

Date: 19/05/2016

Google announces Daydream: Expert Analysis

Google has been very vocal about Virtual Reality throughout Google I/O. Our virtual reality expert, Daniel Colaianni, has been following the events as they unfold analysing every details.

Along with the "VR and Google" session held on Thursday, Daniel has released his expert opinion on what Google has in store for us in terms of VR.

"From what we've seen this year at Google I/O, it's clear that Google is very serious about Virtual Reality and is taking steps to ensure they stay at the forefront of the industry. Daydream is very interesting, particularly as developers have been crying out for a way to unify hardware and software together, but what's even more interesting is that they'll now be competing directly against Samsung Gear VR, which as so far monopolized the mobile VR experience"

"With Google highlighting the fact that there is twice the amount of mobile users to PC users (3 billion mobile users vs. 1.5 billion PC users), we think it's safe to say Google knows how the environment for mobile VR is going to evolve. When a phone can now be more powerful than a 5 year old laptop, it clearly highlights that mobile technology is evolving at such a fast rate. So fast in fact, that VR technology needs to adapt now to accommodate the future. If the Daydream platform, headset and controller highlights one thing, it's that Virtual Reality is evolving and it's going to be a very big deal."

VR Bound's expert, Daniel Colaianni, will be following further updates and developments on Google VR and Daydream as they unfold. For more, see our recently released feature on Google's standards for VR: <https://www.vrbound.com/features/google-standards-for-virtual-reality>

Daniel is available for further analysis, research, quotes, or interviews from members of the press.

For any press and media enquiries, please contact:

Daniel Colaianni | Co Founder & Industry Expert
daniel@vrbound.com | +44 (0) 1206 598 016 | Skype: VRBound



About VR Bound

Our goal is to help consumers in choosing their dream headset without any hassle, so they can enjoy the most immersive VR experience best suited to them. We do this by providing the right resources and tools necessary to make informed decisions, enabling consumers to understand the full potential of VR.

With the VR industry booming, we actively evolve with the industry to enhance and support new technology and advancements in VR, and hope to inspire a new generation of users, young and old, by showing them the endless possibilities of VR.



About Daniel Colaianni

Daniel Colaianni has been a source of information for major media platforms including CNBC. Widely considered as an emerging expert on virtual reality and video games, Daniel organised and managed Essex's largest game industry event with influential sponsors such as Amazon UK and Unity 3D. His growing experience within the games and technology industry has allowed him to adapt quickly and successfully enter emerging markets.

For any press and media enquiries, please contact:

Daniel Colaianni | Co Founder & Industry Expert
daniel@vrbound.com | +44 (0) 1206 598 016 | Skype: VRBound

