

Tagline:

Use the tagline with special font treatment: https://htcazurehtc-my.sharepoint.com/personal/zachary_adams_htc_com/_layouts/15/guestaccess.aspx?guestaccesstoken=JdWkSUOGgul5pjlTfOvfc%2fIG9w2AM08zuTrDGAq%2bees%3d&docid=2_0129a4bb7c4114a059f937b68ab477ac3&rev=1

CTAs:

Calls to action on printed materials should be context-relevant to the placement.

Digital ads drive traffic into stores to try a demo.

Print materials outside of stores drive customers into a demonstration.

Print materials inside stores encourage purchasing.

Notes on trademarks:

HTC VIVE and VIVE should be written with a TM mark after the whole word on **first use** per site or destination

HTC VIVE = product name

VIVE = overall experience including the hardware product, SteamVR, Chaperone safety system, content and so on.

Examples:

HTC VIVETM pulls virtual worlds off your computer screen and into your home

VIVETM provides a superior virtual reality experience thanks to an adjustable headset, wireless controllers designed just for VR interaction...

SteamVR should be written with a TM mark after the whole word on **first use** per site or destination

Examples:

Experience room-scale gameplay with SteamVRTM Tracking

VIVE is powered by SteamVRTM

Key benefits to communicate

Feature	Short description
SteamVR TM Tracking	Breakthrough SteamVR Tracking technology provides a superior experience, whether you play in a seated, standing or room-scale space

Control	Wireless controllers designed specifically for VR allow natural gestures and lifelike feedback
Content	Enjoy hundreds of games for SteamVR, plus everything you love about Steam in virtual reality
Immersion	Put on the headset and get swept away by unimaginable characters, sights and sounds
Safety	The Chaperone system displays play area boundaries to keep you safe, and the front-facing camera allows a peek at the real world when needed
Comfort	Adjustable headset straps and eye relief provide comfort for extended use, while interchangeable foam inserts and nose pads provide a customized fit for most, even with glasses
Viveport	Viveport is a global virtual reality app store, showcasing an ever-growing portfolio of VR experiences across a wide variety of content categories

Product description

One sentence description	VIVE is a first-of-its kind virtual reality system developed in partnership by HTC and Valve. Designed from the ground up for room-scale VR, VIVE features an adjustable headset, two wireless controllers and precise SteamVR Tracking.
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KSP Overview

Primary KSPs

One sentence Description	SteamVR™ Tracking (360°, room-scale movement) Play the way that works for you—seated, standing or in a room-scale space. SteamVR Tracking provides a superior virtual reality experience.
Paragraph description	SteamVR Tracking provides a superior virtual reality experience thanks to low latency, sub-millimeter accuracy and 360° coverage. Explore virtual worlds while seated, standing or moving around in a room-scale space—room-scale VR puts you at the center of

	everything.
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One sentence Description	Control (Hands-on interactions) Wireless controllers designed just for virtual reality allow natural gestures and lifelike feedback
Paragraph description	Designed just for virtual reality, VIVE's wireless controllers make it intuitive to manipulate objects and navigate through virtual worlds. Imagine feeling lifelike tension as you string a virtual bow and arrow, grabbing objects to examine closer or teleporting around your 3D drawing.

One sentence Description	Content (Experiences you'll love) Enjoy hundreds of games for SteamVR, plus everything you love about Steam in virtual reality
Paragraph description	Enjoy hundred of games for SteamVR, plus everything you love about Steam in virtual reality. Keep tabs on the newest releases, automatically download game updates and create and share content with millions of your closest friends on Steam. To get you started on your VR journey, VIVE comes with a curated selection of titles from Steam for free.

One sentence Description	Immersion (Powerful presence) Put on the headset and get swept away by unimaginable characters, sights and sounds
Paragraph description	Putting on the VIVE headset washes away the real world with fantastical experiences—from rec room-type games like ping-pong or pool to futuristic first-person shooters and so much more. SteamVR Tracking, stunning graphics, a 110° field of view, intuitive controls and HD haptic feedback provide an unparalleled sense of presence.

One sentence Description	Safety (Safer, convenient play) The Chaperone system displays play area boundaries to keep you safe, and the front-facing camera allows a peek at the real world
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	when needed
Paragraph description	For a safe experience, the Chaperone system digitally represents boundaries of the real world and features a front facing camera that blends physical objects into the virtual world. For your convenience, you can pair your phone with VIVE and view notifications in VR.

One sentence Description	Comfort (Adjustable, customized comfort) Adjustable headset straps and eye relief provide comfort for extended use, while interchangeable foam inserts and nose pads provide a customized fit for most, even with glasses
Paragraph description	For captivating, comfortable immersion in virtual reality, VIVE features an adjustable headset strap and interchangeable foam inserts and nose pads so you can find the fit for you. Multiple eye relief adjustments for interpupillary distance and lens distance provide clear, crisp images. There's no worry if you wear glasses, VIVE fits most frames.

One sentence Description	Viveport (Your life in VR) Viveport is a global virtual reality app store, showcasing an ever-growing portfolio of VR experiences across a wide variety of content categories
Paragraph description	Viveport is a global virtual reality app store, showcasing an ever-growing portfolio of VR experiences across a wide variety of content categories. Explore new worlds, create things and connect with friends in fantastic new ways. Viveport is available on Vive, web browsers and as desktop and mobile apps.

Specification information

Introductory copy for specification information	VIVE Ready Computers For the best experience with VIVE, we recommend these computer specifications. To test your computer's ability to power virtual reality and view a list of all compatible graphics cards, visit
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<http://vive.com/ready>.

Recommended computer specifications

- Processor: Intel™ Core™ i5-4590 or AMD FX™ 8350, equivalent or better
- Graphics: NVIDIA GeForce™ GTX 1060 or AMD Radeon™ RX 480, equivalent or better. For additional graphics card options, view the complete list at vive.com/ready.
- Memory: 4 GB RAM or more
- Video output: 1x HDMI 1.4 port, or DisplayPort 1.2 or newer
- USB: 1x USB 2.0 port or newer
- Operating system: Windows™ 7 SP1, Windows™ 8.1 or later or Windows™ 10

Play area requirements

Seated / standing:

No minimum space requirements

Room-scale:

5' x 6.5' minimum room size

16' maximum between base stations

Headset specifications

Screen: two ALOMED 3.6" diagonal

Resolution: 1080 x 1200 pixels per eye (2160 x 1200 pixels combined)

Refresh rate: 90 Hz

Field of view: 110 degrees

Input: integrated microphone

Eye relief: interpupillary distance and lens distance adjustment

Fit: adjustable headstrap, fits most glasses

Controller specifications

	<p>Input: multifunction trackpad, Grip buttons, dual-stage trigger, System button, Menu button</p> <p>Use per charge: 4 hours</p> <p>Connection: micro-USB charging port</p> <p>Included in the box</p> <p>Headset with 3-in-1 cable and audio cable, 2 face cushions, 1 nose rest, 2 wireless controllers with lanyards, 2 micro USB chargers, 2 base stations, 2 power adapters, mounting kit, optional sync cable, link box, link box mounting pad, HDMI cable, USB cable, earbuds, lens cleaning cloth, documentation</p>
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Awards

[add logos here]

T3

Why HTC Vive won T3's Gadget of the Year Award

"A work of art and a stroke of magic."

Chip

HTC Vive Product of the month [April 2016]

"The HTC Vive is an experience that must be tried."

Media quotes for use on webpages

Telegraph online

HTC Vive review: Miss this virtual reality experience at your peril

"Vive needs to be tried to be believed, and given the current state of the market, it's by far the most compelling virtual reality experience available. Miss it at your peril."

