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GOOGLE / TECH / VIRTUAL REALITY

Google and Mattel partner to bring back the View-Master as a VR headset / Cardboard for kids

By [Andrew Webster](#), an entertainment editor covering streaming, virtual worlds, and every single Pokémon video game. Andrew joined The Verge in 2012, writing over 4,000 stories.

Source [USA Today](#) and [View-Master](#)

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The retro-styled View-Master is back — and this time it's been fused with virtual reality. View-Master maker Mattel has announced that it's partnered with Google to create a new version of the device that utilizes [the company's Cardboard VR tech](#).

The original View-Master utilized a small, colorful reel, which users placed in the device to see images with a 3D effect. For the VR version, you'll need a smartphone running a custom Mattel app to recreate the effect (the device will also work with any other Cardboard-compatible app for more traditional VR experiences). The reels will still exist, however, and will be sold separately to provide different experiences, like giving you a view of Alcatraz or other iconic locations like a space shuttle. Mattel calls these scenarios "360 degree photospheres." [According to USA Today](#), the device primarily uses augmented reality and simple animations to create an immersive experience.

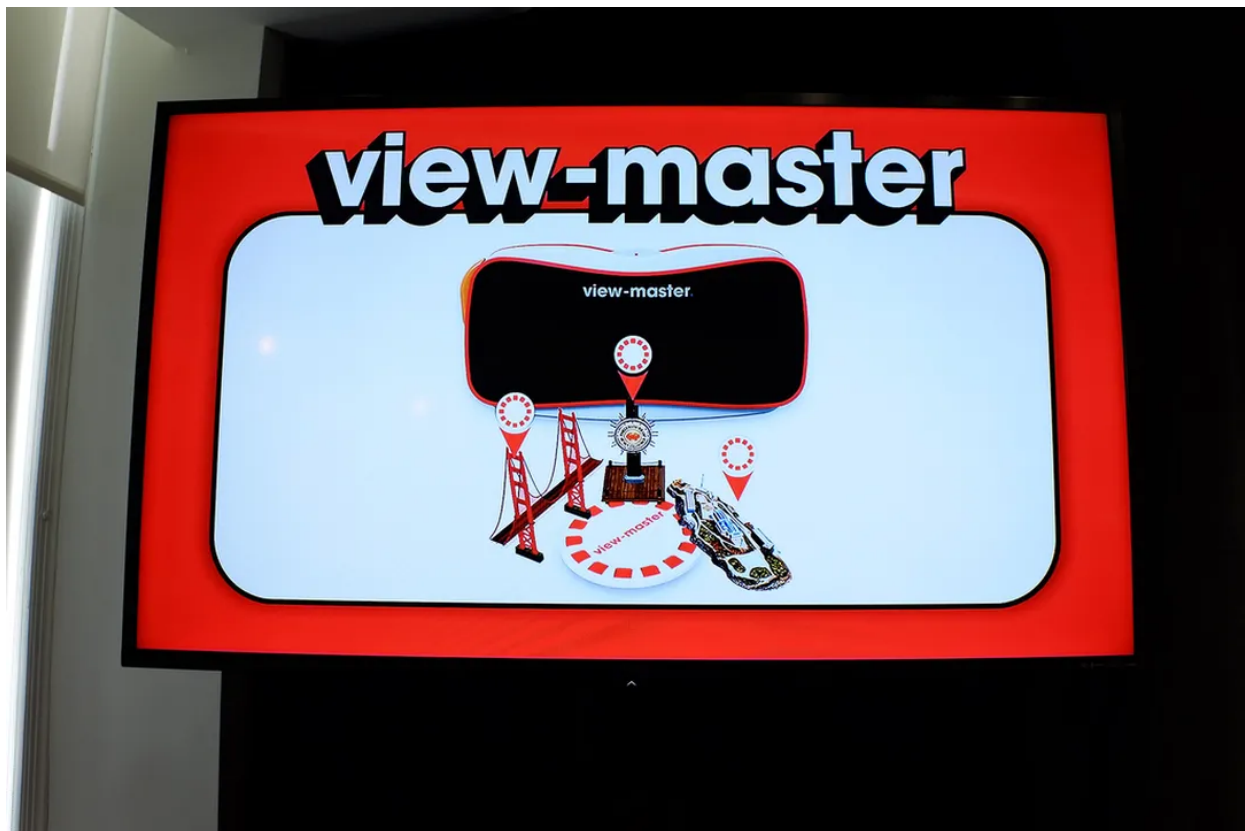
<https://www.theverge.com/2015/2/13/8033179/mattel-view-master-google-cardboard-vr>

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Mattel might also be dipping into its huge library of classic View-Master reels, which include licensed content like *Star Wars*, for the new device. "We're creatively trying to figure out ways to use the old imagery in ways that enhance the new experience," Mattel senior vice president Doug Wadleigh told *USA Today*. Google, meanwhile, sees the new device as a way to bring VR to a younger audience, with Google Cardboard product director Mike Jazayeri explaining that the View-Master is a way "to make immersive virtual reality experiences as accessible as possible for everyone."

The new device isn't expected to ship until the fall. The unit will retail for \$29.99, while additional reels will come in packs of four for \$14.99.



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