

# Redefine Reality with an Inside View of Our Products at Pure//Accelerate



We cannot wait to see you at Pure//Accelerate. If the words “virtual reality” conjure up memories of that Forte VFX1 headset ranked high on your Christmas wish list circa 1995, it’s time to enter the new age of VR. Sure, virtual reality gained a solid reputation for transporting tech-savvy ’90s kids to galaxies far, far away. But these days, VR is sleek, sophisticated, and shockingly lifelike.

Before kids lined up to play Legend Quest on the local arcade’s Virtuality system, VR was making waves in the sci-fi world. Writers like Stanley G. Weinbaum started dreaming up ways to transcend time and space via technology before the 1950s, and the first augmented reality head-mounted display system wasn’t developed until the late ‘60s. VR became popular thanks to companies like Atari and VPL Research in the mid-’80s, and the gaming industry indulged in the ‘90s before the internet revolutionized the way we interface with technology. That’s when others in the medical, military and travel industries recognized the merits of VR and adopted it for training purposes. Now, thanks to platforms like Google Street View, VR has made a triumphant return to the consumer spectrum.

## More at Pure//Accelerate

Enter [Oculus Rift](#): the most crazy-advanced VR innovation you never knew you needed in your life. We didn’t know we needed it either until it came time for us to brainstorm ways to showcase our products and technology to customers in parts of the world beyond the Bay Area. Rift is so jarringly real, it may start to feel like the “virtual” descriptor is obsolete—as far as the senses are concerned, this really *is* reality. Combining state-of-the-art displays and optics, a high refresh rate, low-persistence display and a custom low-latency constellation tracking system to create an insanely immersive experience, Rift is unlike anything you’ve ever experienced. It’s safe to say we’re obsessed.

Which is why we’re so stoked to use Rift for something we’re equally obsessed with: our products. We decided to enlist technology just as cutting-edge and innovative as ours to give attendees an inside look at our products via walking virtual reality tours at Pure//Accelerate, March 14 and 15 at San Francisco’s Pier 48 and AT&T Park. VR offers a uniquely detailed inside look at the technology that powers Pure, so don’t miss out—register now for Pure//Accelerate 2016 and get your virtual reality on!