

DIGITAL Hearts to Provide VR Sickness Scoring Service

~Quantifying the Likelihood of Experiencing VR Sickness and Supporting Preventive Measures~

DIGITAL Hearts Co., Ltd. (hereinafter referred to as “DIGITAL Hearts”), subsidiary of Hearts United Group Co., Ltd., is pleased to announce that it will start to provide a new VR Sickness Scoring Service in August 2016.

DIGITAL Hearts provides debugging services to detect and report software bugs through operations tests mainly conducted on consumer games, mobile content, and entertainment devices from the perspective of the end user.

Recently in the game industry, the development of VR content is well under way with a steady stream of head-mounted VR displays becoming commercialized. In particular, expectations are high for the PlayStation®VR, which is scheduled for release in October 2016. More than 230 companies, including 35 domestic companies, have expressed intentions to participate in the development worldwide.

Meanwhile, symptoms such as discomfort, fatigue, and VR sickness can be caused by the VR content if the user feels even slightly uncomfortable due to the depth, overlap, motion speed, or other factors. It is essential to develop content of a quality better than what has been available. As a result, debugging is becoming increasingly important and the demand for it continues to expand.

Keeping in mind that this service is expected to increase, Digital Hearts formed a dedicated debugging team before other companies and sought to gain experience with the service. The company has also been moving forward with research on technology and is gaining the unique know-how required for debugging VR content.

Reducing VR sickness is an issue unique to VR content and it is expected that content development will factor in differences in bodily sensations for a broad range of users. With its focus on VR sickness, DIGITAL Hearts has been working on quantifying the likelihood of experiencing the sickness, an abstract concept, and accumulating relevant data through the validation of different genres of VR content for a variety of individuals of different genders, ages, and backgrounds, selected from more than 8,000 registered testers.

This research resulted in the successful quantification of the likelihood of experiencing this sickness using the evaluation, the comparison, and the analysis of academically itemized biological records before and after playing, based on symptoms, such as headache, dizziness, and the amount of saliva and perspiration. It also enabled a comprehensive evaluation of VR sickness for targeted users based on the accumulated data. In light of these results, DIGITAL Hearts decided to launch a new service, naming it the VR Sickness Scoring Service.

VR Sickness Scoring Service will provide a report of survey results in which the statistical likelihood of experiencing the sickness is presented by evaluation of items. This evaluation will show if surveyed VR content in general tends to cause sickness or if the content is appropriate for continuous use. In addition to the reports, DIGITAL Hearts will conduct action-by-action analyses for items with a serious likelihood of causing VR sickness and make concrete proposals for their improvement. By doing so, DIGITAL Hearts seeks to support the development of content that makes the most of VR gameplay and immersion.

Through the use of the accumulated unique knowhow and strengths of our group, we will continue to improve our corporate value not only by creating new businesses and enhancing competitiveness but also by supporting the development of high-quality products.



* The names of the respective companies, their services and products are the trademarks or registered trademarks of the companies concerned.

[Contact details for inquiries]

Ms. Yasumaru

IR/Corporate Communications Officer , Corporate Planning Division

Hearts United Group Co., Ltd.

Tel.: +81-3-6406-0081 (Mon-Fri: 09:30-18:30; weekends/public holidays: closed)

Profile of Hearts United Group Co., Ltd.

Hearts United Group URL : <http://www.heartsunitedgroup.co.jp/>

Date Established : October 1, 2013

President & CEO : Eiichi Miyazawa

Headquarters : 6-10-1 Roppongi, Minato-ku, Tokyo

Business activities of group : Debugging business, media business, creative business and other businesses