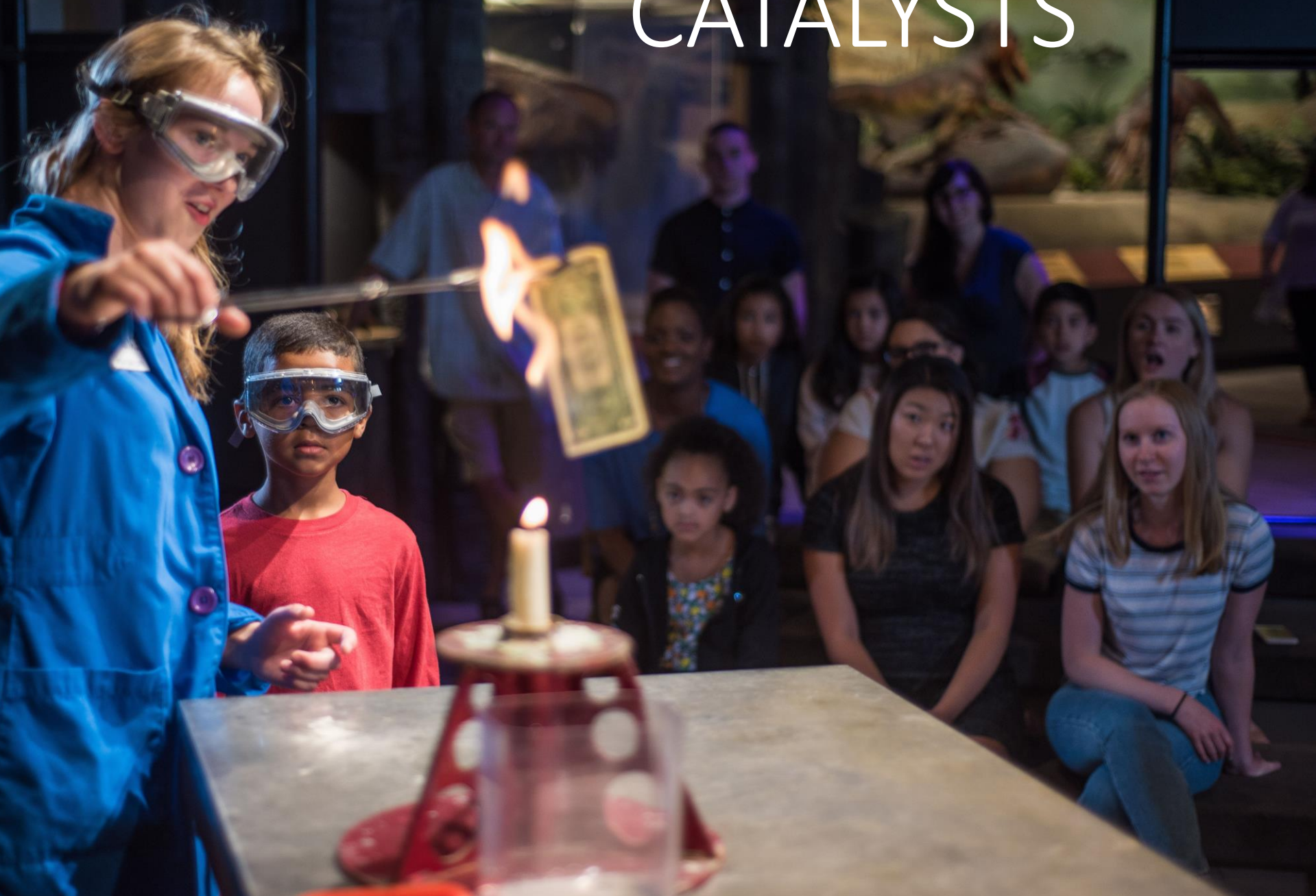




Virtual Reality and Immersive Technologies: A Roadmap for New Forms of Audience Engagement

CATALYSTS



WE GOT A NEW CEO!



Our Mission

Pacific Science Center ignites curiosity in every child and fuels a passion for discovery, experimentation, and critical thinking in all of us.



A COMMUNITY OF INNOVATORS



Making Space



TERRACOTTA
WARRIORS
OF THE FIRST EMPEROR

皇帝的禁

Epic Snowday Adventure



Stonehenge VR



The Witching Tower

VR Microtheaters



HYPERSPACE XR v.1

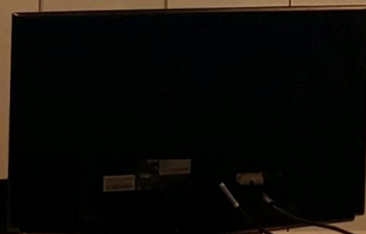


HYPERSPACE XR v.2

HYPERSPACE
PRESENTS

EXPEDITION
TITAN
beta 0.2

Ready for Boarding



BE CURIOUS.

PACIFIC
SCIENCE
CENTER



ASTC 2019 Session

*Virtual Reality and Immersive Technologies:
A Roadmap for New Forms of Audience Engagement*

SURVEY

**VR at Science Centers
& Museums**

• Highlights of Results

© 2019 Blaze Cineworks LLC

Powered by  SurveyMonkey



Survey Design

Survey type: Self-administered online survey

Respondents: email invitations to participate were sent to 473 managers and executives at science centers, museums, and other institutions, in 37 countries. Generally speaking, respondents were more likely to have a role related to exhibits or visitor experience than other functions.

Field dates: surveys were completed June 4 – 22, 2019

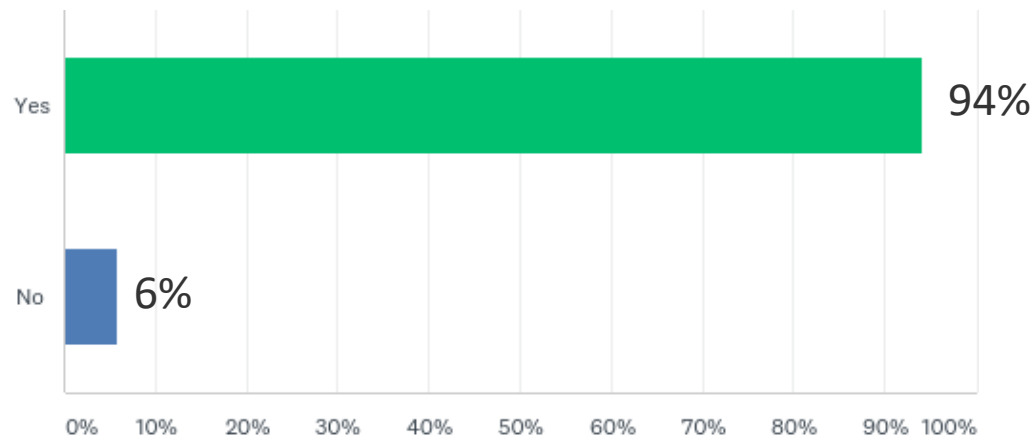
- Total Responses

84

***Finding: Almost all respondents had some prior experience with VR.**

Q: Have you personally experienced VR?

Answered: 84 Skipped: 0

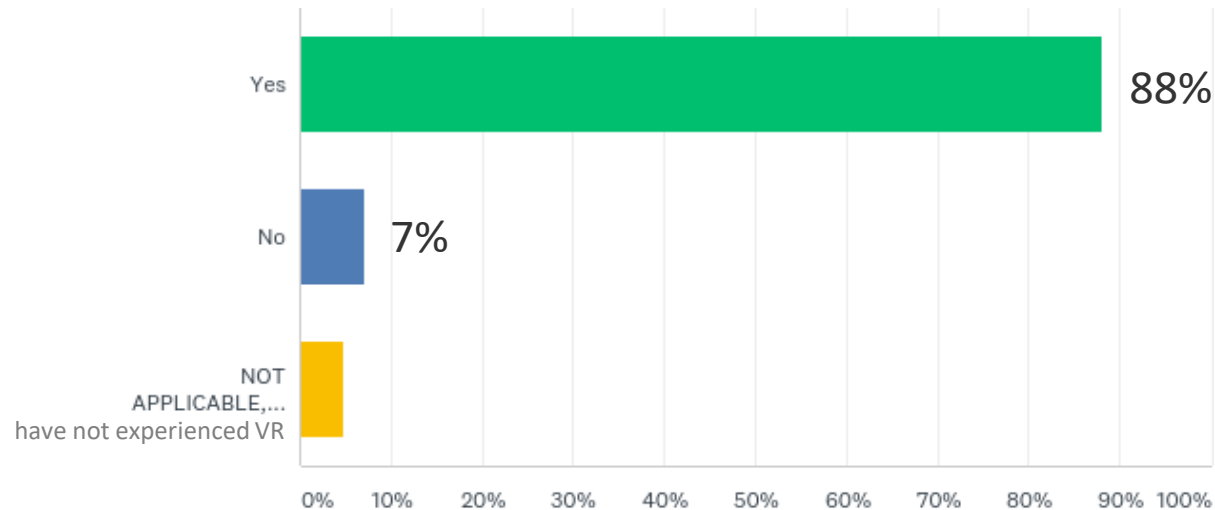


© 2019 Blaze Cineworks LLC

***Finding: Almost all respondents' prior experience was positive.**

Q: Was it a positive experience?

Answered: 84 Skipped: 0

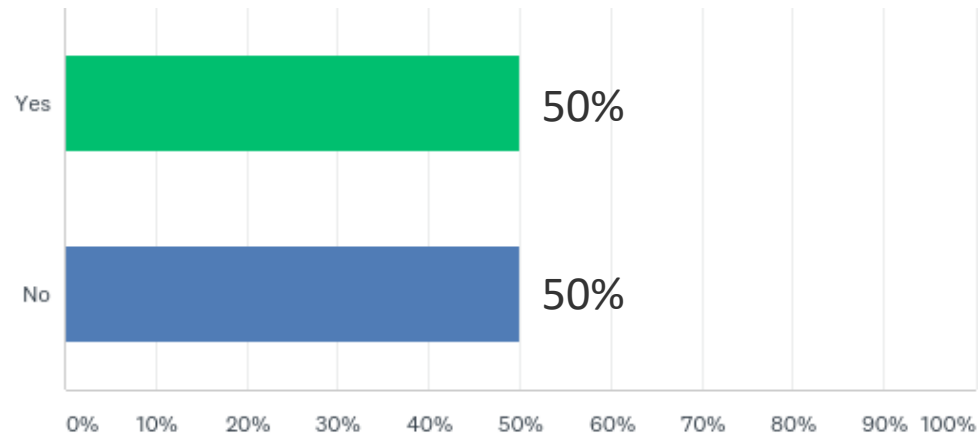


© 2019 Blaze Cineworks LLC

***Finding: Half of respondent institutions have offered, or are offering, a VR experience.**

Q: Does your institution currently offer, or did it once have, a VR experience?

Answered: 84 Skipped: 0

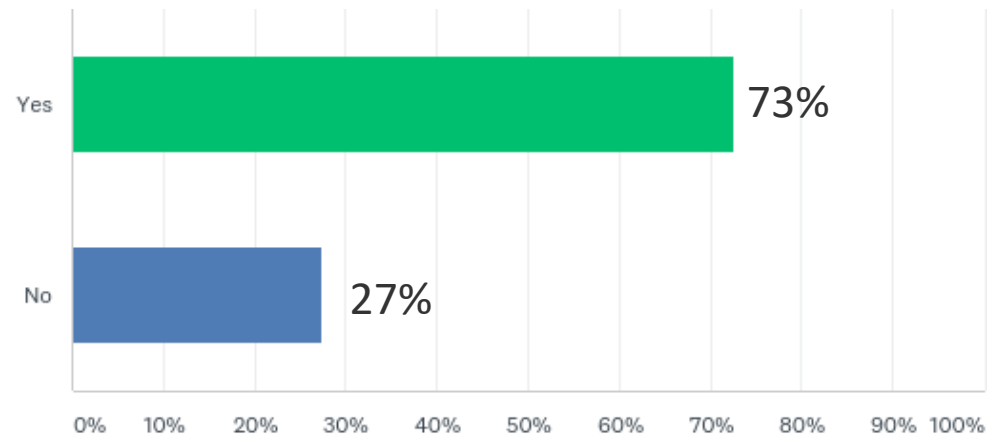


© 2019 Blaze Cineworks LLC

***Finding: A majority of respondents' institutions who had *not* added a VR experience had actually considered one, but then chose not to proceed.**

Q: Have you considered adding a VR experience, but then rejected or deferred a decision on adding it?

Answered: 40 Skipped: 44



© 2019 Blaze Cineworks LLC

*Finding: Top 3 reasons for rejecting or deferring the addition of VR:

1st - not a shared viewing experience

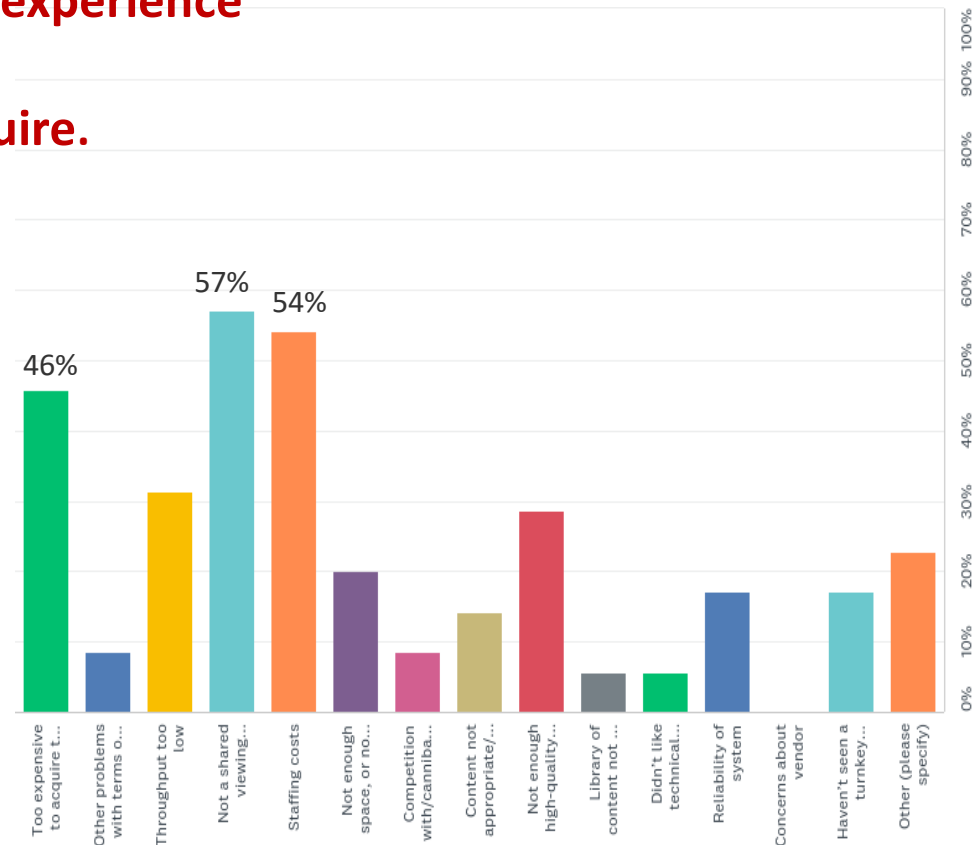
2nd - staffing costs

3rd - too expensive to acquire.

Q: What were the reasons for rejecting it or deferring a decision? [check all that apply]

Answered: 35 Skipped: 49

See next page for fully-worded choices>>



© 2019 Blaze Cineworks LLC

Q: What were the reasons for rejecting it or deferring a decision? [check all that apply]

Answered: 35 Skipped: 49

ANSWER CHOICES	RESPONSES	
Too expensive to acquire the system / we didn't have the budget	45.71%	16
Other problems with terms of purchase/rental/license	8.57%	3
Throughput too low	31.43%	11
Not a shared viewing experience/too isolating	57.14%	20
Staffing costs	54.29%	19
Not enough space, or not a good enough location	20.00%	7
Competition with/cannibalization of other attractions on site	8.57%	3
Content not appropriate/not a good fit	14.29%	5
Not enough high-quality content	28.57%	10
Library of content not big enough	5.71%	2
Didn't like technical quality	5.71%	2
Reliability of system	17.14%	6
Concerns about vendor	0.00%	0
Haven't seen a turnkey solution that addresses all our needs	17.14%	6
Other (please specify)	22.86%	8
Total Respondents: 35		

***Finding: Top 3 reasons for *never* considering VR:**

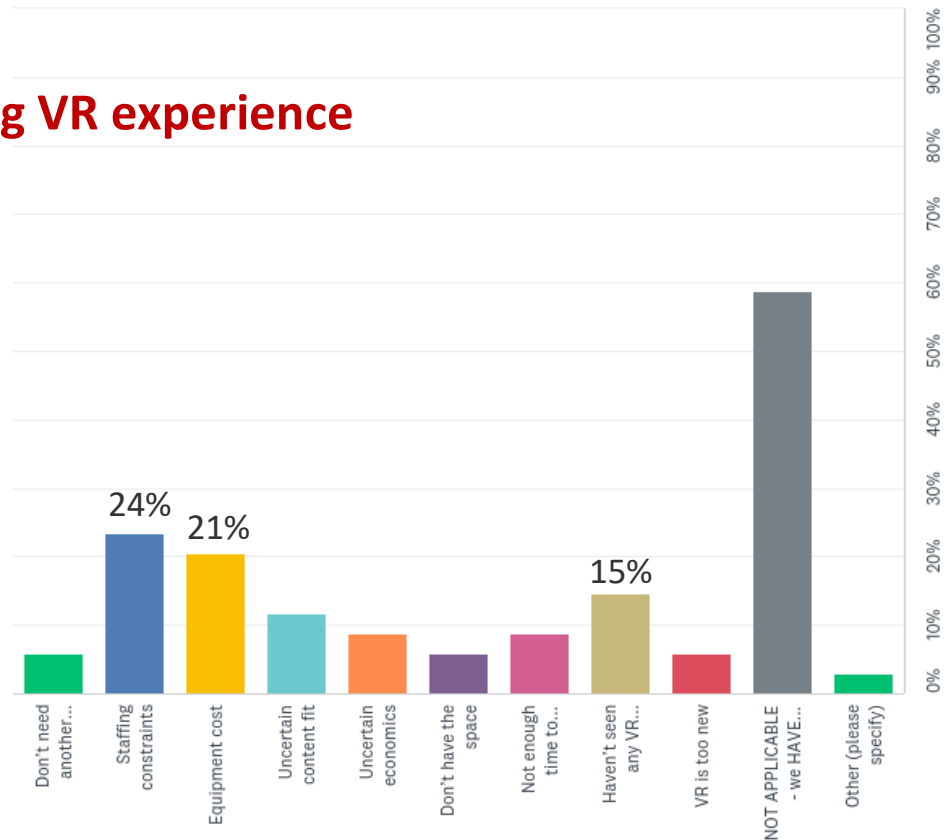
1st – staffing constraints

2nd – equipment cost

3rd – haven't seen a compelling VR experience

**Q: If your institution has never considered adding a VR experience, why is that?
[check all that apply]**

Answered: 34 Skipped: 50



See next page for fully-worded choices>>

© 2019 Blaze Cineworks LLC

Q: If your institution has never considered adding a VR experience, why is that? [check all that apply]

Answered: 34 Skipped: 50

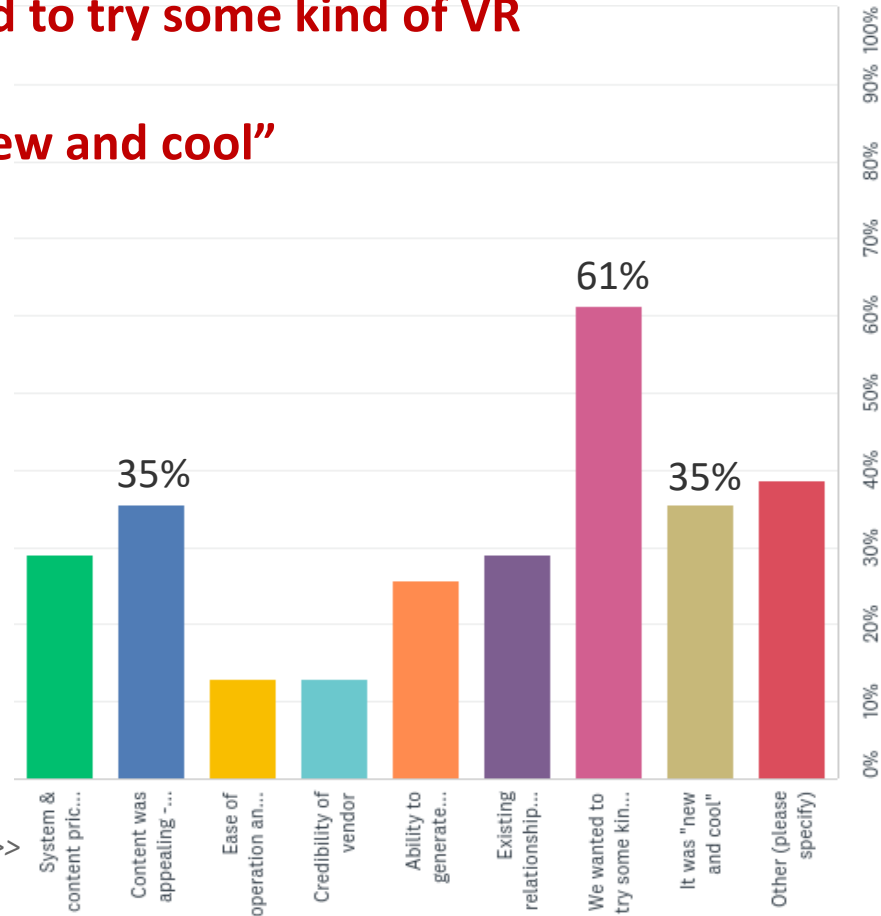
ANSWER CHOICES	RESPONSES	
Don't need another attraction	5.88%	2
Staffing constraints	23.53%	8
Equipment cost	20.59%	7
Uncertain content fit	11.76%	4
Uncertain economics	8.82%	3
Don't have the space	5.88%	2
Not enough time to properly evaluate	8.82%	3
Haven't seen any VR films/experiences that would push us to include this technology	14.71%	5
VR is too new	5.88%	2
NOT APPLICABLE - we HAVE considered adding a VR experience	58.82%	20
Other (please specify)	2.94%	1
Total Respondents: 34		

© 2019 Blaze Cineworks LLC

***Finding: Top 3 factors that led to adding a VR experience:**
1st (by far) – wanted to try some kind of VR
2nd – its content
3rd – its novelty, “new and cool”

Q: What were the factors that led to your purchase decision? [check all that apply]

Answered: 31 Skipped: 53



See next page for fully-worded choices>>

© 2019 Blaze Cineworks LLC

Q: What were the factors that led to your purchase decision? [check all that apply]

Answered: 31 Skipped: 53

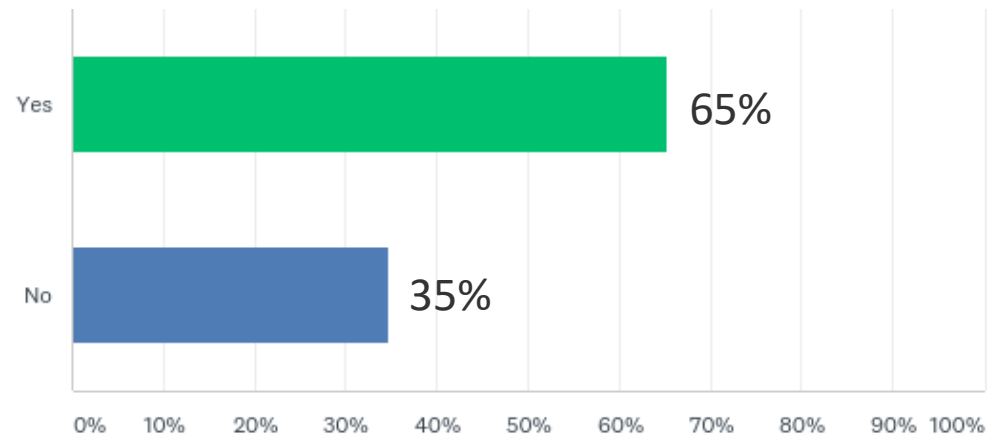
ANSWER CHOICES	RESPONSES	
System & content price and terms	29.03%	9
Content was appealing - quality, subject matter, and/or mix of titles	35.48%	11
Ease of operation and programming	12.90%	4
Credibility of vendor	12.90%	4
Ability to generate incremental revenue	25.81%	8
Existing relationship with vendor or their associates	29.03%	9
We wanted to try some kind of VR	61.29%	19
It was "new and cool"	35.48%	11
Other (please specify)	38.71%	12
Total Respondents: 31		

© 2019 Blaze Cineworks LLC

***Finding: A clear majority - almost two-thirds - see a future for VR in institutions.**

Q: Do you think VR has the potential to become a broadly adopted experience at science centers and museums?

Answered: 75 Skipped: 9

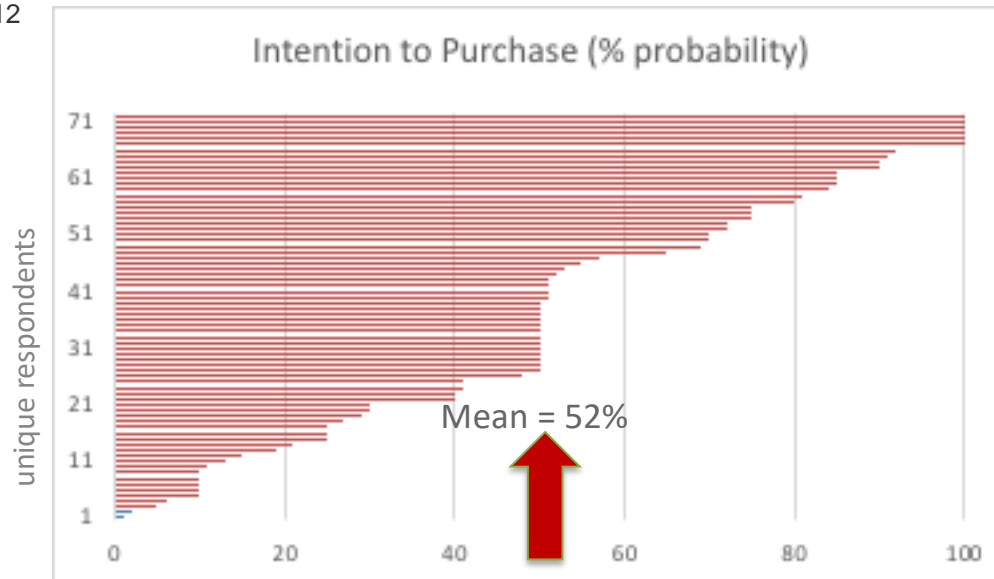


© 2019 Blaze Cineworks LLC

***Finding: almost two-thirds of respondents reported a better-than-50% likelihood that their institution would add a VR experience in the near term.**

Q: What is the likelihood that your institution will add a new VR experience within the next 1 to 3 years? Use the sliding scale below. 0% means there is no chance it will happen, and 100% means it is certain to happen.

Answered: 72 Skipped: 12

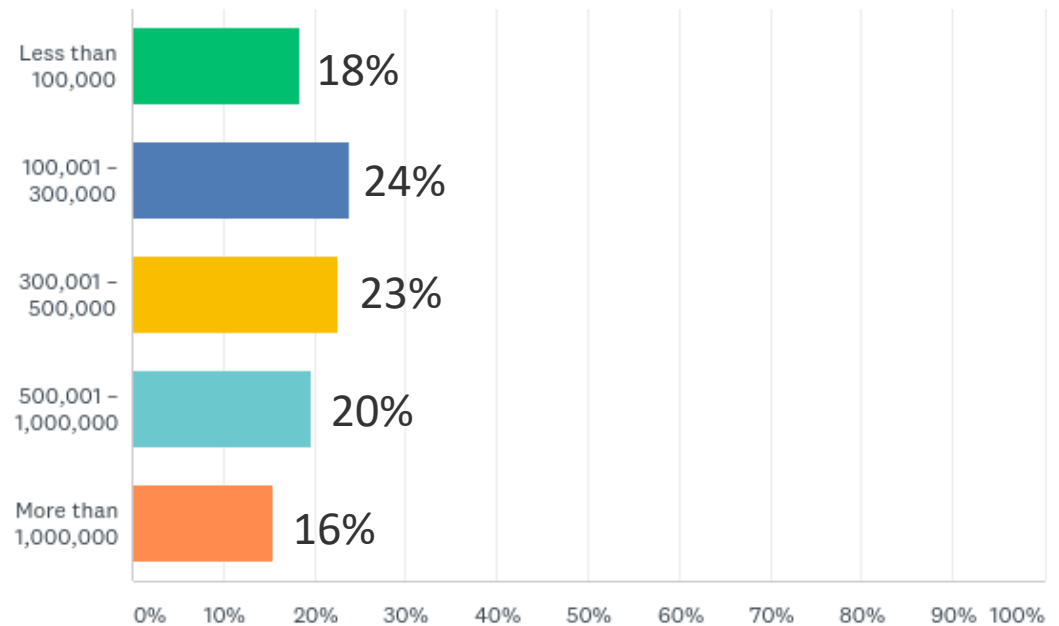


© 2019 Blaze Cineworks LLC

*Respondent Profile

Q: What is your institution's annual on-site attendance?

Answered: 71 Skipped: 13

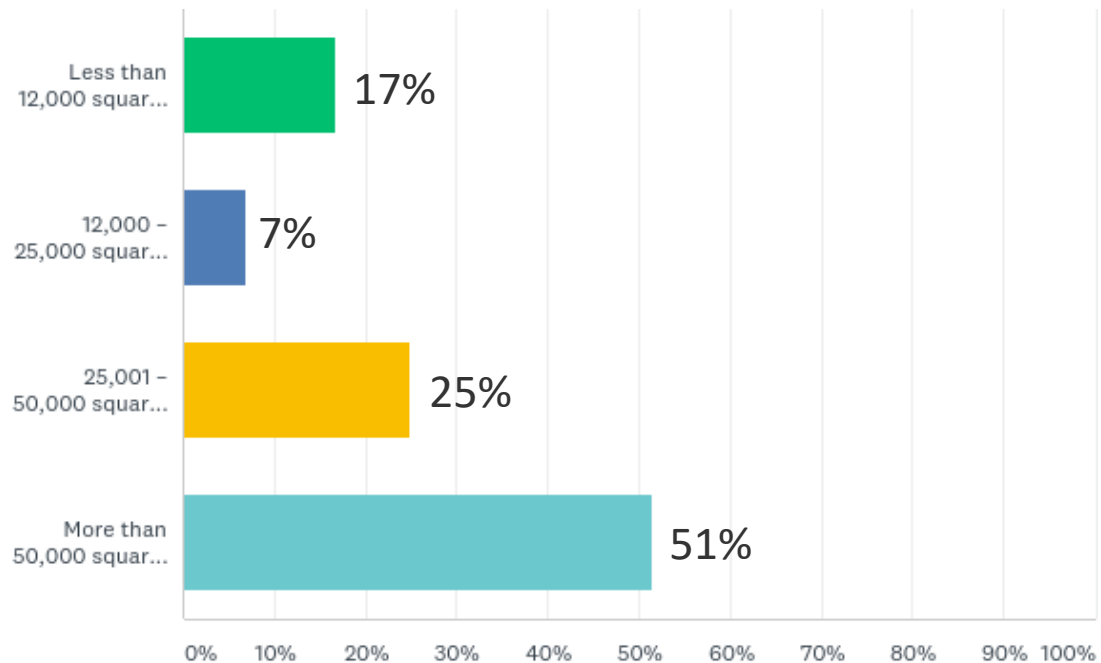


© 2019 Blaze Cineworks LLC

*Respondent Profile

Q: How much interior exhibit space is there at your institution?

Answered: 72 Skipped: 12



© 2019 Blaze Cineworks LLC

About Blaze Cineworks

Blaze Cineworks is a consulting and project management firm serving clients who have an interest in immersive theater and other out-of-home experiences, such as VR.

Clients are venue operators, and content creators & distributors.

Paul Fraser
President
paul@blazecineworks.com
Tel (203) 292-5745

Blaze Cineworks LLC
10460 Roosevelt Blvd N, #180
Saint Petersburg, Florida
USA 33716
www.blazecineworks.com

