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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 Interfícies d'usuari (Sistemes d'ordinadors) Llibres electrònics
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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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