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Titolo	Media Innovations AR and VR : Success Factors For The Development Of Experiences / / by Elle Langer
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ISBN	9783662662809 9783662662793
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Descrizione fisica	1 online resource (129 pages)
Disciplina	006.8
Soggetti	Multimedia systems User interfaces (Computer systems) Human-computer interaction Computer graphics Computer vision Application software Multimedia Information Systems User Interfaces and Human Computer Interaction Computer Graphics Computer Vision Computer and Information Systems Applications Realitat augmentada Realitat virtual Interficies d'usuari (Sistemes d'ordinadors) Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Methods -- Explanation of terms -- AR and VR in the media context -- User experience and needs -- Prouzents for expert interviews -- Analysis of expert interviews -- Outlook -- Appendix 1 -- Appendix 2 -- Appendix 3 -- Appendix 4.
Sommario/riassunto	Definition for immersive media Economic characteristics for media

innovations User experience and presence experience in real world  
Analysis of success factors on user and producer level Augmented and  
virtual reality are media innovations with specific characteristics. They  
create an immersion for the user, as the user is immersed in the  
medium and its 360° environment. To develop content and applications  
for AR and VR successfully, various factors must be in alignment: the  
users need and experience in the 360° environment, the story, and the  
type of media usage. Content producers face novel challenges in  
content development, method selection, and teamwork in the  
development process. Target groups Students Companies Advertising  
agencies Media industry Content producers who want to learn more  
about immersive media or are looking for concrete help The author Elle  
Langer is an experienced and award-winning innovation manager for  
media and communication products. She has developed and produced  
numerous non-fiction formats and documentaries for national and  
international clients. Since 2014, she specializes in the immersive  
media AR and VR. As the founder and CEO of "pimento formate" she  
supports companies in VR and AR projects for edutainment, art, music,  
mental health and various communication projects. As a board member  
of Virtual Reality Berlin-Brandenburg e.V. she played a major role to  
establish the immersive media landscape in Germany. This book is a  
translation of the original German 1st edition Medieninnovationen AR  
und VR by Elle Langer, published by Springer-Verlag GmbH Germany,  
part of Springer Nature in 2020. The translation was done with the help  
of artificial intelligence (machine translation by the service DeepL.com)  
This English Book was corrected finally by Stephanie Manz and the  
author Elle Langer. .

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