

1. Record Nr.	UNINA9910337786803321
Titolo	Augmented Reality and Virtual Reality : The Power of AR and VR for Business // edited by M. Claudia tom Dieck, Timothy Jung
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-06246-5
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XI, 335 p.)
Collana	Progress in IS, , 2196-8713
Disciplina	650 658.05
Soggetti	Business information services Computer networks Tourism Management Social sciences - Data processing Digital humanities Electronic data processing - Management IT in Business Computer Communication Networks Tourism Management Computer Application in Social and Behavioral Sciences Digital Humanities IT Operations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: AR & VR and the Retail Experience -- Part II: AR & VR Experience Design -- Part III: AR & VR in Tourism -- Part IV: AR & VR in Education -- Part V: AR & VR Applications and Immersive Designs -- Part VI: AR & VR Medical Applications -- Part VII: VR and Media.
Sommario/riassunto	This book presents a collection of the latest research in the area of immersive technologies, presented at the International Augmented and Virtual Reality Conference 2018 in Manchester, UK, and showcases how augmented reality (AR) and virtual reality (VR) are transforming the

business landscape. Innovations in this field are seen as providing opportunities for businesses to offer their customers unique services and experiences. The papers gathered here advance the state of the art in AR/VR technologies and their applications in various industries such as healthcare, tourism, hospitality, events, fashion, entertainment, retail, education and gaming. The volume collects contributions by prominent computer and social sciences experts from around the globe. Addressing the most significant topics in the field of augmented and virtual reality and sharing the latest findings, it will be of interest to academics and practitioners alike.
