

VIRTUAL REALITY AS THE EVOLUTION OF ENTERTAINMENT

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### Virtual Reality as the Evolution of Entertainment

Discussing contemporary technologies in the industry of entertainment, it is vital to mention that they are aimed at maximizing the experience of individuals. The most effective way to provide a person with genuine and exciting emotions is to simulate full immersion. Notably, the development of virtual reality technology managed to achieve this effect in different entertainment markets. For instance, virtual reality can be used to simulate a gaming experience, the effect of presence in a particular environment, and the participation in various entertaining activities. In this regard, one may admit that virtual reality can be considered as an evolution in the entertainment sphere, because it provides an immersive experience, enhances the emotions of the user, and can replace certain entertaining attractions.

The primary goal of virtual reality technology is to create the effect of presence and recreate a simulated experience. In particular, VR devices provide an immersive effect which can be described as a physical presence in a particular virtual world. In order to achieve full immersion, VR devices simulate the complete visual and auditory experience of virtual reality (Aneja and Weiss, 2015). Unlike regular movies and video games that strive to involve an individual emotionally in the content, virtual reality technology has a more powerful influence on the perception of a person. For instance, using VR devices, a person has increased visibility and can watch entertaining content from different angles. Moreover, VR games provide the freedom of actions while being in a virtual world. Hence, virtual reality allows a user to be fully involved in the decisions and actions in a simulated reality. The expanded capabilities of VR devices surpass the already existing types of entertaining video content. This technology proves that the entertainment sphere is becoming more digitized, and that any kind of interactive

entertainment that can be accessed from home. Nevertheless, it is essential to discuss the psychological and emotional elements that create the feeling of a real-life experience.

Considering that virtual reality technology influences particular senses of a person, one may admit that VR devices also impact one's emotions and perceptions. The evolution of virtual reality involves the consideration of factors that help us engage a user and enhance emotional experiences. In addition, scientists managed to create sensors that capture the heart rate of a user and utilize this information for the representation of the user's emotions in virtual reality. This technology demonstrates that VR devices are capable not only of providing a user with a particular experience, but also to express emotions in a virtual world (Pultarova, 2016).

Therefore, virtual reality creates a connection between entertainment and the real emotions of users. Supposedly, the advancement of virtual reality would allow a person to fully experience the physical and emotional interactions with a virtual world. This consideration is also important for the overall development of the entertainment sphere, as it could maximize the emotional outcomes for users. Also, with this tendency, there is the significant possibility that virtual experiences could replace existing entertaining activities and provide access for people with limited capabilities.

The utilization of virtual reality has the potential to change the entertainment industry completely. Considering the portability and comfortable operation of VR devices, everyone can use them at home. This notion implies that virtual reality is aimed at making home entertainment experiences more immersive and close to real-life interactions. Additionally, one may admit that the technology of virtual reality gives the exceptional opportunity for disabled people to experience attractions and entertainment activities that are not available to them. For instance,

video games with virtual reality could provide the sensation of running, jumping, climbing, and other physical activities. VR devices break the physical limitations to emotionally experience a wide range of entertainment (Disabled World, 2018). Thus, the development and use of virtual reality is known to be a revolution in the entertainment sphere. Primarily, it is due to the fact that VR devices deliver the real sensation of presence in a simulated world. The significance of VR devices is in the fact that it expands the capabilities of a person through the interactions with a virtual environment and actions within this reality.

In conclusion, one may agree that the technology of virtual reality is known to be a evolution not only in media content, but also in an interactive type of entertainment. The simulation of a virtual environment provides a fully immersive experience for a user. Additionally, VR devices can create a unique reality that allows us to interact with virtual objects and people. Hence, virtual reality can deliver emotional experiences similar to real-life interactions. Additionally, virtual reality might provide all kinds of interactive entertainment for disabled people.

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