potential shooter on campus. Though these events have recently become more common, many colleges have inadequate training to help campus security address such risks, since they themselves have not experienced such situations. SafeZone will help provide this training, specific to an environment. As a result, any college that will buy SafeZone will get training that pertains to its campus; any elementary school that buys SafeZone will receive training pertaining to its elementary school grounds, and so forth.

The SafeZone Application will draw its revenue from an annual fee from each environment that buys the app. This will ensure a steady and ongoing revenue stream from each customer, since the annual fee provides the customer with access to new scenarios each year. Safety is a primary concern for elementary, middle and high schools as well as college campuses, since parents trust their children to school authority, the increased threats of violence on campuses is an issue that we can leverage to cater to a broad market, since schools exist everywhere. A potential risk to this application is that security personnel who have never used VR technology may need help learning how to fully utilize its benefits. We could mitigate this risk by providing annual training to each school that buys; this would be included in the annual fee each customer pays.

## Works Consulted

Johnson, E. (2015, October 20). What Is Google Cardboard, and Why Is the New York Times Embracing Virtual Reality? Retrieved December 3, 2015, from <http://recode.net/2015/10/20/what-is-google-cardboard-and-why-is-the-new-york-times-embracing-virtual-reality/>