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PR 535 Persuasive Writing

Thought Leadership Piece (for educational purposes)

A Letter from ViReal CEO, Richard Yang

StarRealm: Build a home for everyone in Metaverse

Dear players, as the founder of StarRealm, I want everyone to have a space in the virtual world. Currently in VR industry, there is no game that really allows users to build an emotional bond. I hope players can see the possibility of achieving this feature on StarRealm as I did.

In 2016, I learned about Virtual Reality (VR) and couldn't have been more excited about this technology. In my first year of college, I created a project called “Mirror Realm” (境界), software that allowed me to scan clothing through a special device and upload it to a virtual interactive platform. By using this technology, users could try on different virtual clothing. At the time, I was fascinated by what virtual reality interaction could do. Later, I was fortunate to meet two other USC students with similar interests in exploring VR and the metaverse.

We started with a VR music game, developed construction design, and finally ended up with a VR social game. Games are like works of art because they combine music, painting, and other fine arts. We have bold visions for the future of the metaverse. It is normal for people to pursue material things, but people need emotional bonds. Today, people can express the dynamic conversion of emotional output to the virtual world, realizing that the existence of the soul in the virtual world can make humans one step closer to the spiritual world.

These days, some parents have expressed concern about their children's addiction to games. Because they feel that games hinder people's social interaction in reality and even become a hidden danger of family conflicts. However, we found another possibility in VR. StarRealm, as an online virtual social game, may also be a link to connect families.

Even if you are far from the ones you love, you can still use VR to meet your romantic partner, family, and friends. StarRealm allows users to gain and maintain connections through the virtual world. I remember one time I need send VR equipment to investors in China from the

United States. Since I was overseas, I had my mother in China receive the device. My mother herself was resistant to new technology and was a slow learner. But after she heard that she could use VR to interact with me online, she decided to learn and try. “I am willing to keep in touch with my child even though I am not a big fan of video games,” my mother told me. “For my child, I am willing to try new things.”

Another co-founder of the game, Garfield, told me that his motivation to develop a VR game came from a visit to a hospital a few years ago. He remembered that it was a sunny afternoon when he saw a little Chinese girl who could not move freely because of leukemia. Girls look disappointed, and sadly most of the time. But a VR gaming experience turned her life around. After the technician introduced her to VR and taught her how to use it, she was thrilled to put on the VR device. She does a series of exaggerated movements in the game, including running, jumping, and even flying. After that, VR became the girl’s happiest time of the day. Sometimes, she would spend 9 hours a day exploring the virtual world. Garfield said that in the metaverse, he saw different possibilities and unlimited potential for human existence.

We are concerned that the VR industry is not fully developed, and the virtual world needs a sense of belonging. Many of the existing games are role-playing and the world’s interaction, but no game can form an IP that resonates with players and a group of people's cultures. Therefore, StarRealm wants to emphasize the sense of belonging so that every VR user can have a home in the metaverse. We look forward to your joining the team to explore the metaverse and building your own home at StarRealm.