

•News•

## The expert committee of shandong virtual reality manufacturing innovation center established in Qingdao

Shandong Virtual Reality Manufacturing Innovation Center is operated by Qingdao Virtual Reality Institute Co., Ltd. The center officially passed the acceptance and certification of Department of Industry and Information Technology of Shandong in November 2019.

The construction of Shandong Virtual Reality Manufacturing Innovation Center is able to provide one-stop capability support from advanced technology research and development, industrialization technology breakthrough, to application demonstration, collaborative work, talent introduction, up to system pilot and mass production verification for the national and even global virtual reality related industries. The center will establish technical standards and independent intellectual property rights with industry influence, build industrial ecology. The center will also promote the whole industry development, and gain considerable economic and social benefits.

In the afternoon of December 23, the Virtual Reality Industry Seminar and the Establishment Ceremony of Shandong Virtual Reality Manufacturing Innovation Center were held in Qingdao. The conference invited several famous experts in the industry from Beihang University, Beijing Normal University, Shandong University, Ocean University of China, Institute of Software Chinese Academy of Sciences and other virtual reality-related colleges and research institutes. The conference also invited a number of leaders of government departments such as Qingdao Municipal Bureau of Industry and Information Technology and Laoshan Municipal Bureau of Industry and Information Technology. The attendees discussed current virtual reality industry development and construction program of the center, and proposed improvement measures and implementation suggestions on them. Zhao Qiping, an academician of the Chinese Academy of Engineering, participated in the conference and delivered a speech.

Academician Zhao mentioned that the virtual reality is an emerging technology. The formation and development of the entire industry requires investment in technology, talents, enterprises, capital, government policies, etc. He hoped that the establishment of Shandong Virtual Reality Manufacturing Innovation Center can open up the chains of talent, innovation, technology, value and capital, so that the entire industry chain jointly promote the innovative development of the virtual reality industry and provide strong support for high-quality economic and social development.

The virtual reality is a computing platform and interactive entrance of the next generation information system, which connects human, society, information space and physical space. It is a significant strategic emerging industry development direction. With the promotion of 5G, the virtual reality will be widely used in entertainment games, medical treatment, national defense and military, aerospace, smart city, equipment manufacturing, live



TV and other fields. In 2020, the scale of global virtual reality industry exceeds 200 billion CNY, showing a good momentum of rapid development. China's virtual reality industry has a strong momentum of development and more than 70% of the world's virtual reality headset hardware made in China. The Guidance on Accelerating the Development of Virtual Reality Industry issued by Ministry of Industry and Information Technology of China clearly states that the overall strength of China's virtual reality industry should strive to be in the forefront of the world by 2025. Shandong Government has also issued the Implementation Plan for Major Projects for the Conversion of New and Old Kinetic Energy in Shandong Province and Special Plan for the New Generation of Information Technology Industry in Shandong Province (2018-2022), which puts the virtual reality industry as a frontier field in advanced layout. At present, Shandong Province has Goertek Corp., Pico and other leading enterprises in the virtual reality industry, as well as professional institutions such as Qingdao Research Institute of Virtual Reality of Beihang University, which has obvious advantages in the development of the virtual reality industry.

As the first of the five major projects proposed by "Made in China 2025", the manufacturing innovation center is the core node of the future manufacturing innovation system. Building a national virtual reality manufacturing innovation center is an important driving force for the high-quality development of China's economy. Relying on the advantages of Qingdao's entire industry chain in the field of virtual reality, Shandong Virtual Reality Manufacturing Innovation Center is mainly led by Qingdao Virtual Reality Institute Co., Ltd. (i.e., QVRI). The center was listed as the first batch of 14 manufacturing innovation center pilot institutions in Shandong Province in February 2017, and officially passed the acceptance and certification of Department of Industry and Information Technology of Shandong Province in November 2019. The Innovation Center has established an industry expert committee to provide research and judgment on major issues in the development of the industry, and to screen and determine research directions. With the guidance of the Expert Committee, the Innovation Center will focus on the research and development of key common technologies in accordance with market needs, formulate an explicit technology roadmap combined with industry development, build technical standards and independent intellectual property rights with high industry influence, and lead the development of the industry.

In the context of the national strategy of manufacturing innovation and upgrading, Shandong Virtual Reality Manufacturing Innovation Center will be based on the virtual reality industry, strive to create a national virtual reality manufacturing innovation center. The center is committed to providing one-stop capability support from advanced technology research and development, industrialization technology breakthrough, application demonstration, to collaborative work and talent introduction, until the system pilot test and mass production verification for the national and even global virtual reality related industries, intending to build an industrial ecology and promote the entire industry development.

