

WHO'S WHO IN VIRTUAL REALITY

FORGET ABOUT THE CLUNKY HELMETS, VR IS HERE TO STAY THANKS TO THESE GENIUSES (EVEN IF THE HEADSETS AREN'T...)



THE AIR BENDER

Who? Tom Carter
Where? Bristol, UK
Follow @ultrahaptics

Carter's research into ultrasound technology during his PhD led to papers, patents and his company, Ultrahaptics, in 2013. Now the world leader in mid-air haptics (in his words: "Creating the sense of touch in mid-air"), its VR allows the control of technology without touch, while giving the feel of physical contact. Applications are sterile environments, automated vehicles, smart homes and offices.



THE VISIONARY

Who? John Elvesjö
Where? Stockholm
Follow @JElvesjo

Imagine flicking a virtual switch with your eyes. Fifteen years in development, the Tobii EyeChip, based on an original innovation by this intellectually gifted Swede, is the first technology that allows just that, thanks to eye-tracking functionality that's set to be installed in mass-market VR headsets. It's kind of a big deal, as eye tracking is set to be the way we interact with virtual worlds in future.



THE AGITATOR

Who? Catherine Allen
Where? Bristol, UK
Follow @_CatherineAllen

Allen's Limina Immersive exists to wrestle VR headsets away from the clutches of affluent early adopters and place them in the hands of the masses. Columnist, speaker, Bafta winner (as producer for the BBC's first VR experiences) and advocate for women in VR, Allen has helped start a conversation about the potential of VR, and her company's pop-up VR theatres showcase pioneering content.



THE BIG THINKER

Who? Guillaume Chican
Where? Paris
Follow @HoloLamp

While most folk are still noodling around with headsets, Chican's plan is to change the face of VR/AR by creating a technology that doesn't require wearable equipment. HoloLamp's projection technology is set to change the way we view content by creating a 3D illusion that exists in the air and, while there are still elements to iron out, this exciting tech blurs the lines between virtual and reality.