



Opposable  
VR



vodafone



HUAWEI



## Interactive VR Game

Vodafone & Huawei

### Client

Huawei is a leading information and communications technology company, specialising in mobile phone technology. The company emanates from Shenzhen, Guangdong, China and is now the largest telecommunications equipment manufacturer in the entire world.

Vodafone is one of the UK's longest-running and largest telecommunications networks, while also operating in over 26 countries worldwide.

### Objective

Vodafone and Huawei needed an innovative and involving way to demonstrate the power of upcoming 5G internet connections on Huawei mobile phones. The concept would be displayed at Mobile World Congress as part of the Vodafone booth.

### Solution

Huawei and Vodafone commissioned Opposable to create a virtual reality experience and sales tool that could achieve this aim.

A bespoke experience was created based on table tennis, using a custom controller and mobile headset.

In the experience, the user is given control of a robot arm in a game of table tennis. Across three stages, the user must try to return the balls served by a robot on the other side of the table. Each stage represents a different connection speed, from 3G to 4G to 5G.

For the first two stages the robotic arm the user plays with is slow and partially unresponsive, becoming increasingly better until the 5G stage is played at which point a perfectly matched connection is established between controller and arm.

The experience was run through a custom mobile VR headset that functioned with Huawei's flagship mobile phones.

### Result:

The experience proved to be a key attraction at Vodafone's Mobile World Congress booth. Vodafone were very happy with the intuitive nature of the experience and felt it conveyed the core principals of their 5G connection highly effectively. Huawei were also pleased with the use of their flagship mobile products for the experience.