



Wolf Siegert

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Dr.phil.

Handwritten musical score on aged paper, featuring multiple staves of music. The score includes various musical notations such as notes, rests, and clefs. The tempo marking "Allegro" is visible on the left side. The piece is identified by the number "[B. W. 15, 267]" in the upper right corner. The word "unifon:" is written below the second staff, and "unifon:" appears again below the third staff. The manuscript is signed "J. S. Bach" in the upper right corner.



Allegro: [B. W. 15, 267] J. S. Bach

unifon:

unifon:

Die Wirklichkeit

**als
Matrix**



Die Matrix

als

WIRKLICHKEIT

KRZY
ŻEW
MUSIC

KRZY
ŻEW
MUSIC



Willkommen im Haus des Rundfunks

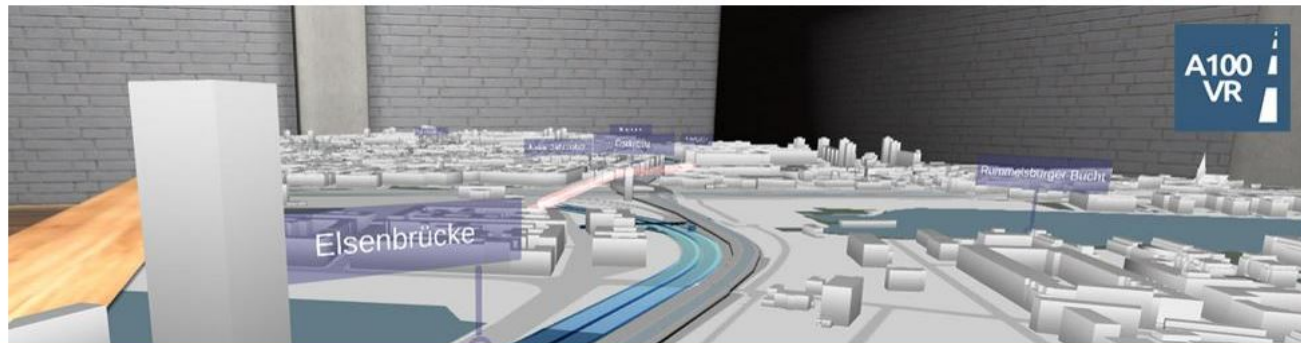
Der rbb

360° VR



WILLKOMMEN IN DER VIRTUELLEN REALITÄT!

Erleben Sie rbb-Produktionen aus einer völlig neuen Perspektive: Mittendrin als wären Sie live dabei. Starten Sie hier und jetzt Ihr 360°-Erlebnis mit einfachsten Mitteln: Sie brauchen nicht mehr als Ihr Smartphone und eine kompatible VR-Brille.







25.06.2019, 19:49 Uhr



Fast alle 400 Loewe-Mitarbeiter müssen gehen

Der Kronacher TV-Hersteller Loewe stellt am kommenden Montag den Betrieb ein. So reagiert die fränkische Traditionsfirma auf die erfolglose Suche nach einem weiteren Geldgeber. Bis auf zehn bis 15 Beschäftigte werden alle Mitarbeiter freigestellt.

<https://www.br.de/nachrichten/wirtschaft/tv-hersteller-loewe-stellt-fast-alle-400-mitarbeiter-frei,RUQKvUA>



„TV digital: Die Zukunft der Medienwelt“

1 2



<https://www.wagner.tv/?p=16559>



Themen – Titel - Timeline

- Intro
- Kleine Formatgeschichte von 3:4 bis 360°
- Flashbacks:
VR-Geschichte(n) | Face-Book mobil | on screen / on stage
- Outlook: Next Reality
- Flashback: The Cage <-> The Cave
- Projektion -> Screen -> Move -> 360°
- Die Wieder-Entdeckung von Raum und Zeit
- Roll-back: from-virtual-to-Reality
- Alles oder Nichts? Mit-Teilen statt Beherrschen



Discolo  *Monda*

Ristorante

Discolo
Monda

do



20
19

Ingo Zamperoni, tagesthemen

06

21



<https://www.morgenpost.de/vermishtes/art-icle226252223/Warum-Ingo-Zamperoni-bei-den-Tagesthemen-Yoga-machte.html>



IRIS® Media



Juni 2019



Juni 2019

Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag
27 Aldi oder Lidl? TomTom oder Garmin?	28 2039 Explained	29 "Tunichtgut" Security Fake News	30 The "Wo-da-fone?" VatertagsChallenge	31 Commencement Addresses by Merkel & Trump	1 Kippah תפילין für Alle?!	2 Gedenk-Chor für Benno Ohnesorg
3 Support Calls, Please!	4 Zum schleichenden Tod der Volksparteien (I)	5 Preview: #beBETA @BDZV Preview: Happy Birthday, Monika!	6 Preview: Hat jemand eine Idee...	7 70 Jahre Radio Geschichte(n) von Norbert Joa	8	9 Zum Karneval der Kulturen: das alternative Schuh- Foto
10 "Never Forget"	11 Gespräch mit Medienschaffenden aus Gaza	12 Das Waren-Marken- Wert-Versprechen	13 † Piet: "allennig, un doch da für us all"	14 HM 035 Idea Development & "Dinking" (I) Tagsüber in Köln?	15 ... abends in Berlin!	16 Kein DC3 Sonntags - Foto über dem Brandenburger Tor
17 Das Tagesprotokoll Statt Lindbergh: v.d. Leyen & Co. "au Bourget"	18 FRAnny SEMMI Wir sind ... DAS_MENSCH	19 F. A. Kittler in der NZZ	20 New Media Composer	21 HM 035 Idea Development & "Dinking" (II)	22 Preview: HM 035 Idea Development & "Dinking" (III)	23 Zwei Frauen zum Sonntag(s-Foto)
24 Next Reality? IRT et al. @rbb (The Making of...)	25 Next Reality? IRT et al. @rbb (I)	26 Next Reality? IRT et al. @rbb (II)	27 Preview: ARRI Broadcast Day	28 Preview: HM 035 Idea Development & "Dinking" (IV) Preview: Neue Schufa - AGBs	29 HM 035 Idea Development & "Dinking" (V)	30



Ein kleine FORMAT-Geschichte

<https://www.tarihiolaylar.com/galeriler/yakin-tarihin-hayatinizi-sorgulatacak-en-iyi-26-karikaturu-688>



Oliver Schopf, Österreich 2017 Wahlarena total:
« Wahlen bringen auch den Hype an TV-Duellen, -Diskussionen, -
Konfrontationen, Wahlarenen und dergleichen mehr«

http://www.oliverschopf.com/html/d_pol_kar/einzel_o/wahl_arena_tv_duell.html





16:9 top

14:9 top

>16:9

Full

4:3

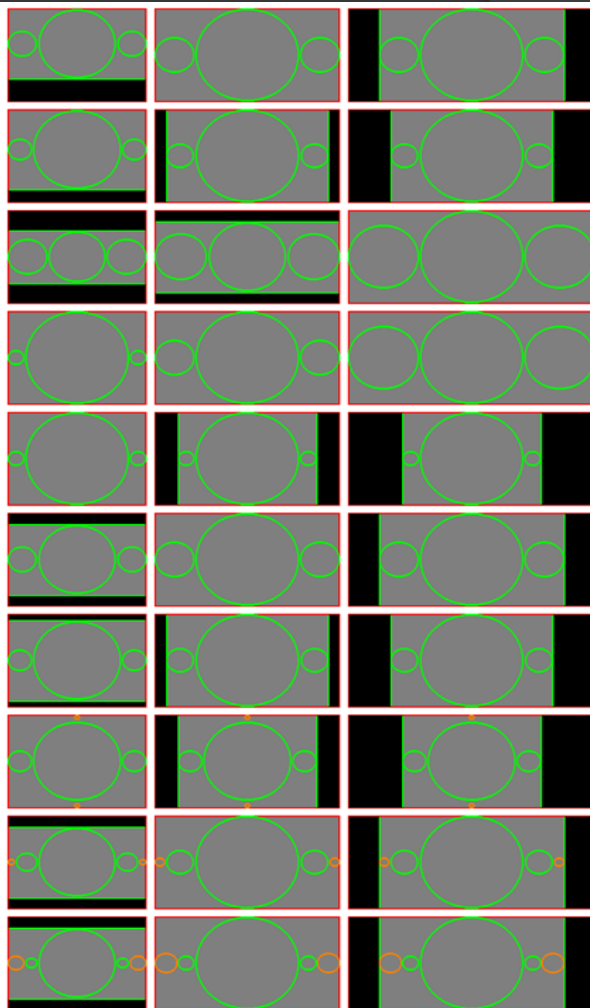
16:9

14:9

4:3 (14:9)

16:9 (14:9)

16:9 (4:3)



<https://www.instructables.com/id/How-to-Convert-a-4-3-Video-to-16-9/>

<https://theaterhouse.co.jp/aspect.html>

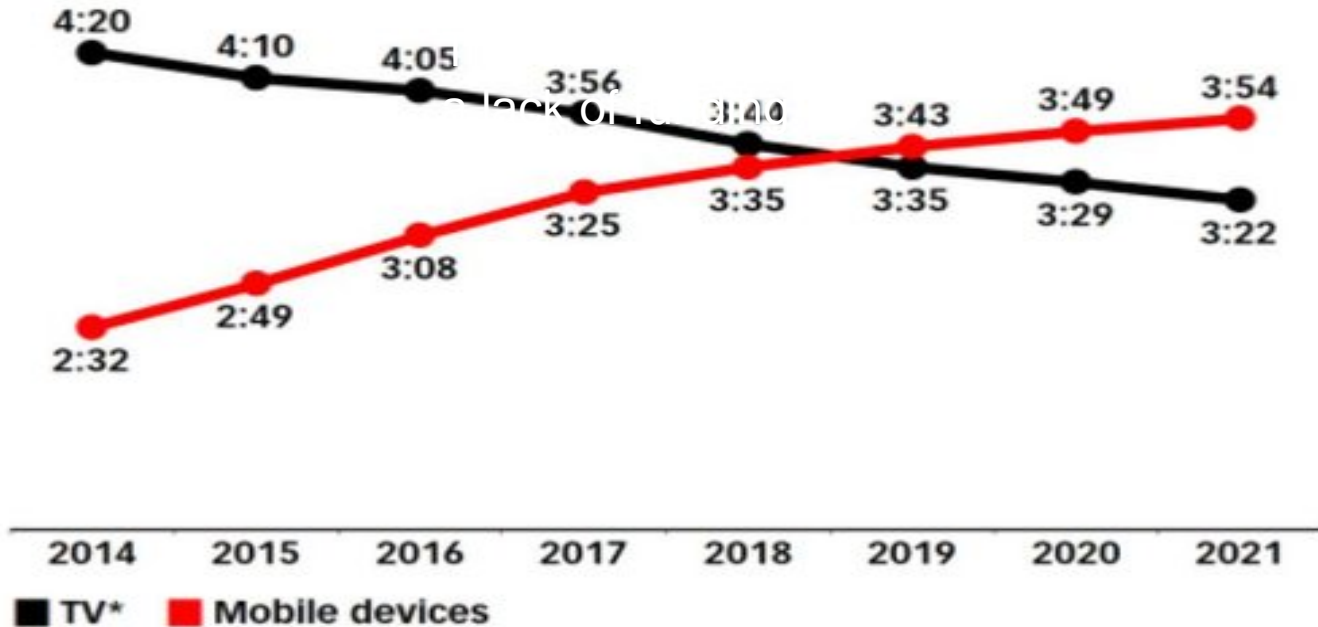
https://en.wikipedia.org/wiki/Active_Format_Description

[#/media/File:AFDChart.png](#)



Time Spent With Mobile Overtakes Television. But TV Remains Dominant Video Platform

Hours/minutes spent daily with TV sets vs. mobile devices



Source: eMarketer. Base = time spent by U.S. adults 18+ on each medium, regardless of multitasking.
*Excludes digital.

<https://www.mediapost.com/publications/article/336600/ti-me-spent-with-mobile-overtakes-television-but-t.html>



IRIS® Media

Square and Vertical boost ad awareness

Ad Awareness

*Uplift of all mobile specific formats vs TV spot
on mobile % of those who say « yes »*

+7%



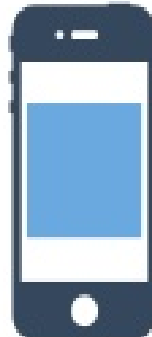
15 - 20"

+20%



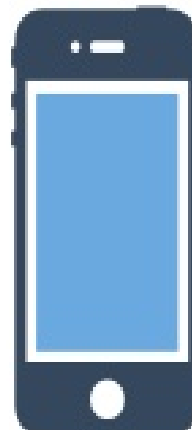
Subtitled

+60%



Square

+83%



Vertical

Amongst those who enabled the format to play
Q: Do you remember seeing this ad among the ads you just saw?

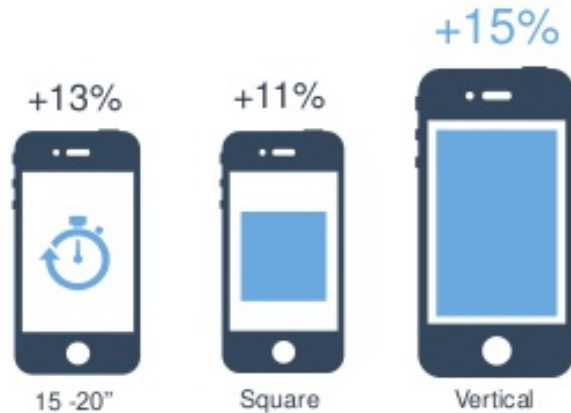
Teads



How can ad formats and technology resolve the creative limitations for brands?

Mobile customised ad formats yield higher brand opinion change than TVC in a landscape format

Impact of the format in the brand opinion change
Top 3 box –average indexed on TV spot uplift



Q As a result of seeing this ad, would you that you have...
10 grid scale from = a much worse opinion = to = a much better opinion =
Base : all respondents

Formats adapted to mobile generate more brand favorability





Best VR Phones: What VR smartphone is the best for Virtual Reality?



<https://vr-junkies.com/us/best-vr-smartphones-cardboard>



Flashback: VR- Geschichte(n)



<https://store.steampowered.com/app/245730/Flashback/>



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„Your Future in VR“ 18.10.2016

Augmented World Expo in Berlin



<https://youtu.be/cWkWJvcuIR8>



IRIS® Media

Our Ancestors:

“...the inventor of printing was our first geek, the original technology entrepreneur”



Our Ancestors: Louis Daguerre

Though he is most famous for his contributions to photography, he was also an accomplished painter and a developer of the [diorama](#) theatre



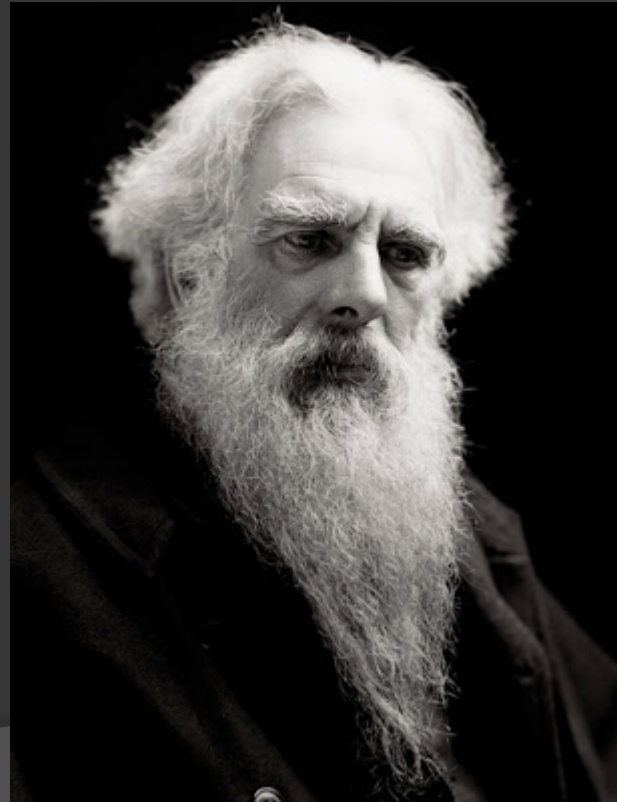
1
8
2
2

Louis Daguerre/Charles Marie Bouton



Our Ancestors: Eadweard Muybridge

For four days he lay in a coma and then for three months after awaking, he had double vision and could not smell, taste, or hear.



Our Ancestors: Eadweard Muybridge

VIEWS OF THE PACIFIC COAST,
HELIOS,
Cosmopolitan Gallery of Photographic Art,
415 Montgomery St. San Francisco.



236

CALIFORNIA.—Yosemite Valley. *Yosemite Falls* 2700 ft.

Entered according to Act of Congress, 1868, by EDW. J. MUYBRIDGE, in the Clerk's
Office of District Court, U.S., District California.

Our Ancestors: Carl Gustav Jung



"Your vision will become clear only when you can look into your own heart. Who looks outside, dreams; who looks inside, awakes."

Carl Jung



Our Ancestors: Theodor W. Adorno

„Es gibt kein richtiges Leben im falschen“

- There is no real life in a false one
- But it is false not to anticipate real life in VR:
- It is a public-private escape into preconfigured presentations to experience the well-un-known
- It has an incremental past in our personality, inscripted in the national heritage of our cultures
- VR will be successfull, if you'll start crying: but your tears will force you to take off the mask



Our Forerunners: AR/VR 2016-19



Mark Zuckerberg
21. Februar in der Nähe von Barcelona, Spanien · 🌐

Robert Scoble, Tom Stacko, Kate Roucht · Top-Kommentare · und 643.873 anderen gefällt das.

36.425 Mal gefeilt · 14.930 Kommentare

Marek Rybicki Damn, it's kind of creepy
👍 27.578 · 21. Februar um 11:55
👇 Vorherige Antworten anzeigen

Marek Laseraj The future looks fucked up
👍 799 · 21. Februar um 12:07
👇 Weitere Antworten anzeigen

Roni Weinstein Mark - doesn't it feel strange to be the only one walking with your real eyes, while everyone else are zombies in the matrix?
👍 14.788 · 21. Februar um 11:59
👇 124 Antworten

Mark Richard Smith-Masley I don't want to live in a world like this. I want to be able to touch a flower in bloom, and smell it. I want to be able to hug someone, and feel their love in person. I want to watch a sunset with a tear roll down my cheek. I want to be able ... Mehr anzeigen



„Wie Zombies in der Matrix“ Andrea Diener FAZ



<https://www.faz.net/aktuell/feuilleton/m Medien/facebook-gruender-mark-zuckerberg-auf-der-mwc-in-barcelona-14084107.html>

„Wie Zombies in der Matrix“ **Andrea Diener FAZ**



20
17

Mark Zuckerberg gestures while addressing the audience during a meeting of the APEC (Asia-Pacific Economic Cooperation) CEO Summit in Lima, Peru, November 19, 2016 (Reuters)

**MARK ZUCKERBERG SAYS VIRTUAL
REALITY IS BETTER THAN THE
'LIMITED' REAL WORLD**

<https://www.independent.co.uk/life-style/gadgets-and-tech/news/mark-zuckerberg-virtual-reality-better-real-world-comments-yr-a7955546.html>



‘Mark Zuckerberg Says It Will Take 10 Years for Virtual Reality to Reach Mass Market’

<https://www.technologyreview.com/s/600915/mark-zuckerberg-says-it-will-take-10-years-for-virtual-reality-to-reach-mass-market/>



20
16

B
E
R
L
I
N

T
U
K
I



<https://www.gq.com/story/mark-zuckerberg-gray-t-shirt-running-berlin>





„Unser Ziel ist es, nicht nur in VR/AR zu gewinnen, sondern es auch schnellstmöglich auf den Markt zu bringen“

<https://www.businessinsider.de/mark-zuckerberg-hat-in-einer-2500-wort-e-mail-erklart-wie-facebook-die-virtuelle-realitaet-beherrschen-will-2019-2>





AdobeStock_163539926.jpeg



IRIS® Media

Virtual Reality Business Report

"The Manual for adding Value to your Business"



Take advantage of Virtual Reality
With our VR Business Report



facebook

10 YEAR ROADMAP

20
19



‘Our goal is not only to win,
but to accelerate its arrival’

Ben Lang, Feb 14, 2019 Facebook wanted to buy Unity for strategic positioning against Apple and Google

20
19



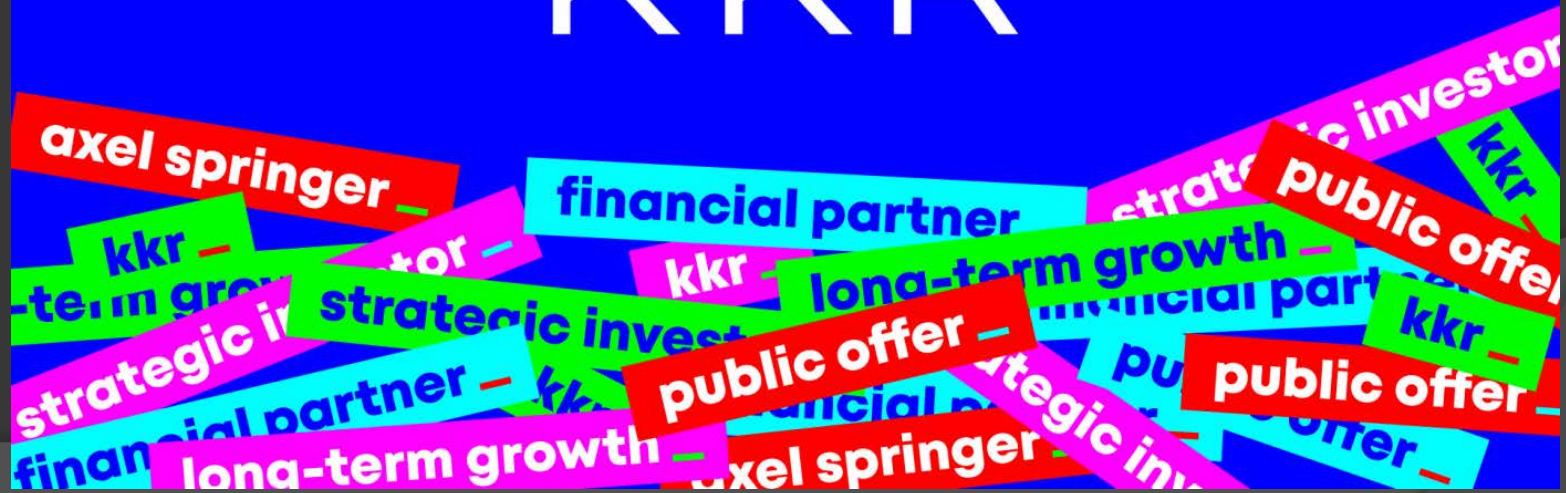
<https://www.facebook.com/zucker/videos/10107028374517921/>



“Axel Springer enters into investor agreement with KKR to support long-term growth strategy”



KKR



<https://www.axelspringer.com/en/press-releases/axel-springer-enters-into-investor-agreement-with-kkr-to-support-long-term-growth-strategy>



20
19
06
12



Handwritten musical score on aged paper, featuring multiple staves of music. The score includes various musical notations such as notes, rests, and clefs. The tempo marking "Allegro" is visible at the top left, and the reference "[B. W. 15, 267]" is written in the upper right corner. The piece concludes with the word "fine" at the top right. The manuscript is annotated with several performance directions: "Allegro:" at the top left, "alluni fero:" on the second staff, and "uni fero:" on the third staff. A large white question mark is overlaid on the left side of the page. The paper shows signs of age, including yellowing and some staining.

2

Flashback: Film / Stage & VR



20

19

05

Immersion im „Kino der Zukunft“



Franzi Knoefel, Weischer.Media

<https://www.youtube.com/watch?reload=9&v=zE7PKRjrid4>



Flashback: Film / Stage & VR



Gründung Virtual Reality e.V. Berlin – Brandenburg am 27.04.2016



<https://virtualrealitybb.org>





Wolf: just joint the
to tear down
the 4th wall



#AWE2016

20
19

Abschied von der analogen Welt

06

18

2.1

Ralph-Jörg Wezorke GF Lightpower
Interview auf der Stage|Set|Scenery

<https://www.stage-set-scenery.com/Press/MediaCenter/>



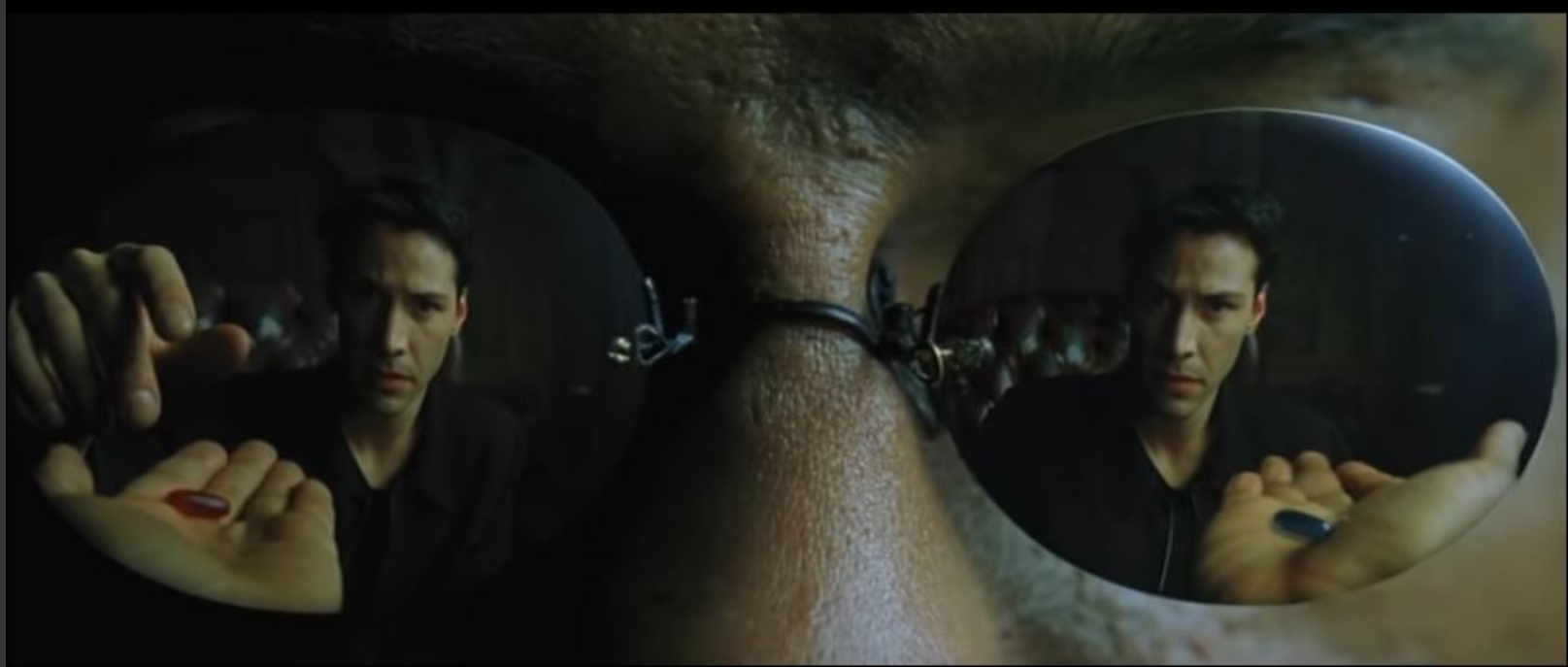
19
99

Morpheus fragt Neo: *“Red Pill or Blue Pill?”*





Neo in The Matrix: *“Red Pill, not the Blue Pill”*



<https://www.youtube.com/watch?reload=9&v=zE7PKRjrid4>



Adagio: [B. W. 15, 267] *pp*

Staccato:

alluni fero:

uni fero:

pp

3

Projektion -> Screen -> Move



<https://www.sinndeslebens24.de/platons-hoehlengleichnis-aus-dem-dunkel-ins-licht>



Flashback: Das Höhlengleichnis



<https://derdesperator.wordpress.com/2014/08/10/rtl-als-platons-hohle/>



Platon: „Politeia“, Kap. 7



Platons
Höhlen
gleichnis

<https://www.blogvombbleiben.de/platon-s-hoehlengleichnis/>



Platon: „Politeia“, Kap. 7

- ⦿ (514a) Μετὰ ταῦτα δὴ, εἶπον, ἀπείκασον τοιοῦτω πάθει τὴν ἡμετέραν φύσιν παιδείας τε πέρι καὶ ἀπαιδευσίας. ἰδὲ γὰρ ἀνθρώπους οἷον ἐν καταγείῳ οἰκήσει σπηλαιώδει...

Danach, fuhr ich fort, betrachte nun unsere menschliche Natur in Bezug auf Bildung und Unbildung mit folgendem Zustand: Stelle dir nämlich Menschen vor in einer höhlenartigen Wohnung unter der Erde, mit einem nach dem Licht hin geöffneten und längs der ganzen Höhle hingehenden Eingang; darin Menschen, die von Kindheit auf an Schenkeln und Hals gefesselt sind, so dass sie dort bleiben und nur nach vorn schauen müssen, aber den Kopf wegen der Fesseln nicht umzudrehen vermögen; das Licht scheine ihnen von oben und von fern von einem Feuer hinter ihnen; zwischen dem Feuer und den Gefesselten sei oben ein Querweg; entlang diesem stelle dir eine kleine Mauer gebaut vor, wie sie die Gaukler vor dem Publikum haben, über die sie ihre Wunder zeigen.



„RTL als Platons Höhle“



<https://faszinationmensch.com/2017/08/11/platons-hoehlengleichnis-auf-die-heutige-zeit-uebertragen/>



Entdeckung des Raumes. Die Bewegung im Raum. Die Welt als Raum.



<https://www.sinndeslebens24.de/platons-hoehlengleichnis-aus-dem-dunkel-ins-licht>



Aufbrechen – Aufklärung – Künstliches Er-leben

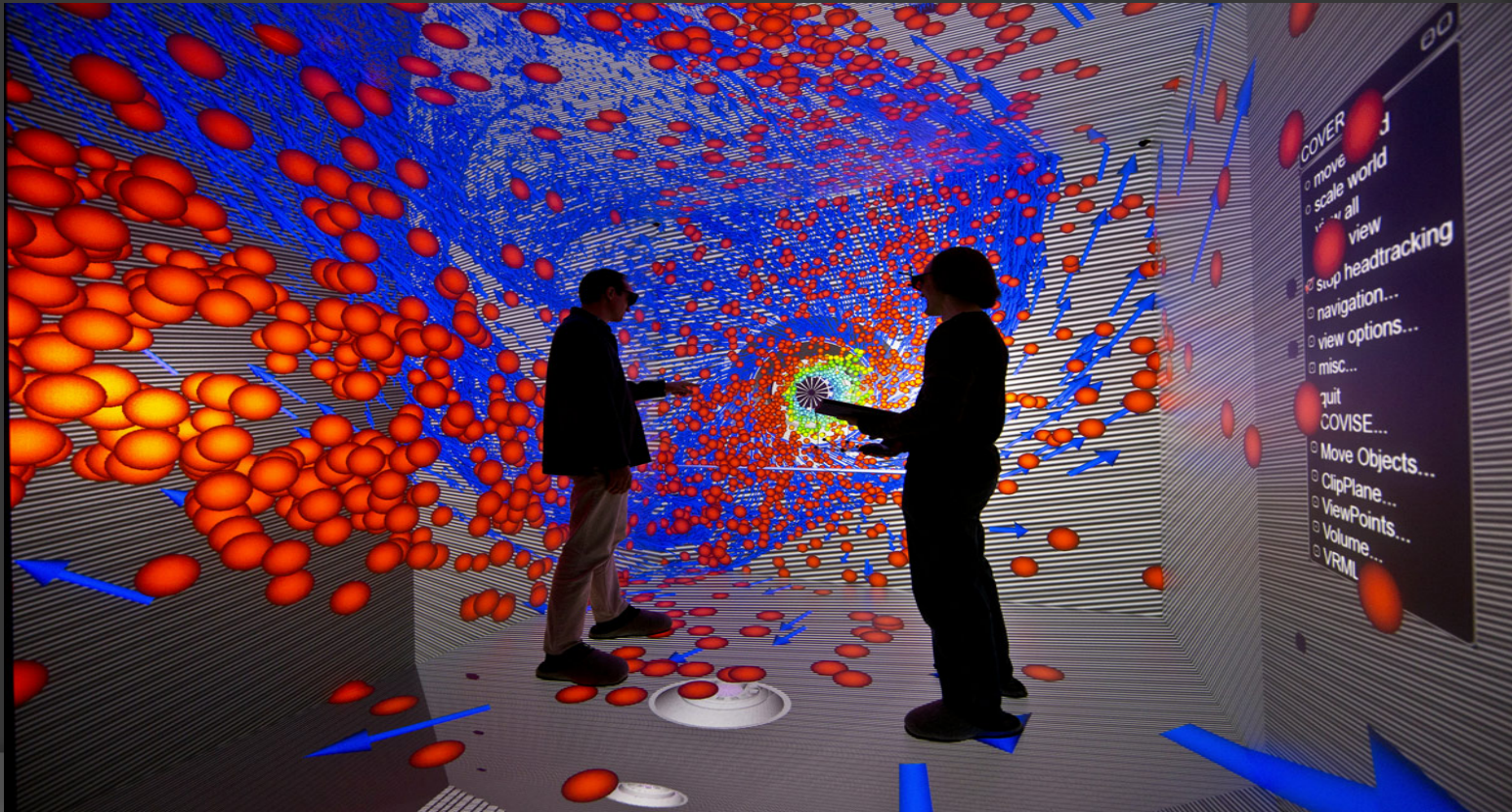


https://www.zweite-aufklaerung.de/wp-content/uploads/2012/02/Gedanken-durch-die-Zeit_Wolfgang-Pfensig_pixelio.de_.jpg



Flashback: The Cage <-> The Cave

The walk-in VR room for complete immersion into the virtual environment



<http://viscon.de/en/vr-2/vr-cave/>



GOLDEN NICA 1992, ORF Oberösterreich (sic!)
Home of the Brain
Monika Fleischmann, Wolfgang Strauss



GOLDEN NICA 1992 by ORF Oberösterreich (sic!)

Home of the Brain

Monika Fleischmann, Wolfgang Strauss

- "Home of the Brain" stands as a metaphor for a totally new form of public space. It becomes the centre for cultural reflection of the new technologies. The architecture is combined with contradictory opinions and philosophical views, which transform the virtual environment into a symbolic space. We join different standpoints under a common roof - a debate between the most widely diverging views, a symbolic dispute between argumentative spirits.
- Four houses are placed around a central labyrinth. Trees of knowledge are invested with ancient characters. It is an archaic world of symbols. A world of archetypes, which resembles C.G. Jung's concept of the collective unconscious. The "world" of philosophers is usually a symbolic space of words and thoughts. We transmit this world into a virtual space by using light, colours, shapes and words.



STEAM: The Cave VR

an experience designed to make you feel sensations nearly impossible in real life without physical danger



https://store.steampowered.com/app/723510/The_Cave_VR/



Virtualware: Altamira VR Experience with a Samsung VR Gear to discover the pictorial secrets of the cave in Santillana del Mar.



<https://www.digitalavmagazine.com/en/2016/03/23/la-realidad-virtual-permite-descubrir-los-secreto-de-la-cueva-de-altamira/>



A Virtual Reality Replica of the Paleolithic Cave Chauvet



<https://www.iim.fr/en/a-virtual-reality-replica-of-the-paleolithic-cave-chauvet/>

Handwritten musical score on aged paper, featuring multiple staves of music. The score includes various musical notations such as notes, rests, and dynamic markings. A large white number '4' is overlaid on the left side of the page.

Handwritten text at the top left: *Adagio*

Handwritten text at the top right: [B. W. 15, 267]

Handwritten text on the right side: *per se*

Handwritten text below the first staff: *Allegro*

Handwritten text below the second staff: *alluni fero:*

Handwritten text below the third staff: *uni fero:*

Handwritten text below the fourth staff: *per.*

Handwritten text below the fifth staff: *per.*

19
99

Morpheus fragt Neo: *“Red Pill or Blue Pill?”*



20
17

Next Reality?!

If he ate **both pills**, he would have been like us.

Knowing the truth, but still being trapped in that **cage**.

Still **a slave, doing his own thing**, but with the everyday thinking that life is not like it seems to be.

That's the worst thing that could happen, and we all experience it everyday.

Shinzu Music, 2017 ebd.

<https://www.youtube.com/watch?reload=9&v=zE7PKRjrid4>



The Blue or the Red – or b o t h ?



Outlook: Next.Reality (.news)

Next Reality

THE FUTURE OF AR: DISCOVER WHERE THE INDUSTRY IS HEADED

WONDERHOWTO GADGET HACKS **NEXT REALITY** NULL BYTE



AR BUSINESS

MAGIC LEAP

HOLOLENS

HANDS-ON

THE FUTURE OF AR

SMARTPHONE AR

NEXT REALITY 30

AR GLOSSARY

ARKIT DEV 101

WHAT



FOLLOW US



Consent Denied

[https://next.reality.news/consent-](https://next.reality.news/consent-denied/)

[denied/](https://next.reality.news/consent-denied/)



Outlook: Next Reality (.de)



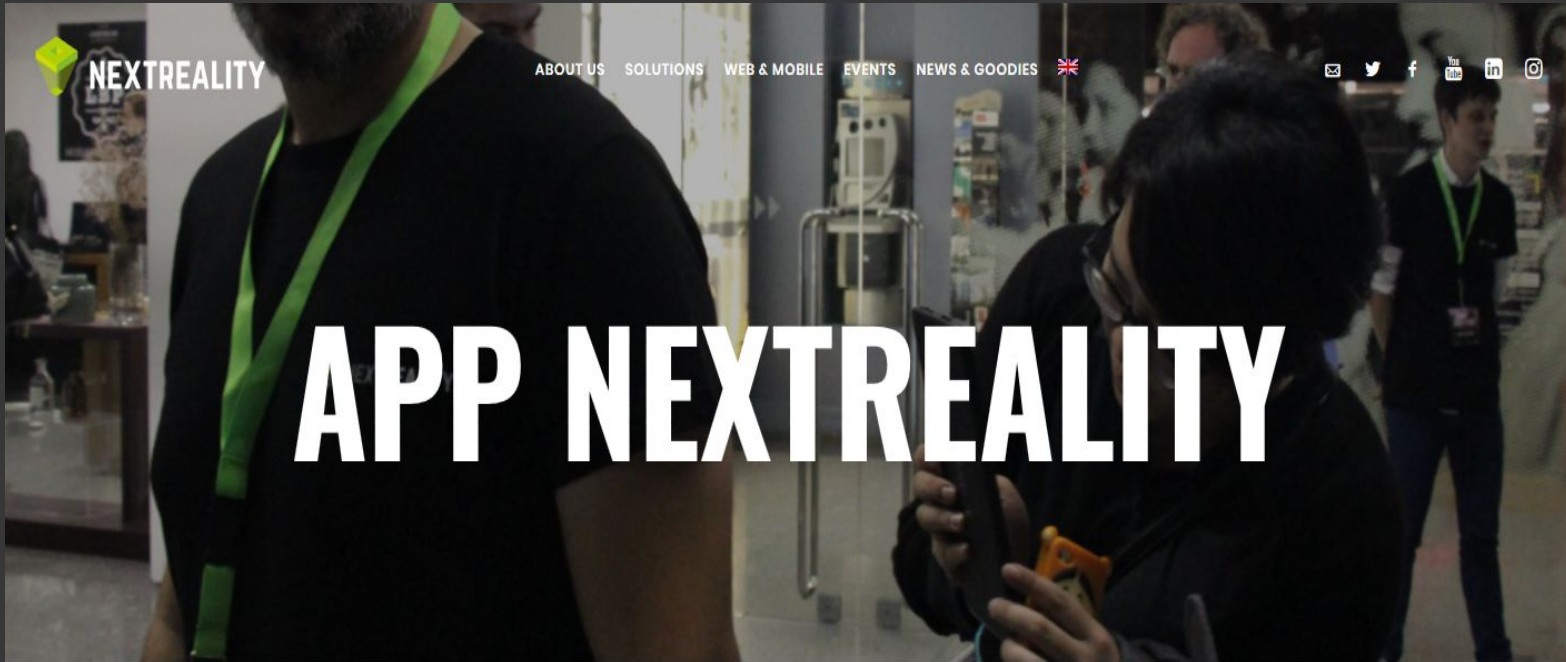
Next Reality!

ENTDECKEN SIE MIT UNS DIE NEUE REALITÄT

<https://next-reality.de/>



Outlook: NEXTREALITY (.com)



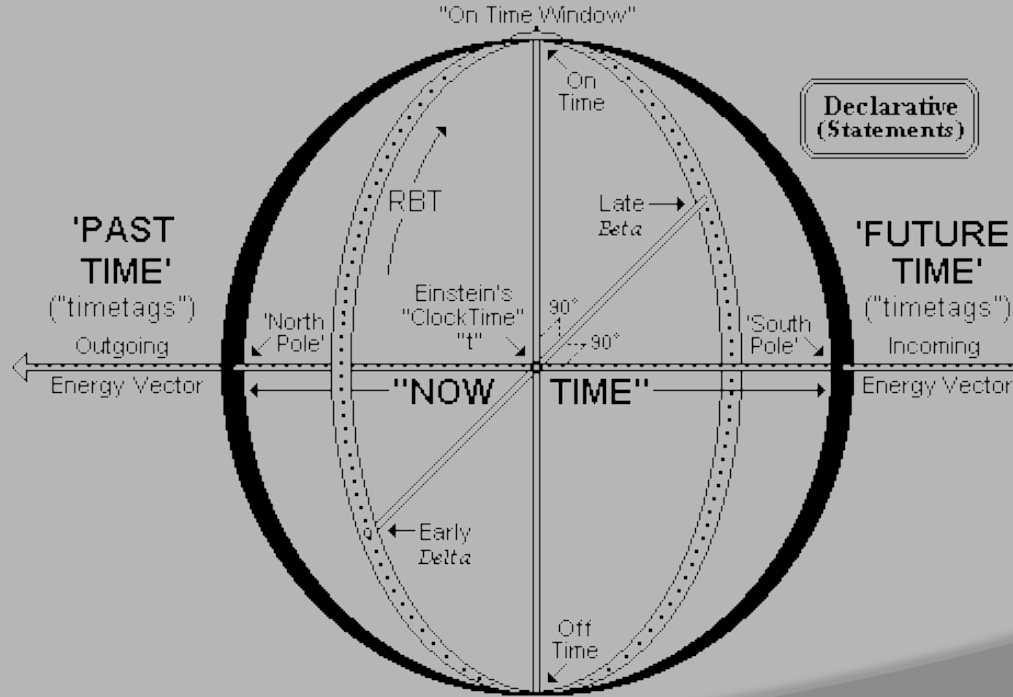
<https://nextreality.com/portfolio/nextreality-app/>





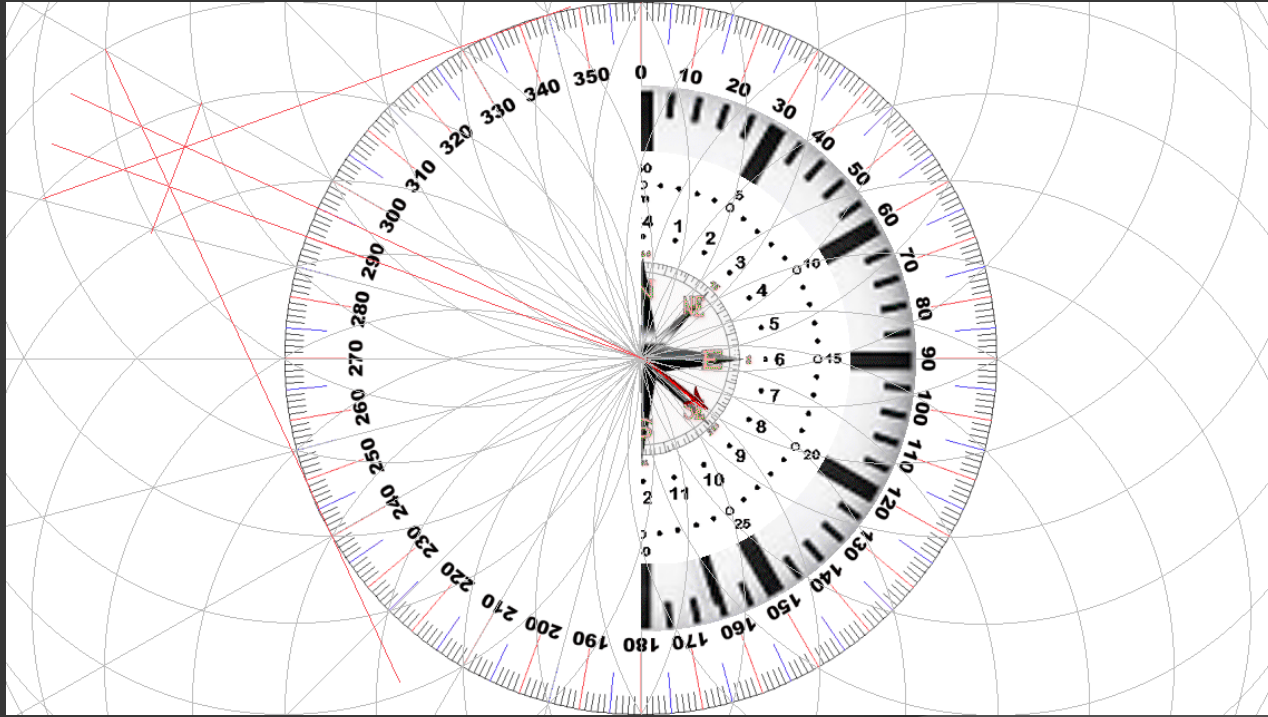
<http://www.designmadeingermany.de/sonstiges/abschlussarbeiten/zeit-raum/>

Die Sehnsucht nach neuen Raum-Zeit-Kontinua in Folge der Digitalisierung



Event-Space Symmetry and
"Rhythm Based Time" (RBT)

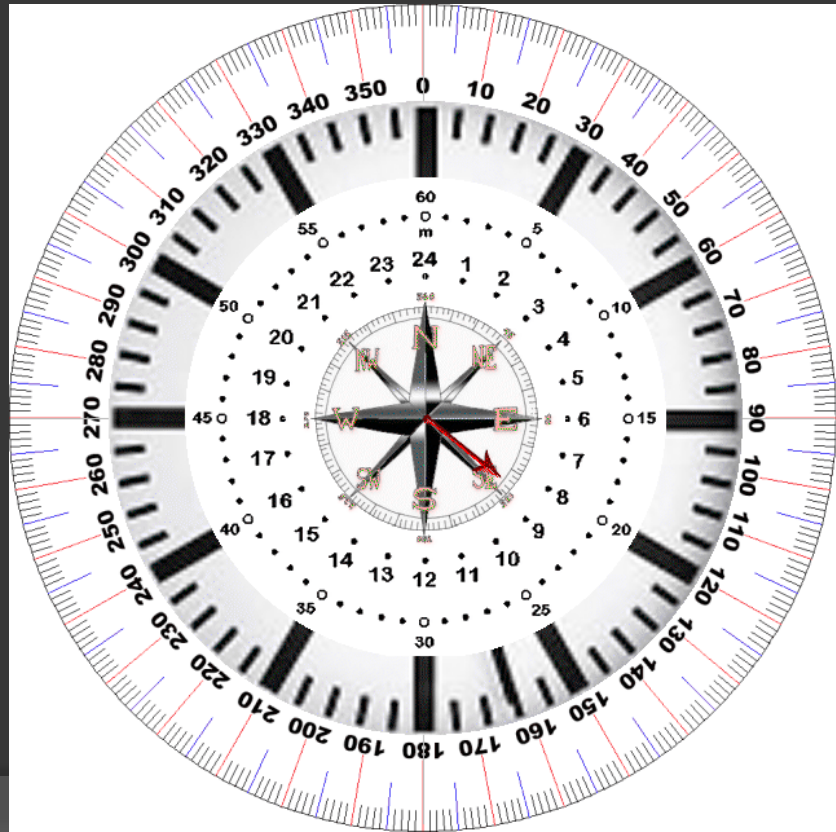
Entdeckung des Raumes. Die Bewegung im Raum. Die Welt als Raum.



<http://erleuchtet.kilu.de/deutsch/mein/360grad.html>



Entdeckung des Raumes. Die Bewegung im Raum. Die Welt als Raum.



<http://erleuchtet.kilu.de/deutsch/mein/360grad.html>



Flashback: die eigene Seh(n)sucht



Die Zerstörung des Raum-Zeit-Kontinuums im Verlauf der Digitalisierung



Die Zerstörung des Raum-Zeit-Kontinuums im Verlauf der Digitalisierung




Die Zerstörung des Raum-Zeit-Kontinuums im Verlauf der Digitalisierung

Friday, July 8, 2016

4:29⁴⁰ pm




CURRENT & UPCOMING EVENTS

 Michelle Steele	Today
 Tiffany Garcia	Jul 10th
 Lafia Morrow	Jul 14th
 Kristina Getty	Jul 16th
 Let's get our Game on!	Jul 16th
 Neitro Vacation	Jul 18th
 Bethany Whitesell	Jul 21st

Friday, July 8, 2016



CURRENT & UPCOMING EVENTS

 Michelle Steele	Today
 Tiffany Garcia	Jul 10th
 Lafia Morrow	Jul 14th





Shortlist announced

[See shortlist](#)



Best VR Experience

Sponsored by Shooting Partners

From Virtual to Reality: Jonathan Yeo and the worlds first large scale, 3D printed sculpture Factory 42 for YouTube, Google Arts & Culture and the Royal Academy of Arts

Shortlisted:

BBC Earth: Life in VR – Californian Coast BBC Studios and Preloaded on Google Daydream

Damming the Nile BBC for Oculus Go, Gear VR, YouTube, Facebook and the BBC News website

One Deadly Weekend in America VR Parable for YouTube, Facebook and BBC Taster VR

Trending Gold Jaunt VR for Olympic Channel and Olympic Channel VR

Wonderful You VR BDH Immersive for Oculus and Gear VR Stores

Jonathan Yeo Self Portrait



<http://www.broadcastdigitalawards.co.uk/winners-2018/>



Jonathan Yeo Self Portrait

“For over 18 months, Jonathan experimented with various innovative technologies related to image making, including virtual reality and advanced 3D scanning. Through a partnership with Google Arts and Culture, Yeo collaborated with Google’s engineers on their Tilt Brush software, which lets users paint in a 3D space using virtual reality technology. Yeo also worked with leading optical company [OTOY](#), whose pioneering technology is used by leading visual effects studios in Hollywood including George Lucas and Warner Bros. Using their advanced LightStage scanner, a highly detailed 3D scan of Yeo was created and then imported into Google’s Tilt Brush software. In a ‘virtual life room’, Yeo was able to create a virtual self-portrait based on this digital scan. With the help of Google’s VR lab in San Francisco, Yeo’s virtual creation was 3D printed from the Tilt Brush software. It was then cast into bronze by [Pangolin Editions](#), one of the world’s leading sculpture foundries in Gloucestershire, enabling his virtual brushstrokes to be captured in 3D and then realised in sculpture.”

<https://www.jonathanyeo.com/from-virtual-to-reality>



Jonathan Yeo: From Virtual to Reality



<https://www.jonathanyeo.com/from-virtual-to-reality/>



Adagio: [B. W. 15, 267]

5

Adagio:

alluni fero:

uni fero:

p.

p.

PS.



Choriner Inschriften a.d. 13. Jhd.



[http://www.kloster-](http://www.kloster-chorin.org/sites/default/files/downloads/einladungskarte_sprechende_steine_kloster_chorin.pdf)

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22 paintings belonging to the British Royal Collection in the Mauritshuis museum in The Hague, 29.9.2016 – 8.1. 2017





XAVER VARNUS PLAYS BACH'S TOCCATA & FUGUE IN THE BERLINER DOM

Danke !

© Xaver Varnuns et altera



Danke !

Sabine Dahl

Thomas Schierbaum

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