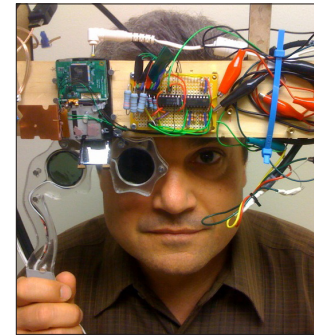


The 2018 VGTC Virtual Reality Career Award



Mark Bolas

The 2018 Virtual Reality Career Award goes to Mark Bolas in recognition of his lifetime contributions to the design and commercialization of virtual reality displays, systems, and applications. Professor Bolas has been working in Virtual and Augmented Reality for 30 years. He co-founded Fakespace Labs Inc. with Ian McDowall and Eric Lorimer, a company that created such trailblazing VR systems as the BOOM (Binocular Omni-Orientation Monitor), the Pinch glove, the RAVE, the PUSH, and VLIB software. His teams at the USC School of Cinematic Arts and the Institute for Creative Technologies championed low-cost designs that were open-sourced and helped fuel the resurgence in consumer VR as evidenced by the Rift, Vive, and Cardboard. He was awarded the 2005 IEEE VGTC Virtual Reality Technical Achievement Award. The IEEE VGTC is pleased to award Mark Bolas the 2018 Virtual Reality Career Award.



Mark Bolas

Microsoft
Award Recipient 2018

Mark Bolas is a Partner Director at Microsoft, where he guides incubation and user experience of their Mixed Reality products. His work broadly considers perceptual media that augment perception, intelligence, and, ultimately, personal agency—the basis for his specialization in body-based human-computer interfaces and mixed reality. His goal is to positively shape our increasingly virtual world and ecosystem into one that is joyful and humane, where aesthetics and narrative intertwine with body and emotion to create virtual situations and interactions that deliver a sense of satisfaction and meaning.

IEEE VR has served as a critical platform for the dissemination of his and his teams' work at the USC School of Cinematic Arts and Institute for Creative Technologies, Stanford and Keio Universities, and Fakespace Labs, Inc. These include the IEEE affiliated awards: Best Research Demo for Virtual Reality to Go; Best Tech-note for Effects of Redirection on Spatial Orientation in Real and Virtual Environments; Best Paper for Prototyping a Light Field Display Involving Direct Observation of a Video Projector Array; Top Ten Products of the Year for the Immersive WorkWall; Industry Excellence for the Immersive Workbench, and the inaugural 2005 IEEE VGTC Virtual Reality Technical Achievement Award for seminal technical achievement in virtual & augmented reality.

Former director of the ICT Mixed Reality Lab and full professor at USC School of Cinematic Arts, he serves as Chairman of Fakespace Labs, Inc. with design partner Ian McDowall. Bolas majored in physics and minored in music at University of California, San Diego, and earned a terminal M.S. in mechanical engineering from Stanford University's joint art and engineering program in product design where he completed his 1989 thesis work Design and Virtual Environments, under the direction of Rolf Faste at Stanford and Scott Fisher at NASA Ames Research Center. This was one of the first efforts to map the breadth of virtual reality as a new medium. The work led Bolas toward a basic model for immersive experience design, concluding that the medium's power to deeply transport a user is closely tied to finding the perfect balance between realism and abstraction.

AWARD INFORMATION

The IEEE VGTC Virtual Reality Career Award was established in 2005. It is given every year to an individual to honor that person's lifetime contributions to virtual & augmented reality. VGTC members may nominate individuals for the Virtual Reality Career Award by contacting the awards chair, Henry Fuchs, at vgtc-vr-awards@vgtc.org.

For more information, please visit <http://ict.usc.edu/profile/mark-bolas/>.