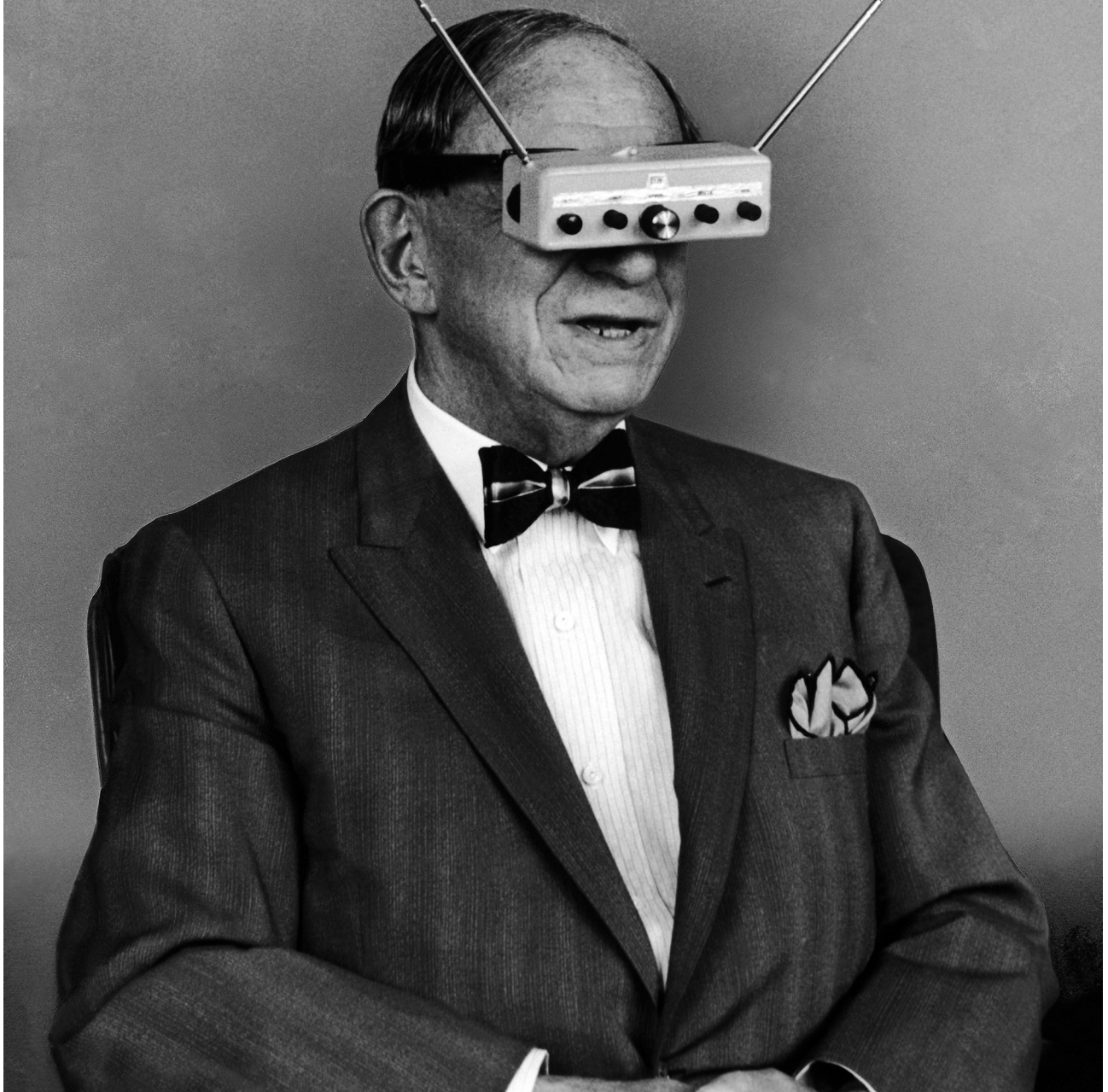


BEFORE VIRTUAL REALITY WAS COOL

1963: Inventor and sci-fi publisher Hugo Gernsback enjoys his prototype “teleyeglasses,” a battery-powered headset that uses a pair of cathode-ray tubes to display “stereoptical” television programs. Gernsback believes that millions of people yearn for on-demand immersive virtual reality. But it’s obvious that technology like this is far too silly-looking to ever become a commercial success. ■



ALFRED EISENSTAEDT/THE LIFE PICTURE COLLECTION/GETTY IMAGES