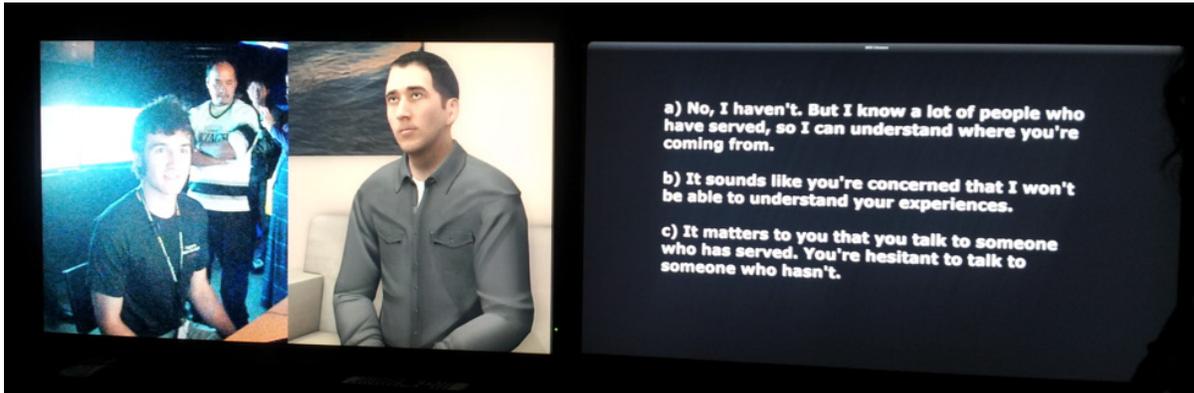


The Institute for Creative Technologies (ICT) at the University of Southern California is a lab dedicated to the development of immersive interactive technologies for use in a variety of fields, including military training, health therapies, and education.

ICT has developed a myriad of technologies that, although seemingly futuristic and unrelated to tobacco, can be adapted for use with thought and creativity. The virtual reality scenario presentations can also be used in trainings to simulate real-life situations that trainees may find themselves in, as well as helping quitters identify situations that may put them at risk for relapse.



## **Emergent Leader Immersive Training Environment (ELITE)**

The Emergent Leader Immersive Training Environment (ELITE) is primarily focused towards training basic counseling skills to United States Army leaders.

Although the Army recognizes that leadership and basic counseling skills are essential for army leaders, there are few resources allocated towards improving these skills aside from role-playing. ELITE is a program that centers on counseling with a virtual human. This virtual human allows for the trainees to receive instant feedback based on their answers and assesses the effectiveness of the counseling session. It also allows for the training to be conducted within a group setting for a large number of trainees to participate together, which wouldn't be possible in a one-on-one role-playing session.

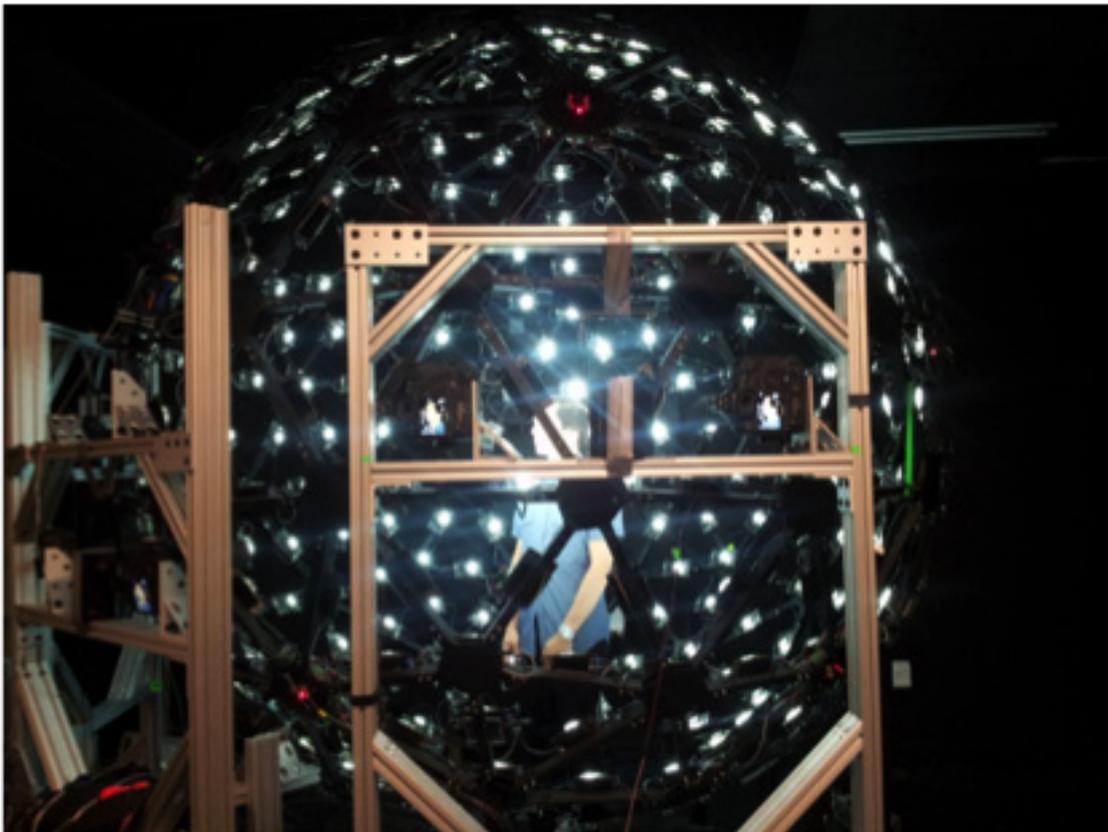
## Motivational Interviewing Learning Environment and Simulation (MILES)

The Motivational Interviewing Learning Environment and Simulation (MILES) helps train therapists to offer appropriate counseling to veterans and military families using a virtual human as a patient. This simulated scenario gives therapists the opportunity to acquire motivational interviewing skills through a real life experience. It provides feedback to therapists on what approach or question is the best to ask and allows them to practice cultural competency skills with the military population.

## Light Stages

Light stages are used to make virtual characters look more realistic and have appropriate lighting and shading according to their surroundings. Light stages create more realistic visual characters for ICT projects and large motion pictures.

In the past, the light stage at the ICT was used for the Academy Award-winning visual effects in the movies Spider-Man 2, The Curious Case of Benjamin Button, and Avatar.





## Virtual Reality Exposure Therapy

Virtual Reality Exposure Therapy is a post-traumatic stress treatment that meaningfully reduces post-traumatic stress symptoms. It is a form of exposure therapy where the individual relives a traumatic experience to help them cope with the stress associated with its memory. The therapy is delivered through a virtual reality head-mounted display with 3D audio, vibrations, and smells that simulate the experience in a controlled and safe virtual reality. This technology is currently being used in over 60 locations including VA (Veterans Affairs) hospitals, military bases, and universities.

## FOV2GO

FOV2GO is a cheap do-it-yourself kit that creates immersive 3D virtual realities with smartphones and tablets. This technology can be used to create virtual reality applications for training, education, and health. The FOV2GO involves the construction of a 3D viewer that can be constructed for less than \$5. It isolates the viewer's attention through a set of lenses that create the 3D image created by an app.

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To learn more about the Institute of Creative Technology at USC, please visit their website at <http://ict.usc.edu>.