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Autore	Marr Bernard
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Nota di contenuto	Cover -- Title Page -- Copyright Page -- Contents -- Introduction -- Why Xr Is a Trend on the Rise -- Why This Book, and Why Now? -- In the pandemic, our lives moved further online -- Work, as we know it, may never be the same -- Evolving relationships with customers -- A "perfect storm" of technology -- Introducing the Extended Reality Spectrum -- The Incredible (And Very Real) Possibilities of XR -- Key Takeaways -- Endnote -- Chapter 1 What Is Extended Reality? -- A Word About XR Definitions -- Remember, XR is a spectrum -- XR technology is constantly evolving -- Augmented Reality: The Most Accessible of the XR Technologies -- What is AR? -- How does AR work? -- Stepping into a More Immersive Environment with Virtual Reality -- What is VR? -- How does VR work? The super-quick version -- Merging the Real and Digital Worlds with Mixed (Hybrid) Reality -- What is MR? -- How does MR work? -- Where Is XR Technology Heading? -- Key Takeaways -- Endnotes -- Chapter 2 The Amazing Evolution of XR: A Brief History -- Tracing the XR Timeline -- The 1800s: A critical discovery -- The early 1900s: Forecasting the future of VR -- The 1950s, 1960s and 1970s: The first VR and AR experiences -- The 1980s, 1990s and 2000s: Gaming adopts VR -- 2010 to 2020: XR technologies gain momentum -- Rapid Evolutions in XR Hardware -- VR equipment -- AR apps and glasses -- Other types of XR displays

-- An Evolution Fueled By Other Tech Trends -- Key Takeaways -- Chapter 3 Challenges with XR -- Legal and Moral Concerns -- Can a virtual act be a crime? -- Murky moral practices -- Access for the few, not the many? -- Privacy and Security Concerns -- Taking the term "personal data" to a new level -- It's in your eyes -- The risk of identity hacking -- Health Concerns -- Introducing the VR hangover -- Post-VR sadness -- Cyber-addiction -- The Need for Responsible XR. Key Takeaways -- Endnotes -- Chapter 4 XR in Everyday Life and Business -- XR in Everyday Life -- AR apps are everywhere -- Social media heads in a more immersive direction -- Improving the dating experience -- Bringing news, history and world issues to life -- And, finally, some other examples from everyday life -- XR in the Workplace -- Enhancing various recruitment processes -- Making data analysis easier and more immersive -- Improving virtual meetings -- Transitioning to virtual trade shows -- Key Takeaways -- Endnotes -- Chapter 5 Customer Engagement and Retail -- Giving Customers More Immersive Experiences -- Foot Locker -- Burger King -- Red Bull -- LEGO -- Mercedes-Benz -- One Aldwych Hotel -- Miller Lite -- Bombay Sapphire -- Living Wine Labels app -- Bringing Products to Life in Greater Detail -- Apple -- Asos -- Gap -- Sotheby's and virtual house tours -- Christie's -- Home Depot -- Ikea -- Target -- Wayfair -- Amazon -- Toyota -- A New Age of "Try Before You Buy" -- InkHunter -- Skin Motion Soundwave Tattoos -- Warby Parker -- Nike -- Watches of Switzerland and Grand Seiko -- WatchBox -- FaceCake -- Tenth Street Hats -- Sally Hansen -- Sephora -- L'Oreal -- Why Not Customize Before You Buy? -- Porsche -- BMW -- Urbanist Architecture -- Creating Exciting New and Digital-Only Products for Customers -- Fortnite "skins" -- Happy99 -- Carlings -- Lessons We Can Learn from the Retail Industry -- Key Takeaways -- Endnotes -- Chapter 6 Training and Education -- XR in Personal Learning and Development -- Purina -- VirtualSpeech -- University of Virginia -- Making Learning More Immersive for Students -- Labster -- Islands High School and MEL Chemistry VR -- West Coast University - Los Angeles -- 1943: Berlin Blitz -- Humberston Cloverfields Academy -- Improving School Field Trips -- Google Expeditions -- SkyView -- The VR Museum of Fine Art. BBC Civilizations -- HoloMuseum XR -- Unimersive -- Mercedes-Benz Museum -- The Big Bang AR by CERN -- Learning By Doing: How XR Can Transform Hands-On Learning Experiences -- Froggipedia -- Mondly -- Enhancing Vocational/Workplace Training and Education -- FLAIM Systems -- University of Exeter and Cineon Training -- BP -- New Jersey Police -- STRIVR -- LAP Mentor and immersive medical training -- Children's Hospital in Los Angeles (CHLA) -- The Body VR: Journey Inside a Cell -- Lessons We Can Learn from Training and Education -- Key Takeaways -- Endnotes -- Chapter 7 Healthcare -- Using XR to Enhance Your Well-Being -- VR-enhanced relaxation - the Dream Machine -- Guided meditations - with added VR -- XR and yoga -- VR fitness coaching and workouts -- Use of XR in Diagnosing Health Issues -- Medical imaging and analysis -- Diagnosing visual impairments -- Aiding psychiatric, neurological and mental health diagnosis -- XR in Treatment and Therapy -- VR Vaccine - helping children overcome their fear of treatment -- Virtual reality exposure therapy (VRET) for anxiety and PTSD -- VR-enhanced cognitive behavioral therapy -- Treating psychosis with VR -- Helping patients with dementia -- Helping children with autism -- VR-enhanced rehabilitation -- Managing pain -- Improving Surgeries Through XR -- Reducing patients' stress -- Vein visualization with AccuVein -- Medivis and presurgical data -- Surgical Theater's Precision VR --

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"Discover one of the biggest business trends of today Extended reality (XR for short) -- which encompasses virtual reality, augmented reality and mixed reality -- is one of the biggest business trends of today. It refers to the use of technology to create more immersive digital experiences which are promising to transform many businesses and industries. In this book, best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of XR in providing innovative businesses solutions for companies of varying sizes and across different industries. He introduces the three main branches of extended reality - virtual, augmented and mixed reality. You will discover how businesses and organisations are implementing the technology, with case examples, including some of the world's biggest brands, to showcase how they are starting to use XR in practice."--

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