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Autore	Langer Elle
Titolo	Media Innovations AR and VR : Success Factors For The Development Of Experiences / / by Elle Langer
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2023
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. .

2. Record Nr.	UNINA9911012478003321
Autore	Cardini, Franco
Titolo	Cassiodoro il grande : Roma, i barbari e il monachesimo / Franco Cardini
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