HOLOARCADE

TECHNOLOGY ENTREPRENEURSHIP (ENT 600)

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

FACULTY OF SPORTS SCIENCE AND RECREATION

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1.0 EXECUTIVE SUMMARY

Technology can be the knowledge of techniques, methods, and the like or it can be incorporated in machines to enable activity without thorough knowledge of their workings. Systems (e.g. machines) implementing technology are referred to as technology systems or technical systems by taking an input, modifying it according to the application of the system, and then generating an outcome.

The HoloArcade has many and extra advantages compared to previous and other console games. We have developed some new features and make improvise which is the hologram technology at the console and better audio sensation with the headphone. The HoloArcade has a good quality and great technology that can give satisfaction to all users especially the gamers. We make an improvement to my product that can give satisfaction of playing video games to all the gamers in the world. They also can feel the differences of visualization of the games with the holographic view which is 3D and directly generate from the console. Other than that, we provide this product with an affordable price and very quality material and long lasting product that the customer can afford. This is because we had done some research and studies to build this product in good design, good quality and affordable.

We are sure that our company's products are being marketed to attract the public and will provide a double benefit to the company because there is always something for everyone needs. This product will move forward as a big console game technology brands and compete with other company such as PlayStation, Xbox, Nintendo and else.

2.0 PRODUCT/ SERVICE DESCRIPTION

The product that my company creates is HoloArcade. This product is designed for all kind of console gamers. These products also suitable for peoples who are begin to mate with console games or to gamers that want to try something new. As we know, there are some brands of console game such as PlayStation and Xbox that very popular at this time in worldwide. In addition, they improve their quality for the latest model by increase the quality of visual, performance and satisfaction when play the games. For an example, PlayStation VR is the new product that has been released by PlayStation. Virtual Reality (VR) is the use of computer technology to create a simulated environment. Unlike traditional user interfaces, VR places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to interact with three-dimensional (3D) worlds. But with that privilege, it makes the price of this product is very high and not everyone can able to have it. Besides, the product need connect the HDMI cable to the TV to get the better visual

resolution. So, that is where the cost goes up because the users need to buy High Definition (HD) television to get the satisfaction when play the games.

However, my product called HoloArcade because of this product is one of the innovations for improvement in console game for the visualization that use the technology of hologram in our products to obtain that our customer's needed. Hologram is a technology that records the light scattered and presents it in way that appears three-dimensional (3D). So, the holographic will be generated directly to the top of the console (on the air) and give the best satisfaction of three-dimensional (3D) view. From that we can see the view with the bare eyes instead of using others device like VR. In term of the visual directly transmitted from the console, I will reject the use of television to run this product and cut the customer's cost. The players also can seat around the console because of the 3D view that make them see clearly on the hologram. From that, it would not use any additional devices (television, monitor) but still can get view satisfaction. Other than that, this product can be portability and attachable. It can be play at anywhere and easy to attach to each other and the users can seat around the consoles. Next, the customers would get fully package with two controllers, one bluetooth headphone, two random of CD games, 1 years warranty and membership.

During the product design process, we take design inspiration from the existing console game product with the combination of hologram technology. Then we start to aim to design portable, simple and easy to carry the device. Besides that, we are also always considering the technical and economic criteria such as functionality, working principle, aesthetic value and the most important is the safety of the product. In our new product development of HoloArcade, the reason we design this product with simple and portable because we want to make this product more portable that can easily carry by the customer who want to play it anytime and anywhere especially for a traveller.

Here is brief information about the HoloArcade. They come in with same size of PlayStation 4. In this product, we can focus on the console that uses hologram technology because the controllers are same with existing products and we just add on the Bluetooth headphone for the package. Hence, this product will be design according to PlayStation 4's console which is height of 2.09" (53 mm), depth of 12" (305 mm), width of 10.8" (275 mm), and approximate weight of 8.8lb (4 kg). The weight is quite heavy that come from the hologram board that we put in the console. With the specific dimensions stated, the product has compacted with all the components as much smaller and this product has several components added such as hologram board and cooler fan. The function of the hologram board is basically to generate the visualization on the top of the console. The cooler fan will