

Cat VR: Feline Virtual Reality Technology Aims to Amuse Animal Companions

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[By [WebUrbanist](#) [1] in [Conceptual & Futuristic](#) [2] & [Technology](#) [3].]



A new PVRR (Pet Virtual Reality Research) technical brief targets the hundreds of millions of global kitties who might enjoy a romp through a virtual playscape. For starters, be sure to watch the compelling promotional pitch below:

Isobar, the brainchild of this operation, boasts their brain-monitoring and emotion-measuring

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capabilities. These [brief reports](#) [4] that they have partnered with Zoos Victoria to detail the stakeholders and potential benefits of their emerging tech. After all, they ask: why should only “big cats” get to have all of the fun?



Per the paper, “PVRR utilizes EEG and EKG technology to monitor cats’ emotions to certain stimuli. The methodology accounts for the fact that cats see less color, but see better in the dark than humans.” Their tests involved showing cats swimming fish, low-flying birds and other objects and scenes designed to evoke a response.



Actually reading the brief, though, you might be both amused and skeptical — it did also, after all, come out on April second, which may be more than coincidence (really, though, you should [read it yourself to learn more](#) [4]).

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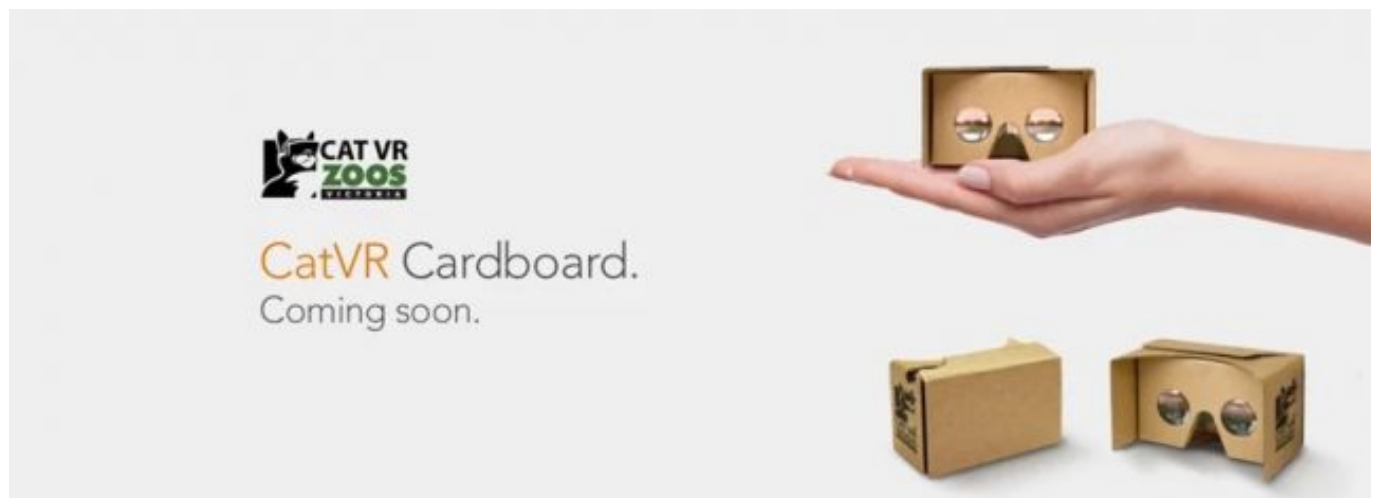


More from the design team: “We pioneered a patent-pending process that is referred to as ‘W.A.H.T’- whisker attenuation and haptic telemetry. this groundbreaking addition to the computer vision and sensor platform has allowed us to leverage software algorithms to understand the ‘tells’ each feline has related to their whiskers and be able to accurately understand when a cat experiences one of the following states: (1) TD: totally disinterested, (2) D: disinterested, (3) MD: mildly disinterested and (4) CNP: cat-nipped – a term we’ve been using to express the same brain activity seen in highly stimulated cats when under the effects of catnip”



- 
Whisker Sensors
Temperature sensitive
- 
Adjustable Ear Straps
Up to 12" head diameter
- 
Microchip Compatible
Never lose your pet or headset
- 
Pet iView
See what they see on your device

Of course, this may all sound silly to us right now, but wait a few years and household pets may well while away lonely days at home being fed by robots and goofing off inside simulated playscapes. According to the PVRR brief: dogs are the next target audience, so: stay tuned, canine fans!



[5]

[Escher + Inception: Tour a Digital World that Defies Physics \[5\]](#)

This video thrives on convention - specifically: breaking with it. In the same vein as M.C. Escher, The Matrix or, more recently, Inception (or even the building flips and slides in ...

[6]

[VRchitecture: Interactive Virtual Reality House Feels 90% Real](#) [6]

No matter how many drawings and models a client is shown, there is still a leap of imagination needed for someone to understand how a building design will really look and feel when it is ...

[7]

[LEGO Architecture Studio: Boldly Monochromatic Block Set](#) [7]

A colorless LEGO kit may sound boring at first blush, but consider the spatial advantages of letting form, line and shadow stand apart from the profusion of colors normally associated with their ...



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