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	Nota di contenuto	Part I: AR &VR in Business, Retail and Marketing -- Part II: AR & VR for City Planning, Smart Cities and Autonomous Vehicles -- Part III: Ar & VR for Health and Wellbeing -- Part IV: AR & VR in Theatre Productions and

Journalism -- Part V: AR & VR in Production and Manufacturing -- Part VI: AR & VR in Education -- Part VII: AR & VR in Tourism, Museums and Events -- Part VIII: AR & VR in Research -- Part IX: AR & VR App Design and Content Creation. .

Sommario/riassunto	This book features the latest research in the area of immersive technologies, presented at the 5th International Augmented and Virtual Reality Conference, held in Munich, Germany in 2019. Bridging the gap between academia and industry, it presents the state of the art in augmented reality (AR) and virtual reality (VR) technologies and their applications in various industries such as marketing, education, healthcare, tourism, events, fashion, entertainment, retail and the gaming industry. The volume is a collection of research papers by prominent AR and VR scholars from around the globe. Covering the most significant topics in the field of augmented and virtual reality and providing the latest findings, it is of interest to academics and practitioners alike.