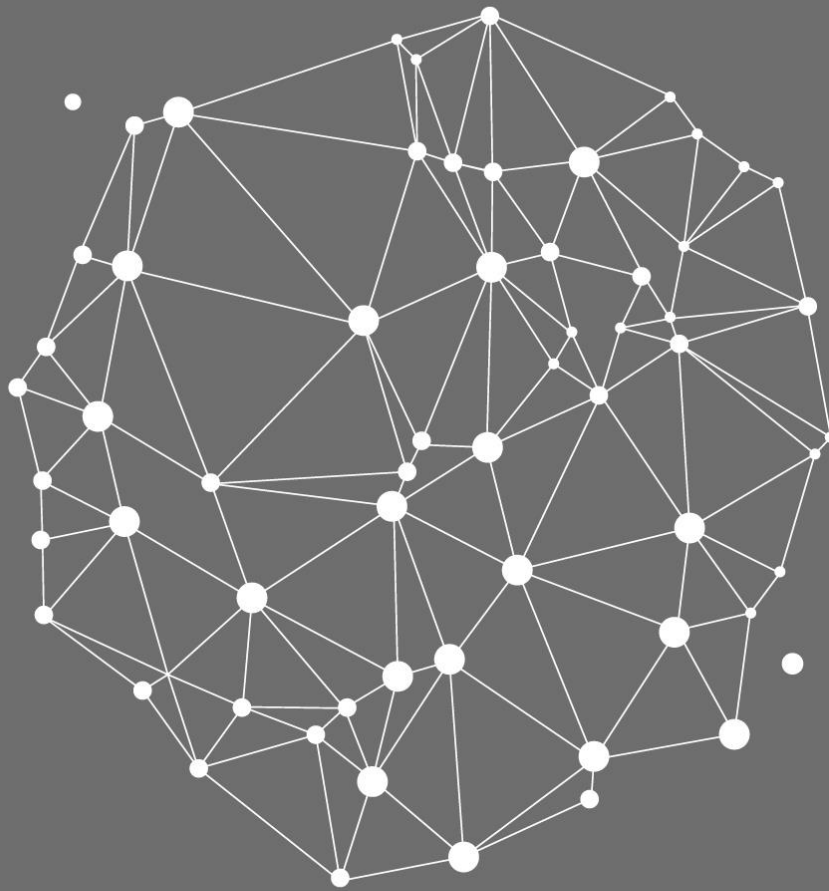




Raunfjárfesting í sýndarveruleik



NÝSKÖPUNARSJÓÐUR

UM NSA

“ Við fjárfestum snemma í afburða teyrum með viðskiptatækifæri sem byggir á tæknilegu forskoti og vinnum með þeim að uppbyggingu útflutningsfyrirtækja sem stækka hratt og skila hárri ávöxtun. ”



FYRIR OG EFTIR



FJÁRFESTINGAR

- 100 ný erindi
- 50 umfjöllun
- 20 greiningu
- 1 ný fyrirtæki



HORFUM Á HÆFNI

- ÍSLAND
- TÆKNI
- TEYMI



greencloud

KERÐCIS

CLARA



NÝSKÖPUNARSJÓÐUR

SJÁLFSÞEKKING/BLEKKING



U B E R



NÝSKÖPUNARSJÓÐUR

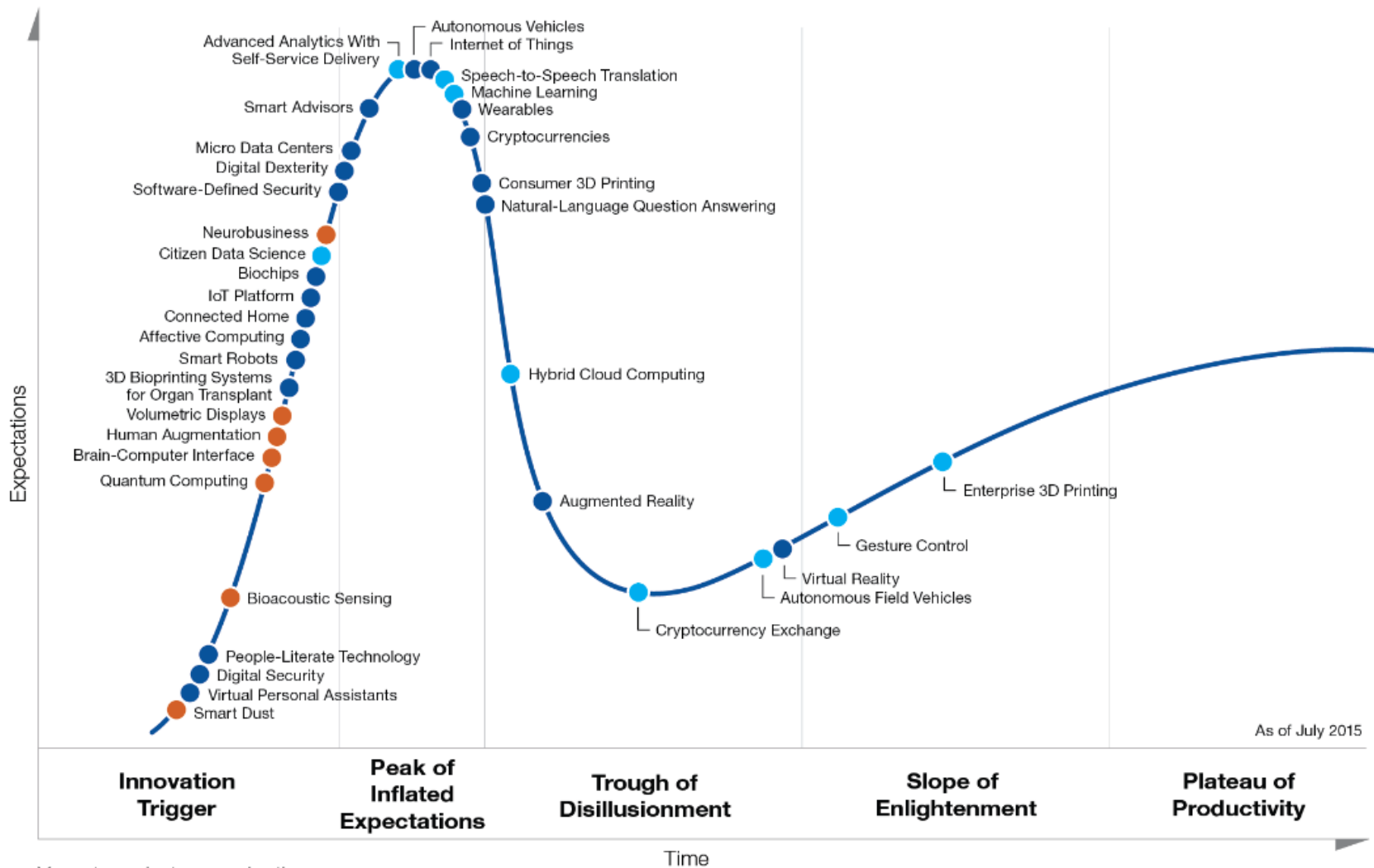
FYLGJUMST MEÐ TRENDUM



- Bitcoin & Blockchain
- IOT
- AI – Deep Learning
- VR
- Big Data



Emerging Technology Hype Cycle



Years to mainstream adoption:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- more than 10 years
- obsolete before plateau

TÆKIFÆRIÐ Í VR



SÓLFAR 2015



NÝSKÖPUNARSJÓÐUR

SÓLFAR

- ÞÖRFIN ?
- TEYMIÐ +
- REKSTRARÁÆTLUN +
- VARAN +
- MEÐFJÁRFESTAR +
- MARKAÐURINN ?



Áhættugreining

- Flop – 1% eigenda VR búnaðar kaupa leikina
- Low – 5% eigenda VR búnaðar kaupa leikina
- Medium – 10% eigenda VR búnaðar kaupa leikina
- High – 20% eigenda VR búnaðar kaupa leikina



Áhættuþættir

- Tímasetning útgáfu höfuðtóla
- Sala höfuðtóla
- Verðlagning á leikjum
- % eigenda VR búnaðar sem kaupa leikina
- Viðtökur markaðar við vörum



Styrkleikar:

- Afburða teymi
- Mikil markaðspekking
- Frábært tengslanet
- Öflugir englafjárfestar
- Fókus: VR

Tækifæri:

- „First mover advantage“ í VR
- VR markaður getur orðið afar stór
- Öflugir erlendir sjóðir sýna áhuga á fjárfestingu í félaginu



YES



NÝSKÖPUNARSJÓÐUR

Fjárfesting í sólfar

- Ákvörðun júní 2016

Sólfar Studios secures \$2.1m in seed funding

By Rachel Weber

 Recommend

3

 Tweet

 Share

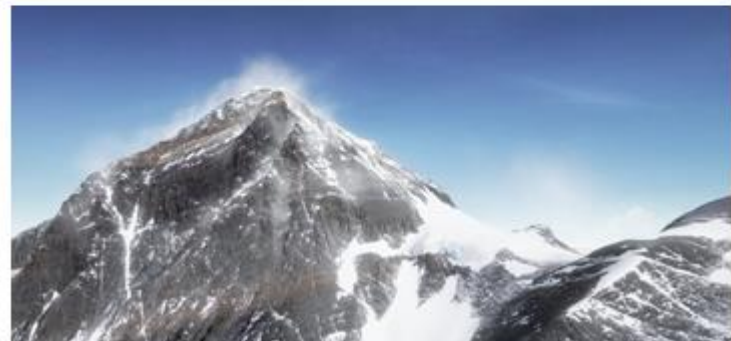
10

WED 11 NOV 2015 7:00AM GMT / 2:00AM EST / 11:00PM PST

 FINANCIAL  VIRTUAL REALITY

Also announces next virtual reality project, Everest VR

Sólfar Studios, the virtual reality studio behind Godling, has secured \$2.1 million in a seed series investment. Investors included Shanda Group and NSA Ventures.



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SV höfuðtöl - útgáfur

	Áætlað	Raun
Oculus -Rift	Q1 2016	Q1 2016
HTC/Valve Vive	Q4 2015	Q1 2016
Sony PlayStation VR	Q2 2016	Q4 2016



Höfuðtólin – seinkun útgáfu

Early Oculus Rift pre-order shipments delayed up to June

Early Oculus Rift adopters could be waiting as long as June to get their VR headsets--that's a pretty far cry from March 28 (NASDAQ:FB)

PlayStation VR delayed till fall?

Rumors are spreading that Sony's virtual reality headset is delayed.

7 APR 2016

HTC GIVES AN UPDATE ON DELAYED VIVE SHIPMENTS

TECH

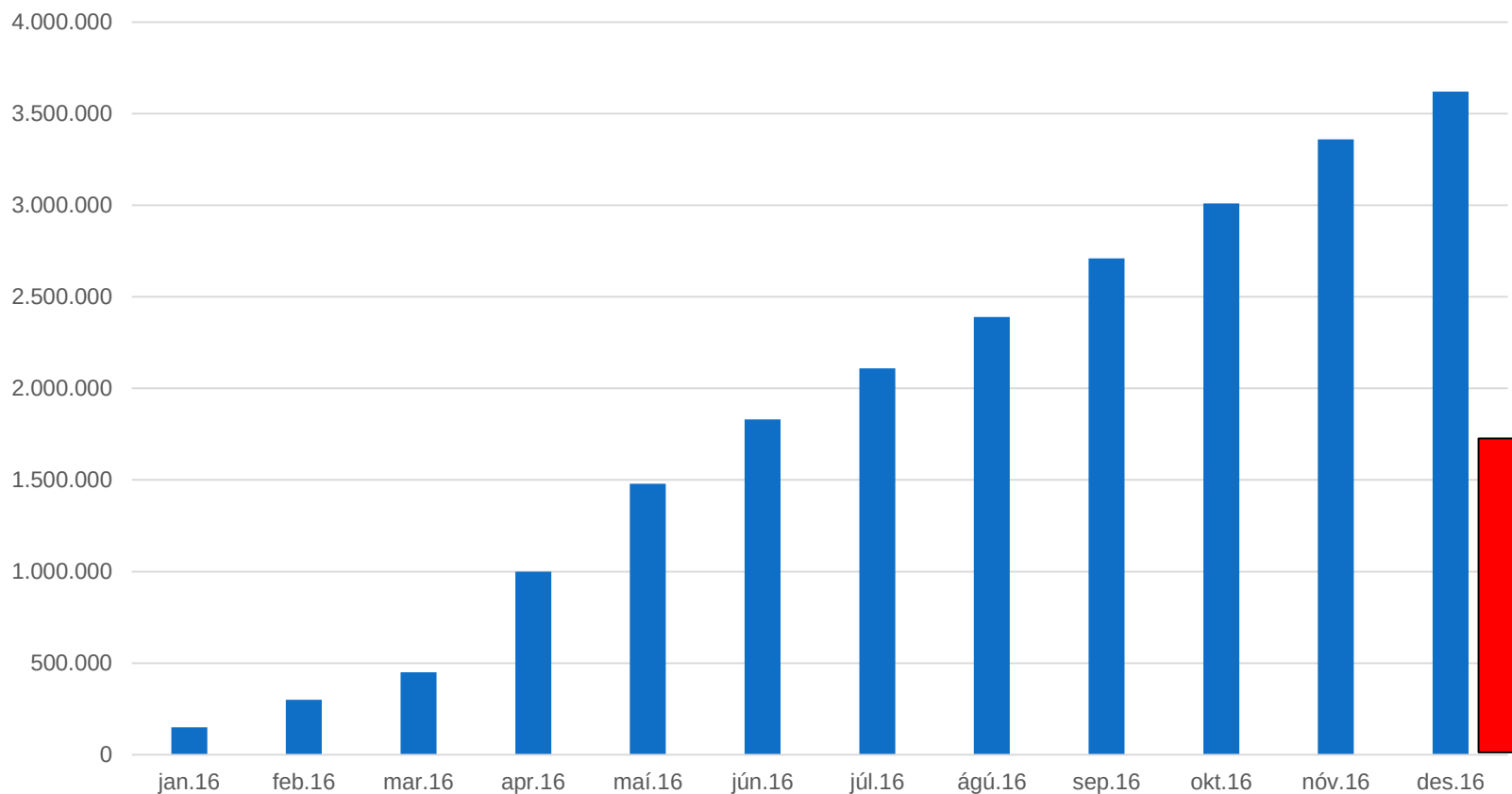
Some Oculus Rift Shipments Delayed by Parts Shortage

Facebook unit says affected customers to get updated shipping dates on April 12



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Seld höfuðtöl – áætlun - spá



Verðlagning VR leikja

	Job Simulator	5 Apr, 2016		\$39.99
	Fantastic Contraption	5 Apr, 2016		\$39.99
	Elite Dangerous: Horizons Season Pass	5 Feb, 2016		\$37.99
	Hover Junkers	5 Apr, 2016		\$34.99

Developed by CCP Games' Newcastle studio, EVE: Valkyrie is the boldest realization of virtual reality space combat, combining immediate visceral action and tactical depth. Everyone who pre-ordered the Oculus Rift headset prior to its launch received a free copy of the EVE: Valkyrie Founder's Pack, which is available today for separate purchase for \$59.99 via the Oculus Store.

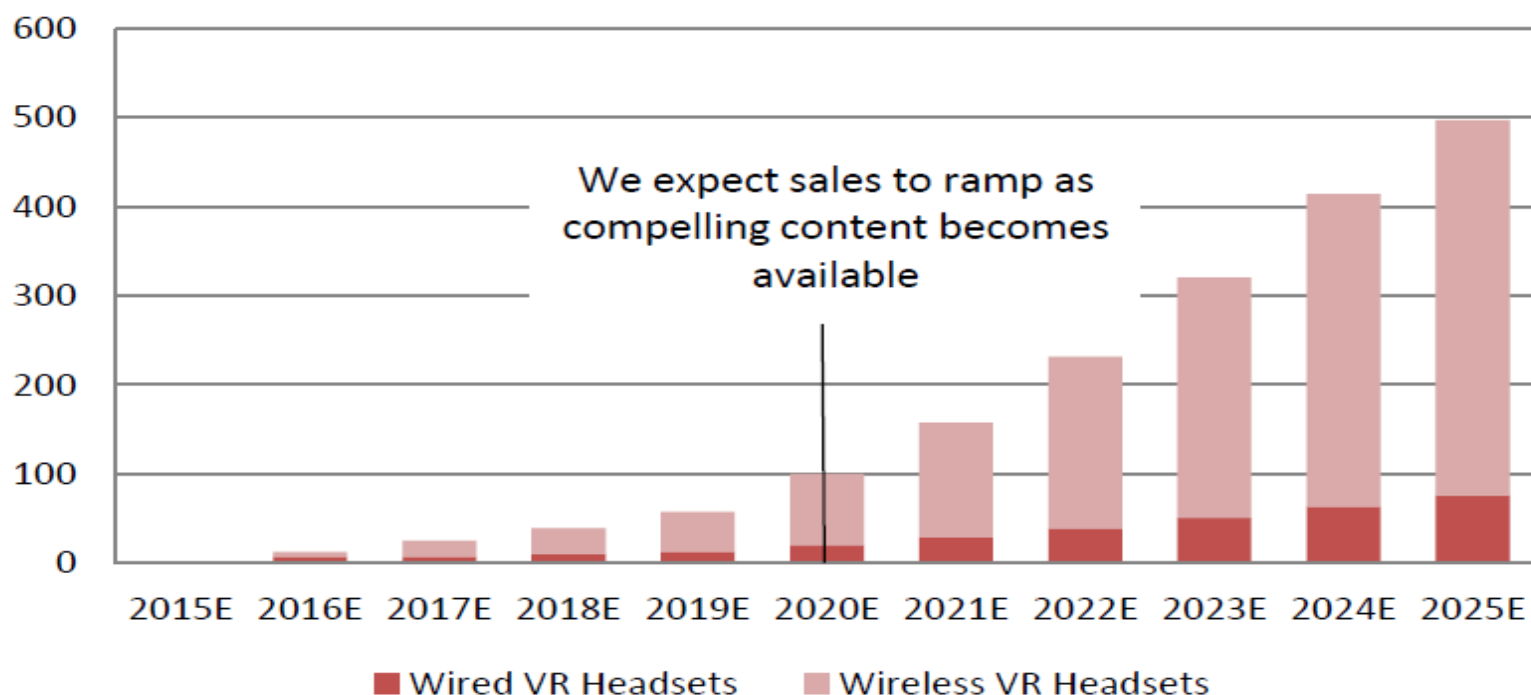
- Everest VR - Áætlað \$15 pr leik – svigrúm til hækkunar



Hversu stór markaður?

VIRTUAL REALITY HEADSET SALES

(In Millions)



Source: Piper Jaffray estimates

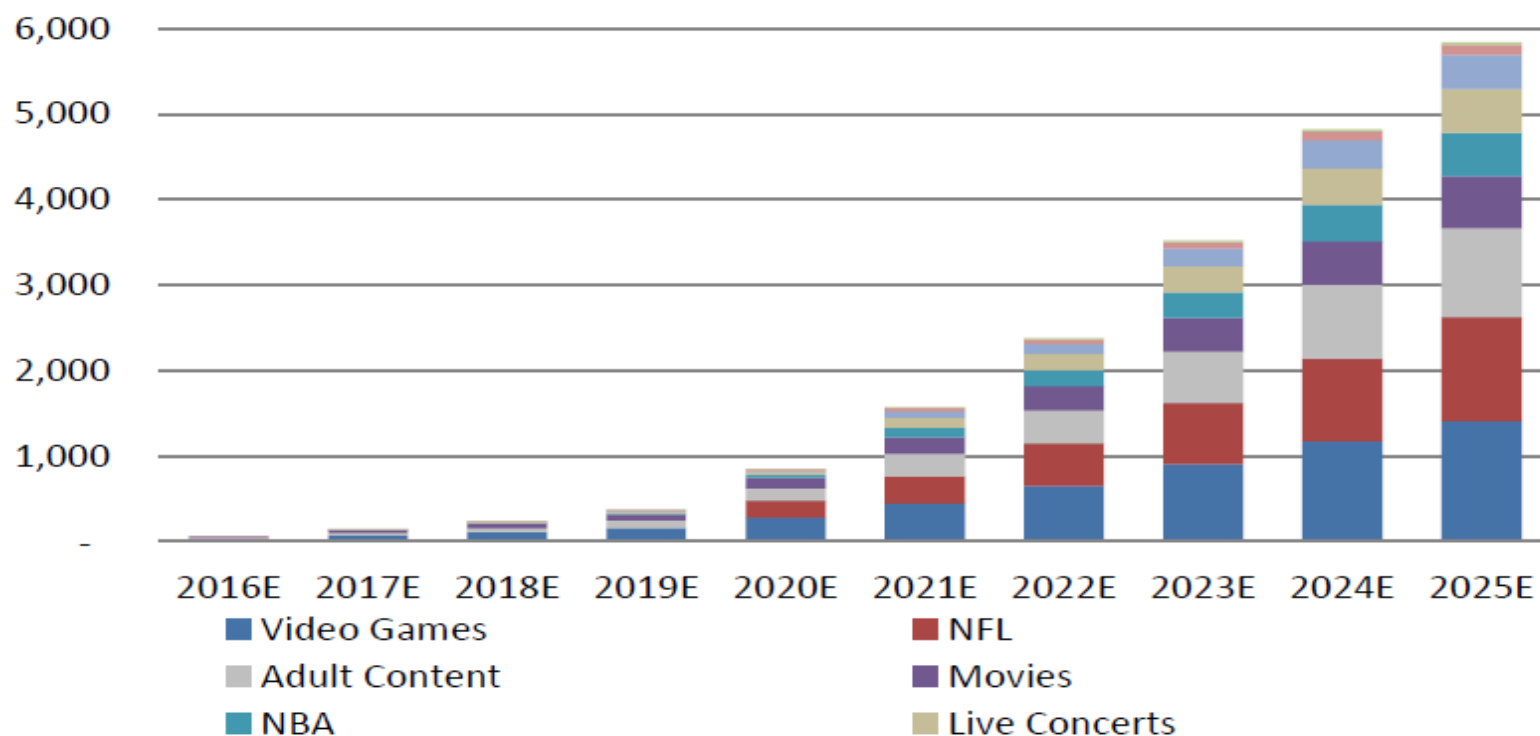


NÝSKÖPUNARSJÓÐUR

Hversu stór SW markaður?

VIRTUAL REALITY REVENUE BY INDUSTRY

(In Millions)

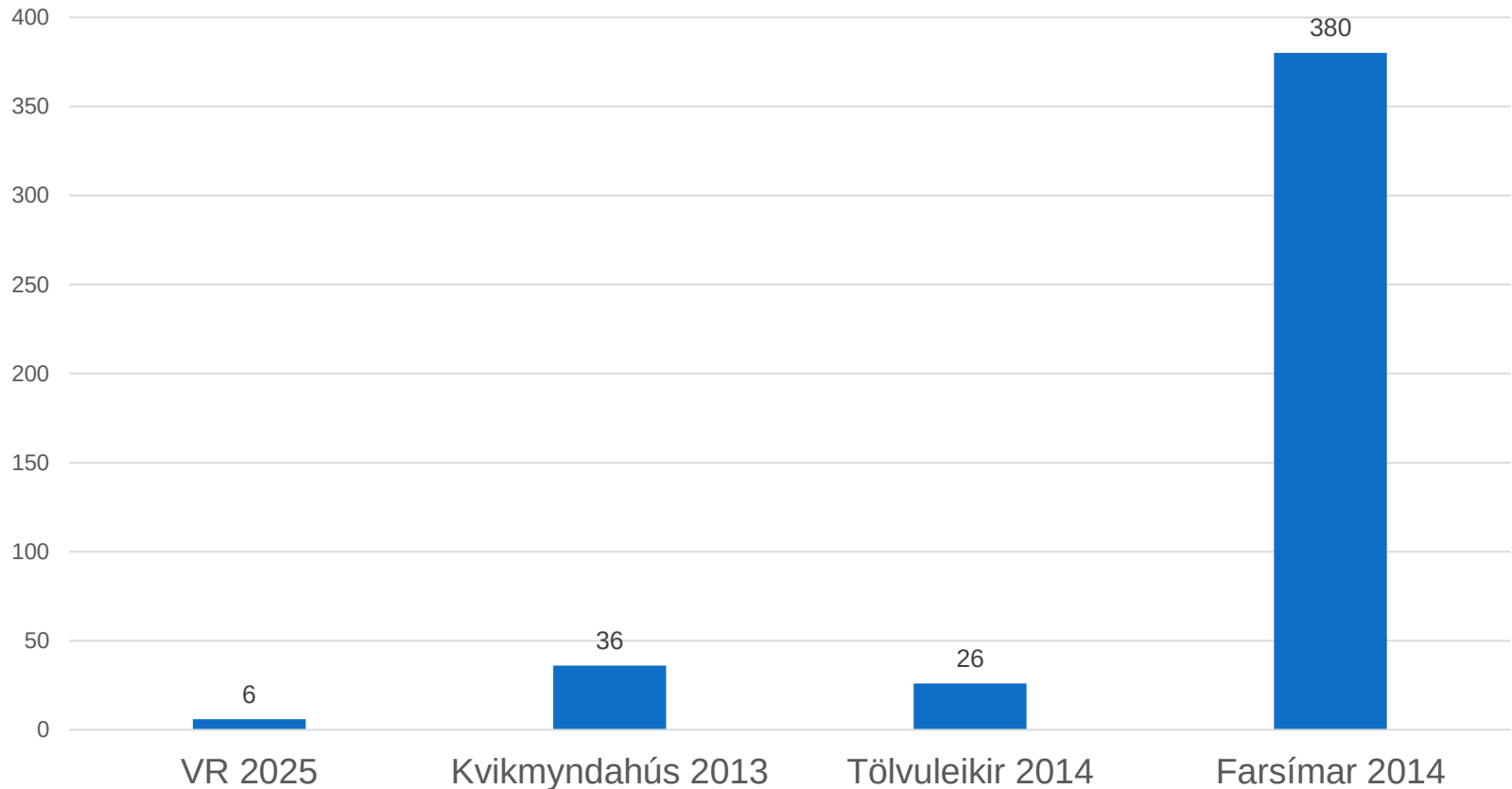


Source: Piper Jaffray estimates



NÝSKÖPUNARSJÓÐUR

Hversu stór markaður?

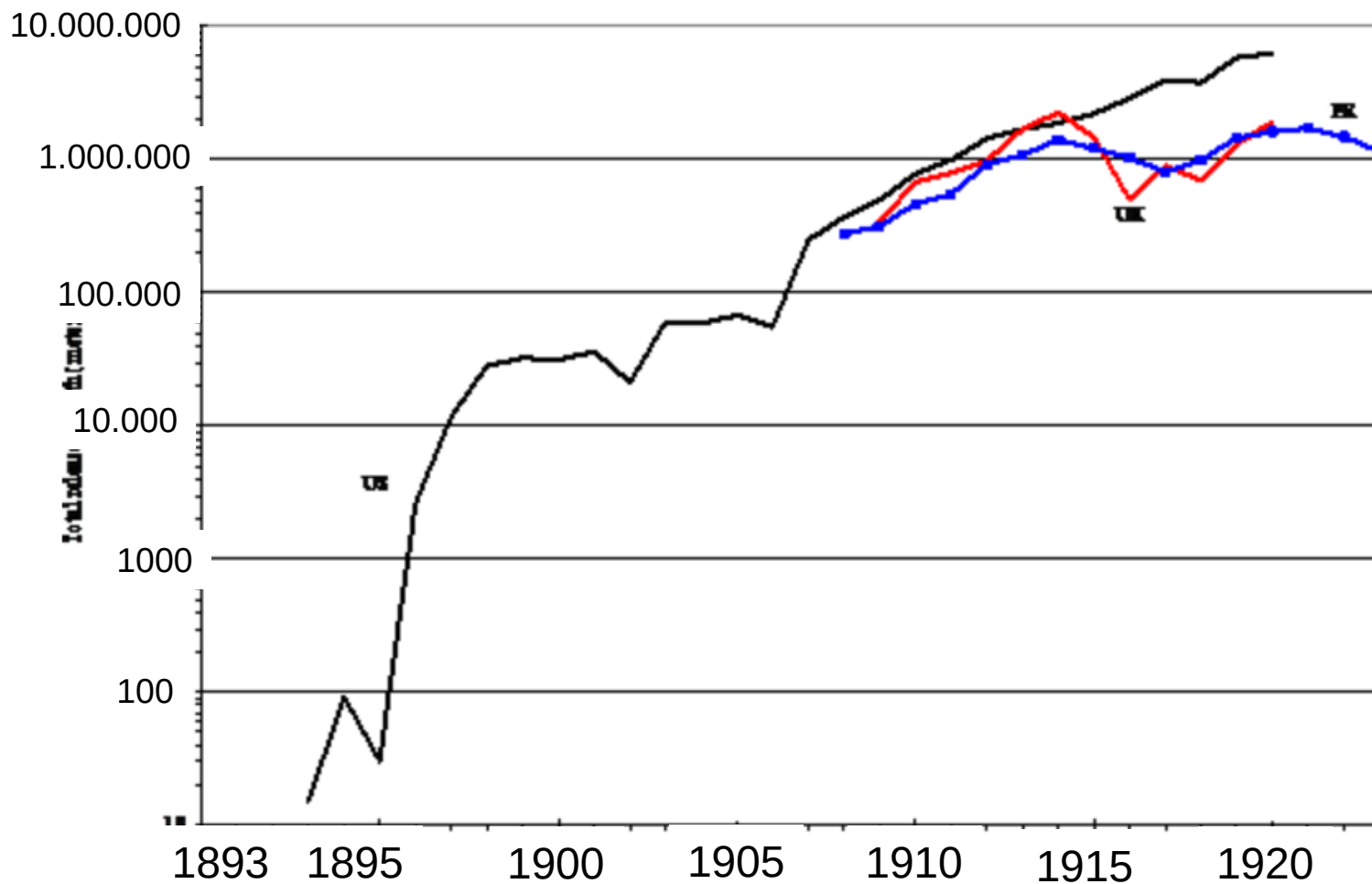


Spár og tölur frá ýmsum aðilum í USD



NÝSKÖPUNARSJÓÐUR

Total Released Length on the U.S., British and French Film Markets (in Meters), 1893-1922



VR - fullkominn stormur

- Skjátækni (fartækni)
- Skynjarar (fartækni)
- Þróunartól
 - Unreal 4, Unity,
 - Asset markaðstorg
 - Ógrynni verkfæra og tóla
- Líkanagerð
- Gerfigreind – deep learning



A close-up shot of Dorothy Gale, played by Judy Garland, from the 1939 film 'The Wizard of Oz'. She has a surprised expression, with wide eyes and slightly open lips. Her red hair is styled in two braids, each tied with a white ribbon. She is wearing a white dress with a blue checkered collar. The background is a soft-focus yellow field.

Toto, I've got a feeling we're not in Kansas anymore

Ísland á VR kortinu

HOT SPOTS

How Iceland's Virtual Reality Boom Is Heating Up Reykjavik's Startup Scene

In 2015 alone, two Icelandic gaming startups received a total of \$32 million in venture capital, as they bring their VR concepts stateside. Here's a look at why this tiny country is fueling business growth.



BY ZOE HENRY *Reporter, Inc.* [@ZoeLaHenry](#)



 WRITE A COMMENT



Lenovo **SÚ VINSÆLASTA**

THINKPAD T450S



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Klasi?





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Takk fyrir

