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VR isn't just about entertainment, says Maureen Fan, co-founder and CEO at Baobab Studios. She shares how VR has the power to create experiences that increase empathy, improve athletic performance, train medical students and so much more.



## Transcript

- Animation's perfect, you don't need anything else.. Yes, I believe that VR is not just about entertainment.. Entertainment happens to be what I'm excited about, but I'm really excited about, for example, what Jeremy Bailenson at Stanford Lab is doing.. You look at a mirror in VR, and you see that you're a black woman and after when you take off the headset, after you've interacted as a black woman, You feel completely different.. You empathize with different races, different cultures.. He has this one where you are homeless, you go through the process of becoming homeless, you lose your house, you have to choose which items in your house you wanna save and sell.. It's amazing and then afterwards he's proven that people are more likely to donate to homeless.. And they have different viewpoints.. This whole entire thing, I just said about the empathy and action.. You actually care about these phases more..

And that excites me because given the world today, I guess people have said that at every single phase of life, the world today.. But given the world today and all the differences, when you're in the headset, it makes you empathize and puts you in somebody else's shoes literally.. And helps you connect with somebody else.. And it brings out, I believe, our humanity.. But medical advances, for sure, like practicing surgery or Jeremy has started his company, Strivr for example.. Which have, I think, Stanford athletes, actually practice different scenarios in the line.. I don't know anything about football.. (laugh) Go Stanford! (laughs) When you're in the line up, like what would you do when people are rushing at you.. There's so many, even think about browsing the web.. Right now, we have this flat screen, if you can browse in V.R..

and 3D.. Like would you actually having filing cabinets or how would you browse, how would you organize things.. I think is gonna change, absolutely, every single industry not just entertainment...