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DIY Virtual Reality Open Source Future

by **Patrick Buckley**

465
backers

$23,757
pledged of of $25,000 goal

19
days to go

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To make Virtual Reality, well, a reality, we need VR software to flourish. We've made accessible hardware a reality, now onto software!

San Francisco, CA Technology Share this project

Patrick Buckley

First created | **20 backed**

dodocase.com

See full bio Contact me

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About this project

What is DIYVR?

1 – Open, web-based software development tools for Virtual Reality.

2 – Accessible and adaptable Cardboard Smartphone VR toolkits that convert your smartphone into your very own Virtual Reality viewer

We've partnered with Virtual Reality pioneer, author, and developer extraordinaire Tony Parisi and his organization Third Eye to add VR support to the open source GLAM software. The proceeds from this campaign will help create software tools that will streamline web-based VR development.

Virtual Reality is the next new media platform, but its arrival has been hamstrung by expensive hardware and proprietary software. With your help, we can blow this industry wide open and accelerate its arrival by years. You can help any web developer be a Virtual Reality developer.

We'll reward you generously with some fun perks, but the real reward will be all the awesome Virtual Reality games, apps and experiences to come!

Rewards

Pledge $5 or more

9 backers

You will get your name on our thank you page and know you supported an open source future for Virtual Reality.

Estimated delivery: Dec 2014

Pledge $10 or more

7 backers

"DIYVR"Embroidered Velcro Patch with NASA space font. Show your support of OpenVR with this limited edition patch.

Estimated delivery: Dec 2014
Only ships to certain countries

Pledge $20 or more

50 backers **All gone!**

"EARLY BIRD" VR BASIC KIT: DC-1 Developer Cardboard Toolkit + Hat Mounted Display.
You get everything you need to turn your smartphone into a hands free VR device just add your smartphone and a hat for hands free VR. (Future MSRP $30)

Estimated delivery: Dec 2014
Only ships to certain countries

AS SEEN IN:

GIZMODO Slate THE VERGE
Forbes Mashable VICE

Pledge $20 or more

29 backers

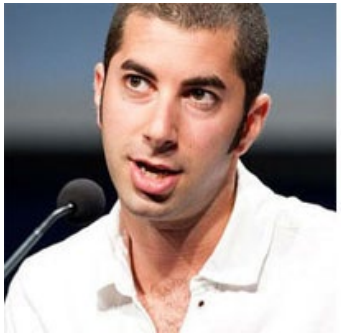
VR STARTER KIT: DC-1 Developer Cardboard toolkit. You get everything you need to turn your smartphone into a VR device just add your smartphone. This does NOT include DIYVR hat or hat mounted display system. (Future MSRP $28)

Estimated delivery: Dec 2014
Only ships to certain countries

Smart industry people agree:

James Lindenbaum, founder of **Heroku** and **Heavybit** said "Creating a platform for developers to build VR software with ease is the key to unlocking this huge and

exciting market. This project is a great start on that platform."



Jim Quanci , Senior Director Developer Network, **Autodesk** says *"With the now ubiquitous support for WebGL on virtually all devices and browsers, the Web is going 3D with a vengeance. This has created a huge opportunity for do-it-yourself VR that DODOcase and Third Eye are pursuing with encouragement and support from Autodesk that you can get in on too by funding this Kickstarter* *?*

David Catuhe from **Microsoft** (creator of Babylon.js) said *"We clearly need a way to get affordable virtual really on the web, I'm convinced that DIYVR is one of them."*

Pledge $25 or more

107 backers

VR BASIC KIT: DC-1 Developer Cardboard Toolkit + Hat Mounted Display.
You get everything you need to turn your smartphone into a hands free VR device just add your smartphone and a hat for hands free VR. (Future MSRP $30)

Estimated delivery: Dec 2014
Only ships to certain countries

Pledge $35 or more

100 backers **All gone!**

"EARLY BIRD" VR PRO PACK: DC-1 Developer Cardboard toolkit + Hat Mounted Display + DIYVR Hat with Embroidered Patch
You get everything you need to turn your smartphone into a hands free VR device just add your smartphone. (Future MSRP $50)

Estimated delivery: Dec 2014
Only ships to certain countries

DDC Tech., LLC - Ex. 2026, p. 5
Google LLC v. DDC Tech., LLC
IPR2023-00709

Taylor Freeman, Chief Evangelist , **UploadVR** said *"Making VR more accessible to the masses is key to the growth of the industry. The software and hardware goals of this campaign will help accelerate the industry and fuel the growth of the global Upload VR community. Please show your support and help us ensure the lasting success of VR!*

Mark Pesce, Futurist and Researcher said *"With DODOcase, billions of smartphones become windows into another world. It's the rebirth of VR - cheap, dirty, homebrew, and a lot of fun. Add in great, open tools - like GLAM - it's never*

Pledge $40 or more

126 backers

VR PRO PACK: DC-1 Developer Cardboard toolkit + Hat Mounted Display + DIYVR Hat with Embroidered Patch
You get everything you need to turn your smartphone into a hands free VR device just add your smartphone and hat. (Future MSRP $50)

Estimated delivery: Dec 2014
Only ships to certain countries

Pledge $100 or more

7 backers **Limited (93 left of 100)**

DEVELOPER 5 GIFT PACK without Hats: 5 DC-1 Developer Cardboard Toolkits + 5 Hat Mounted Displays (Future MSRP $150)

Estimated delivery: Dec 2014
Only ships to certain countries

Pledge $175 or more

10 backers

Limited (90 left of 100)

been so easy to explore the world inside our minds.

Rewards:
Virtual Reality Kits:

DEVELOPER 5 GIFT PACK with Hats: 5 DC-1 Developer Cardboard toolkit + 5 Hat Mounted Displays + 5 DIYVR Hats with Embroidered Patch You get everything you need to turn your smartphone into a hands free VR device just add your smartphone. (Future MSRP $250)

Estimated delivery: Dec 2014
Only ships to certain countries

Pledge $200 or more

3 backers **Limited (97 left of 100)**

DEVELOPER 10 GIFT PACK without Hats: 10 DC-1 Developer Cardboard Toolkits + 10 Hat Mounted Displays (Future MSRP $300)

Estimated delivery: Dec 2014
Only ships to certain countries

Pledge $275 or more

5 backers **Limited (5 left of 10)**

"EARLY BIRD":10x OCULUS DEVELOPER GIFT PACK: 10 DC-1 Developer Cardboard toolkit + 10 Hat

DC1: Developer Cardboard One - Smartphone Virtual Reality Viewer. Based on the DODOcase Smartphone VR Viewer, this developer version included not only our patent pending V1.2 Viewer, but also a Magnetic Input and a Leap Motion Mount. This kit is ONLY available on Kickstarter and will ship this year to all Early Birds.

Accessories:

Hat Mount – HMU – You've asked us for a way to strap the viewer to your heads, but that's no fun. The Hat Mount will allow you to mount the Cardboard VR Viewer to any baseball hat. Kickstarter exclusive.

Mounted Displays + 10 DIYVR Hats with Embroidered Patch
All for the price of a single Oculus DK-1 on Kickstarter. (Future MSRP $500)

Estimated delivery: Dec 2014
Only ships to certain countries

Pledge $350 or more

1 backer **Limited (99 left of 100)**

DEVELOPER 10 GIFT PACK with Hats - 10 DC-1 Developer Cardboard toolkit + 10 Hat Mounted Displays + 10 DIYVR Hats with Embroidered Patch
You get everything you need to turn your smartphone into a hands free VR device just add your smartphone. (Future MSRP $500)

Estimated delivery: Dec 2014
Only ships to certain countries

Pledge $1,000 or more

1 backer **Limited (4 left of 5)**

VIRTUAL LUNCH/DINNER: Lunch or Dinner for 2-3 people with Tony Parisi and the founders of DODOcase. We would love to host you at a restaurant

DIYVR Limited Edition Velcro Patch – Show your pride and support of the DIYVR movement with this limited edition patch.

of our choice in San Francisco and talk about the future of Virtual Reality or anything else you would like to pick our mind on.

Estimated delivery: Jan 2015

Pledge $10,000 or more

0 backers **Limited (1 left of 1)**

BE AN AMERICAN INDUSTRIALIST FOR THE DAY! Rent the DODOcase Factory and Team for the day. Laser cutters, CNC routers, 3D printers, Bookbindery and sewing studio all at your disposal (under our supervision) in San Francisco, CA. Dates to be arranged between Feb-Aug 2015.

Estimated delivery: Feb 2015

DIYVR Limited Edition Trucker Hat - Show your pride and support of the DIYVR movement with this limited edition Trucker Hat.

Use of proceeds:

With your support we will be able to build open source software that brings smartphone VR support to Tony Parisi's open source platform, GLAM.

Here are some of the things we will be able to build with your help:

PROJECT GOALS

DDC Tech., LLC - Ex. 2026, p. 10
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$25,000

GLAM with Cardboard Support

Render stereo VR for cardboard and do device orientation head tracking, all using easy tags in an HTML5 page and easy JavaScript API.

$50,000

Bootstrap of Mobile VR

Set of UI and interaction components to quickly build out DIYVR apps:

- Input: Gaze Tracking and Touch Handling
- Layout Managers: Cylinder, Sphere, Grid
- Heads-Up Display and Cockpit Controls
- Animations and Transitions

$150,000

DIYVR Server - First Edition

Upload and share 3D models, photos and videos from your favorite package, view in VR:

- 3D artists can upload models in FBX, OBJ, COLLADA and other industry-standard formats exported by popular tools such as Maya,

3ds Max, Blender and Sketchup.

- Easy upload of panoramic photos and videos.

- Users browse gallery of latest, most popular and categorized using our standard DIYVR viewer.

$250,000

DIYVR Server - Full Publishing Platform

Build and host full apps and share with the world with no download:

- In-browser development tool for easy app building.

- Templates for fast environment creation.

- Application hosting service a la Heroku.

$500,000

DIYVR II

Everything included above, and more:

- More features, more templates, more UI widgets, more service levels in the hosting platform.

- More hardware input mechanisms.

- Tell us what else you would like to see us add to GLAM in the comments.

How does Smartphone VR work?

·Place your phone inside of the viewer… and download VR apps right from the Google Play Store or Apple's App Store. In the future, with your support we want you to be able to use VR right in your web browser so you can navigate VR just like the Internet.

·Fire up your favorite VR app. Several are currently available for download free of charge, check out the DODOcase VR app on Android to find a list of what is availble already.

·Tilt your head. The phone’s gyroscope and accelerometer registers the movement in real time, passing it on to the software and the graphics chip to re-calculate the image you see.

·The software creates two distinct images, one for the left eye, and one for the right. Separate, with subtle changes to create the illusion of depth and 3D effect.

·The lenses make the screen both visible up close (the software tunes them specifically for this), while limiting the radius of each eye's viewable area… without seeing the edges, the brain interprets the full 180-degree experience required to be fully immersed.

·The addition of the patent pending trigger on the right side of the viewer, allows for more than just “looking around?? the 3D environment… go ahead and interact!

What about Oculus?

The Oculus Rift set out to create a virtual reality gaming headset tethered to a

computer. Via Kickstarter they were able to raise $2.5 million selling developer kits costing $300 and a year later they were sold to Facebook for billions. It's a great product, but it is expensive and now tightly controlled. We believe in order for Virtual Reality to be successful, it has to be mobile, it has to be accessible and it has to be open, like the web.

Risks and challenges

DODOcase has our own factory and is very familiar with the challenges of manufacturing and fulfilling hundreds of thousands of products. We have already tested all of the products we are offering as rewards and know they work and how to manufacture them.

There is always risk in building hardware, potential unexpected delays in materials or errors. We believe we have taken all appropriate steps to minimize these risks and feel very confident in our ability to keep our word on delivering all products on the promised timeline.

Software development also has risks. Things can be more difficult to implement than anticipated. Given Tony Parisi's experience with WebGl and 3D development we think we have a world expert who understands all of these risks and will be able to develop world class open source software.

Learn about accountability on Kickstarter

FAQ

Have a question? If the info above doesn't help, you can ask the project creator directly.

Ask a question

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