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sstkVR

A Shutterstock Content Brief





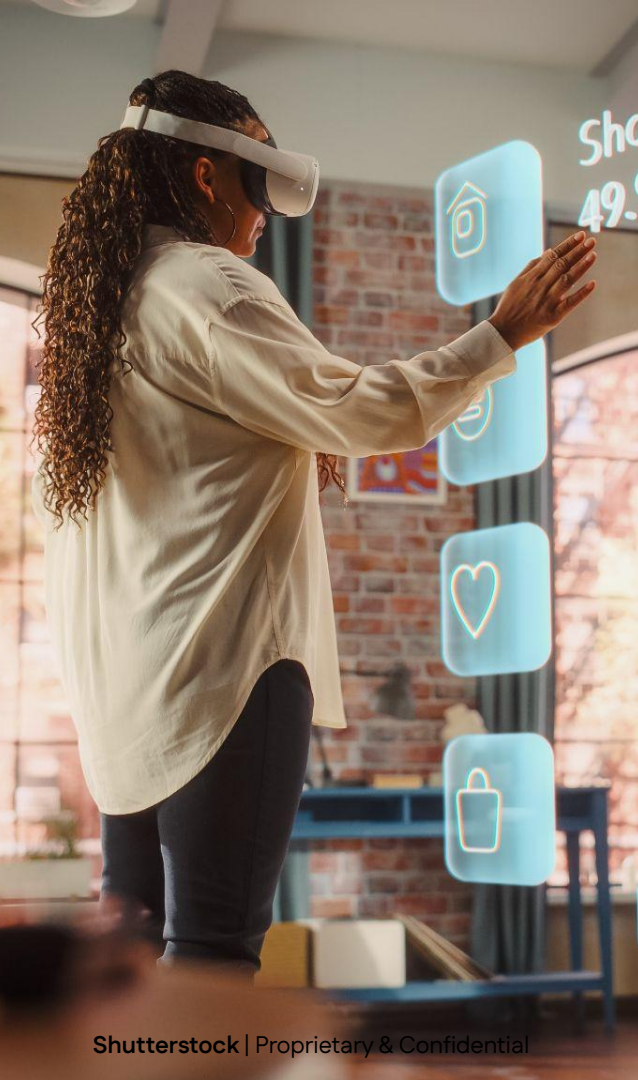
Overview

Technology in Everyday Life

Shutterstock customers are seeking visual content that shows how emerging technologies like Augmented Reality (AR), Virtual Reality (VR), artificial intelligence, and connected digital systems fit naturally into everyday life. Demand is especially strong for model released content, with a primary focus on Black, Hispanic, and Asian talent, capturing real people engaging with these technologies in authentic, commercially relevant moments.

Customers want to see not just the technology itself, but how it supports communication, creativity, learning, and commerce.

This brief outlines key themes and scenarios aligned with current customer demand. Make sure to include the keyword **sstkVR** so your content can be easily discovered.



Scenarios

Technology Shaping Everyday Choices

Researching Products Before Buying: A shopper compares products on a phone or wearable device, viewing items in 3D, placing them in their space with AR, or browsing in a simple VR interface.

Smart Assistance in Daily Tasks: An individual uses an AI powered assistant with AR or VR elements while cooking, organizing their home, or planning a purchase, receiving visual prompts or step by step guidance.

On the Go Purchasing and Planning: A person uses a phone, smartwatch, or wearable device to make purchases or plan while commuting or running errands, with AR overlays showing directions, product details, or booking options.

Managing Purchases and Deliveries: A person tracks orders, manages deliveries, or organizes returns through apps, with updates, notifications, or workflows displayed through mobile interfaces or simple VR dashboards.



Scenarios

Immersive Technology in Work and Learning

Virtual training and simulation: A person uses a VR headset to practice skills or complete training in a simulated environment, such as technical work, healthcare, or safety procedures.

Augmented guidance on the job: A worker uses AR glasses or a device to receive step by step instructions, overlays, or real time data while completing a task.

Interactive learning environments: A student uses immersive technology or digital tools to explore lessons, participate in virtual classes, or engage with educational content.

Remote collaboration in virtual spaces: Colleagues meet in a virtual environment or use immersive tools to collaborate, present ideas, or review projects together.



Scenarios

Creating and Sharing in Digital Spaces

Live streaming and broadcasting: A person streams live from home or a workspace, interacting with viewers, presenting products, or sharing experiences in real time.

Editing and publishing content: A creator edits photos or videos on a laptop or mobile device, adjusting visuals, adding text, or preparing posts for publication.

Engaging with an audience: A person responds to comments, messages, or reactions on social platforms, actively managing their online presence and community.

Collaborating remotely: Creators or team members connect through video calls or digital platforms to plan, review, or produce content together.



Aesthetic Dos and Don'ts

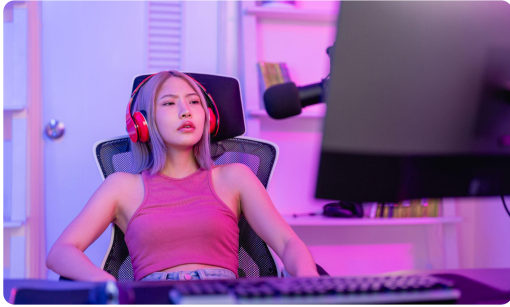
Capturing True Emotion

Capture real interactions between people and technology as they naturally occur. Focus on everyday moments where devices support a task, decision, or connection, with expressions and environments that feel genuine and unforced. Both vertical and horizontal formats are encouraged, and settings should feel lived in and commercially relevant rather than overly styled.

While staying within commercial standards (accurate releases, no trademarks, etc.), avoid:

- Overly staged “tech demo” scenes where the device is the only focus
- Unrealistic or exaggerated use of AR, VR, or AI that feels disconnected from real life
- Generic setups that do not clearly show a real use case or purpose

Models and Styling



Casting

Show people across a range of ages, body types, and abilities. Prioritize casting Black, Hispanic, and Asian talent, reflecting how different communities engage with technology in everyday life.



Styling

Style models in casual, comfortable outfits that reflect their everyday routines and environments. Choose looks that feel natural, current, and appropriate to the setting, whether at home, work, or on the go.

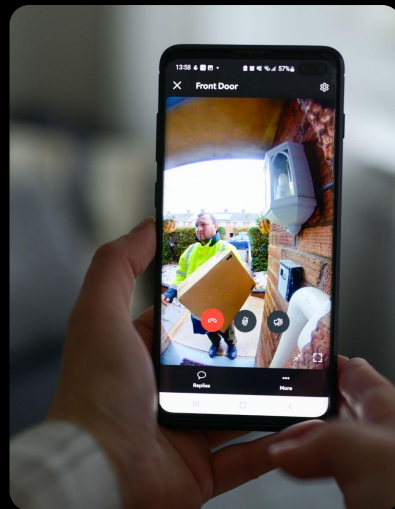


Aesthetics

Create a documentary feel by capturing candid moments that show real interactions between people and technology. Highlight subtle moments where technology supports a task, decision, or connection, using screen lit faces, mixed lighting, and point of view or over the shoulder views.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkVR** content. We encourage you to use these examples as references while creating content that reflects your unique style and showcases your part of the world.



Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content!

Include information about location, occasions, actions, people, clothing, and concept into your metadata. Think like a customer.

Include the keyword **sstkVR** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkVR keywords



Top Literal and Conceptual Keywords.

If these people, places, things, concepts, or themes appear in your content, add them to your keywords.

ai, app, artificial intelligence, assistant, audio, automation, blogger, cloud, cloud server, commerce, communication, connected, consumer, content, creator, data, decision, delivery, device, digital, digital news, ecommerce, education, electronics, engagement, factory, feedback, glasses, guidance, home, immersive, industry, innovation, interactive, interface, learning, livestream, media, metaverse, mobile, navigation, network, online, payment, phone, productivity, purchase, remote, research, reviews, robot ai, screen, share, sharing, shopping, smartwatch, smart home, social, software, streaming, student, technology, technology concept, tools, tracking, training, virtual, virtual reality, vr, wearable, workflow, workplace



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Thanks!

**We can't wait to see
what you create.**

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