

SONY +SOCIETY

Intro

Due to its dynamic, the society is responsible for not recognizing its need of something that connects them to a permanent reality, capable of understanding their actions and working on them to improve their personality and general behavior.

Campaing Description

Through the combination of brain sensors added to Sony VR system, autism will be able to be studied in a much healthier way, connecting them to an almost real world that provides different everyday activities. It will make them comfortable, helping on their socialization and integration to their real life.

