

ADULT VIDEO NEWS

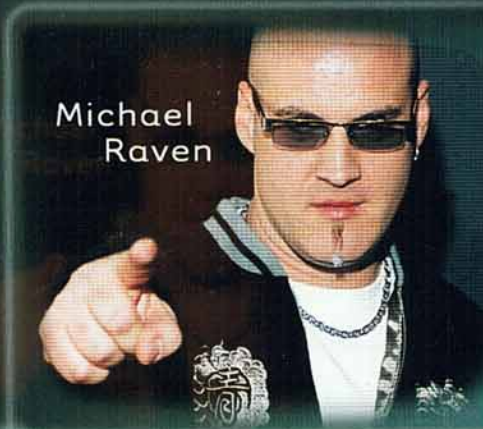
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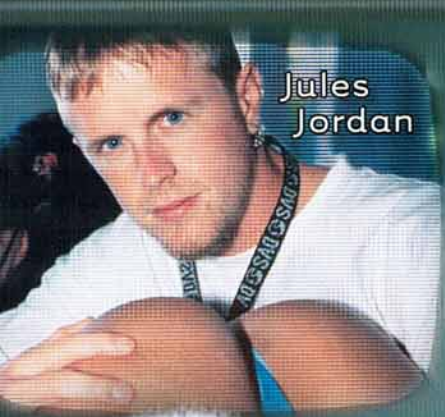
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Veronica
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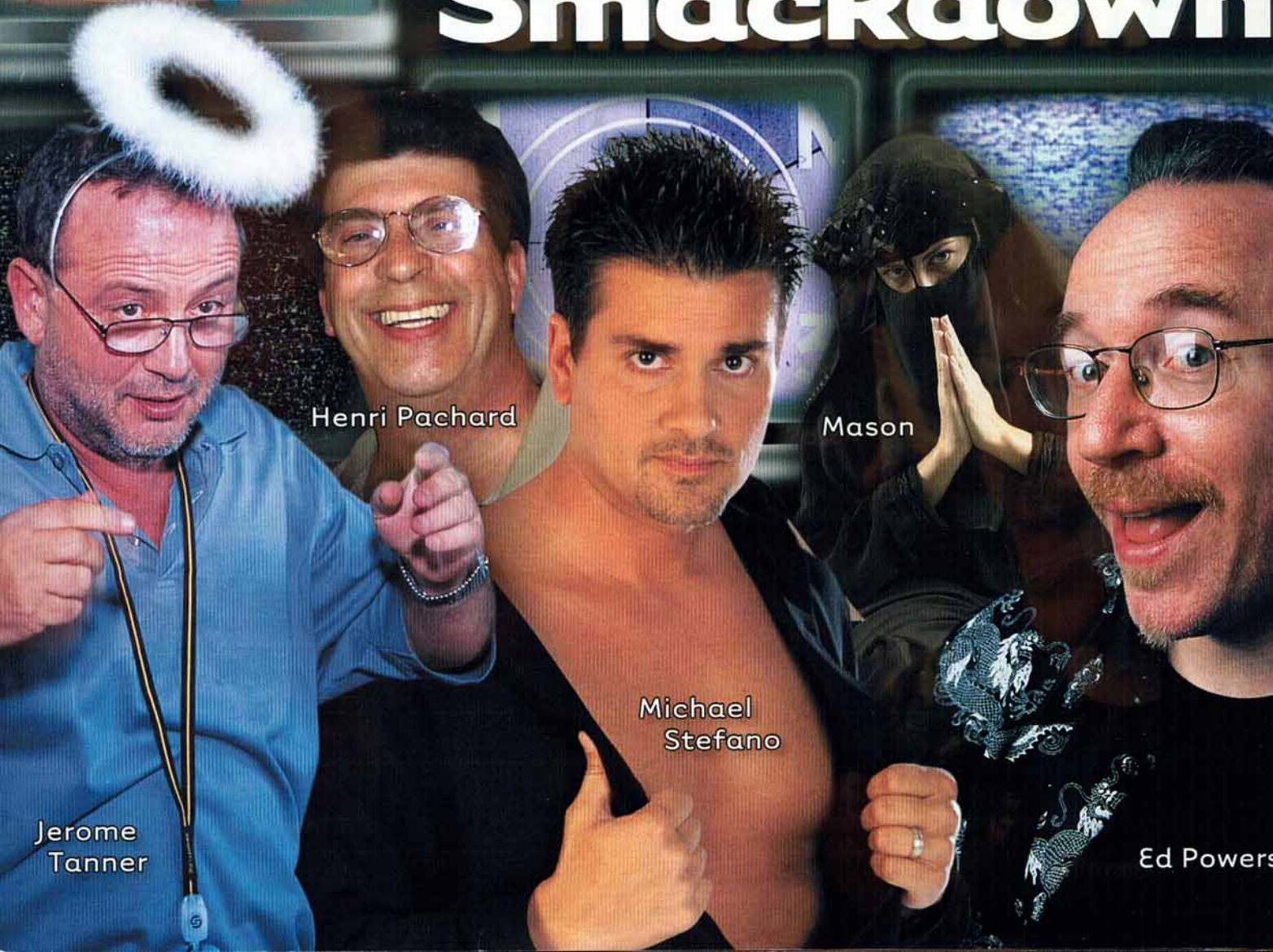
Michael
Raven



Jules
Jordan

Directors Roundtable

Old School / New School
Smackdown



Henri Pachard

Mason

Michael
Stefano

Jerome
Tanner

Ed Powers

FUTURE SHOCK

TRENDS IN NEW ADULT TECHNOLOGY BY JULIUS MARX

*When I want you in the night,
When I want you to hold you tight,
Whenever I want you all I have to do is dream.*
— Everly Brothers, "Dream"

Things are different now. These days, Phil and Don Everly wouldn't need a Nytol for a virtual intimate encounter. Instead, they could plug themselves into a Virtual Sex Machine, put on a specially encoded video CD and, with eyes wide open, feel as if they are connecting with the one they lust after, stroke for stroke.

The Virtual Sex Machine, from central Pennsylvania-based Virtual Reality Innovations Inc., has been on the market for two years, steadily racking up sales at \$369 a machine (optional case sold separately). In that time, the company has produced a small library of CDs to give customers the option of having virtual sex with amateurs, ethnics and so on. Now the company has set its sights on bigger and more popular targets.

Company CEO Eric White is ready to customize his sex machine to allow men to get lucky with, well, just about any sex star. A jump on Jenna? Why not? A cowgirl ride with Chloe? Of course. In and out of Inari? Nothing to it.

All White needs is the content, and it doesn't even have to be in digital form. It can be a video that's been collecting dust on some back shelf, or it could be some brand new release. White's company takes it, converts it to digital and then encodes so that the sex machine is coordinated with the video.

The sex machine consists of two important components. There's the Interface, a small box that connects to your PC through a parallel port, the way most printers do. Then there's the

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Message Mechanism, a tube-shaped part in which the penis is inserted. The Message Mechanism plugs into the Interface and, presto, you're good to go... or come, as the case may be.

One size fits almost all. Those with tools greater than two inches in diameter won't be able to squeeze into the Message Mechanism. Then again, anyone so endowed probably has little need for this contraption.

Now back to the encoding. Each video is encoded in three separate steps. "Each time you run through the content, you do a different function," explained White. "You have to concentrate on one focal point of the experience at a time. You've got the vacuum, you've got the vibration and you've got the stroking motion." For the record, the process is called Teledildonics.

White declined to say how encoders are trained or who does the product testing afterward, only that it's all done "internally" and that he could probably sell admission.

The company has been selling its machine on its Website, vrinnovations.com, but now the idea is to become partners with content providers throughout the porn universe. Not only will VR Innovations take content, sell it and pay a licensing fee but also it has started what it calls a Web Girl program.

"If you're a Web Girl and you have, say, 1,100 people paying for membership on your site and you would like to give them the next level of experience and allow them to have sex with you virtually, give us your content," White said. "We enhance the

content with Teledildonics and then we package the machine with your disc."

First to try it is Nikki of nikkisworld.com, who boasts of having one of the largest amateur Websites in Internet porndom. Members and non-members visiting the site can order Nikki's Virtual Sex Machine complete with a customized Nikki CD. The machine also will play any of the CDs in the VR library, which is an important part of the marketing plan.

"When you get tired of Nikki, which you will eventually do because you're a man and you want something different, then you can come over and get any of the other discs and any of the other girls we have available," White said.

So when will VR start producing its own content? Right after porn stars start giving away free samples.

"From day one, it was never our plan to go into the adult industry and be competitive with other studios," White said. "We couldn't do it. We're in Pennsylvania, not California. Also, there's no reason to do it and it's much more profitable not to."

Improved versions of the Sex Machine due out in 2003 are expected to include manual override controls for the user and a new material for an even more realistic "skin" sensation. And, as always, porn stars sold separately.

Future Shock is always on the lookout for the next big innovation. We're grateful for good suggestions, including those from Marc Bruder of BRI Video, Santa Monica, Calif. Send along ideas to jul_marx@hotmail.com.

