

1. Record Nr.	UNINA9910734876703321
Autore	Jung Timothy
Titolo	XR-Metaverse Cases : Business Application of AR, VR, XR and Metaverse // edited by Timothy Jung, M. Claudia tom Dieck
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2023
ISBN	3-031-30566-3
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (111 pages)
Collana	Business Guides on the Go, , 2731-4766
Altri autori (Persone)	tom DieckM. Claudia
Disciplina	006.8
Soggetti	Business information services Application software Multimedia systems Digital media Electronic data processing—Management IT in Business Computer and Information Systems Applications Multimedia Information Systems Digital and New Media IT Operations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. The Temple of Brunello – Virtual Journeys to Enhance a Unique Product and Its Territory: Brunello Di Montalcino Wine -- Chapter 2. Resuscitation VR: Implementing the Future of Emergency Medicine Training -- Chapter 3. A Bridge Into the Metaverse: XR-supported Bridge Inspections -- Chapter 4. Enabling the Metaverse With the Development of PopupView, an Augmented Reality (AR) Platform -- Chapter 5. An Extended Reality Solution for Mitigating the Video Fatigue of Online Meetings -- Chapter 6. Hello World. Liveness in Virtual Theatre for the Metaverse -- Chapter 7. Integration of Smart Glasses for Knowledge Transfer in Industrial Remote Maintenance: Learnings From Practice -- Chapter 8. Safety is Everything; Design of an ARVR Training Simulator for Radiation Emergency Response -- Chapter 9. An Audience With a Hero: a Conversational VR Experience --

Chapter 10. Enhancing Continued Medical Education with Shared Immersive Spaces.

Sommario/riassunto

This book presents a collection of latest case studies on augmented reality (AR) and virtual reality (VR), extended reality (XR) and metaverse applications in various industries. AR, VR, XR and Metaverse are changing the business landscape, providing opportunities for businesses to offer unique services and experiences to their customers. The case studies explore business uses of the technology across multiple industries such as healthcare, tourism, hospitality, events, fashion, entertainment, retail, education and video gaming. The volume includes solutions of different maturities as well as those from startups to large enterprises thereby providing a thorough view of how AR, VR, XR and Metaverse can be used in business.