

roc van
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*'The future is
extended reality'*



A stylized globe is depicted against a black background. The globe's surface is defined by a complex network of thin blue lines that connect numerous small blue dots, representing a global network or data flow. The continents are outlined in a slightly thicker blue line. The globe is shown from a perspective that curves across the frame.

**Bring the world..
from the outside in!**

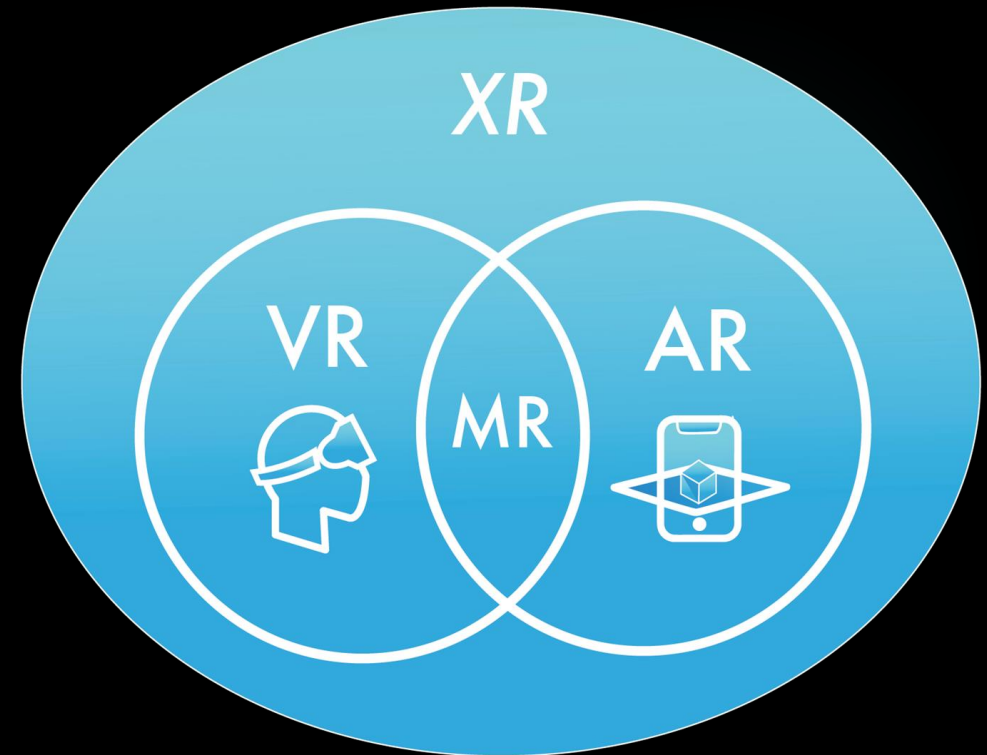


extended reality

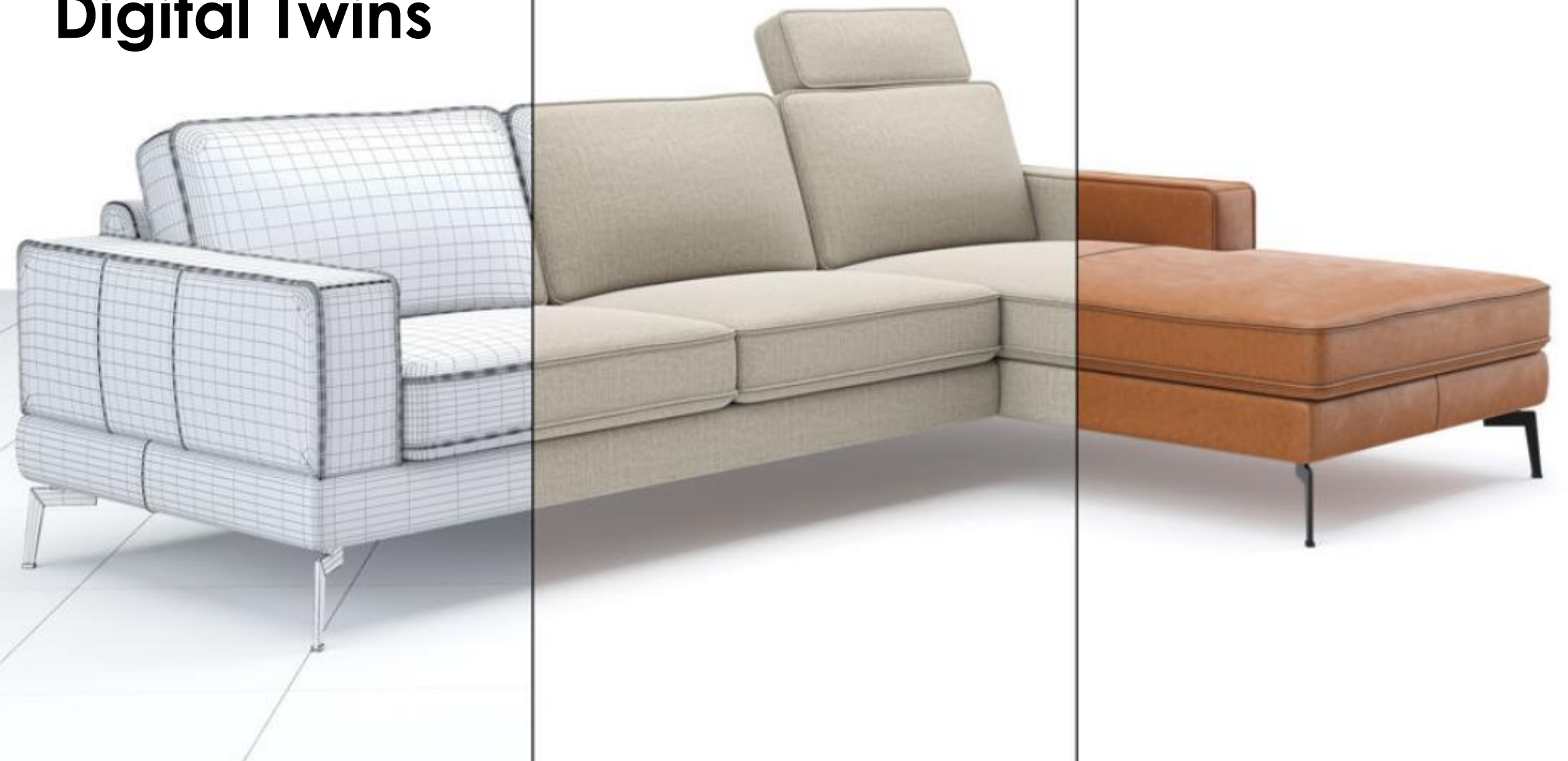
► What is XR?

Extended reality is a term that encompasses virtual reality (VR), augmented reality (AR) and mixed reality (MR) – set to become one of the biggest and most transformative technology trends of the next five years.

source: forbes.com (mei 2021)



Digital Twins



What is VR?

When you talk about Virtual Reality, it means, loosely translated, “Apparent Reality” or “Virtual Reality”.

This Virtual reality is shown to you in such a way that it feels like reality, hence this term.



A woman with long dark hair, wearing a white tank top and a VR headset, is shown in profile. She is holding a VR controller in her right hand and gesturing with her left hand. The background is a blurred cityscape at dusk or dawn, with lights reflecting on water and hills in the distance. The text "VR in de praktijk" is overlaid in the center of the image.

VR in de praktijk





Virtual Rooms

- Social meeting place
- Give presentations
- View and interact with 3D (objects)
- To collaborate on projects





What is AR?

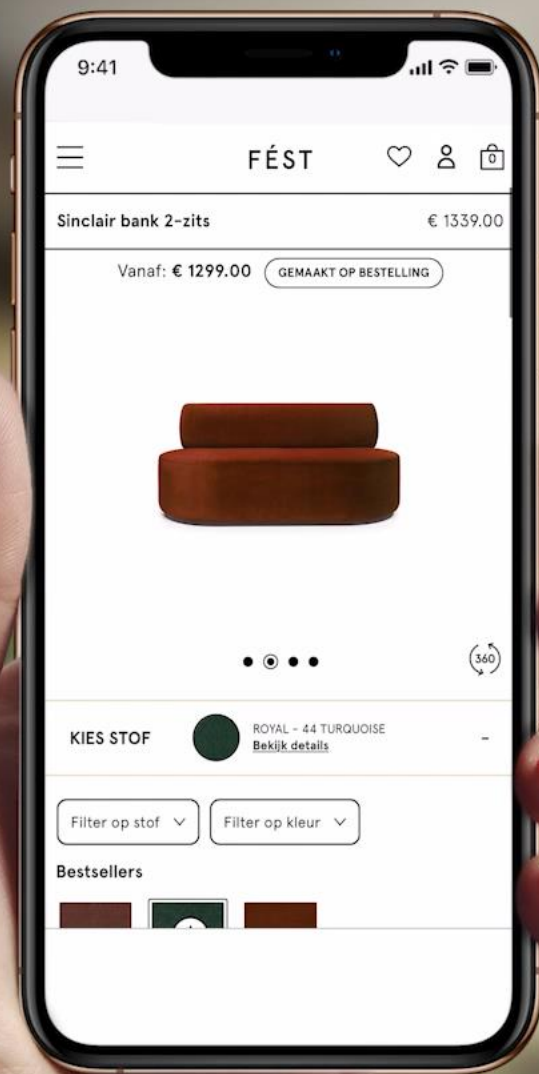
With Augmented Reality or AR, a digital layer is superimposed on reality. You see the world around you, and on a screen. For example on a smartphone or tablet.

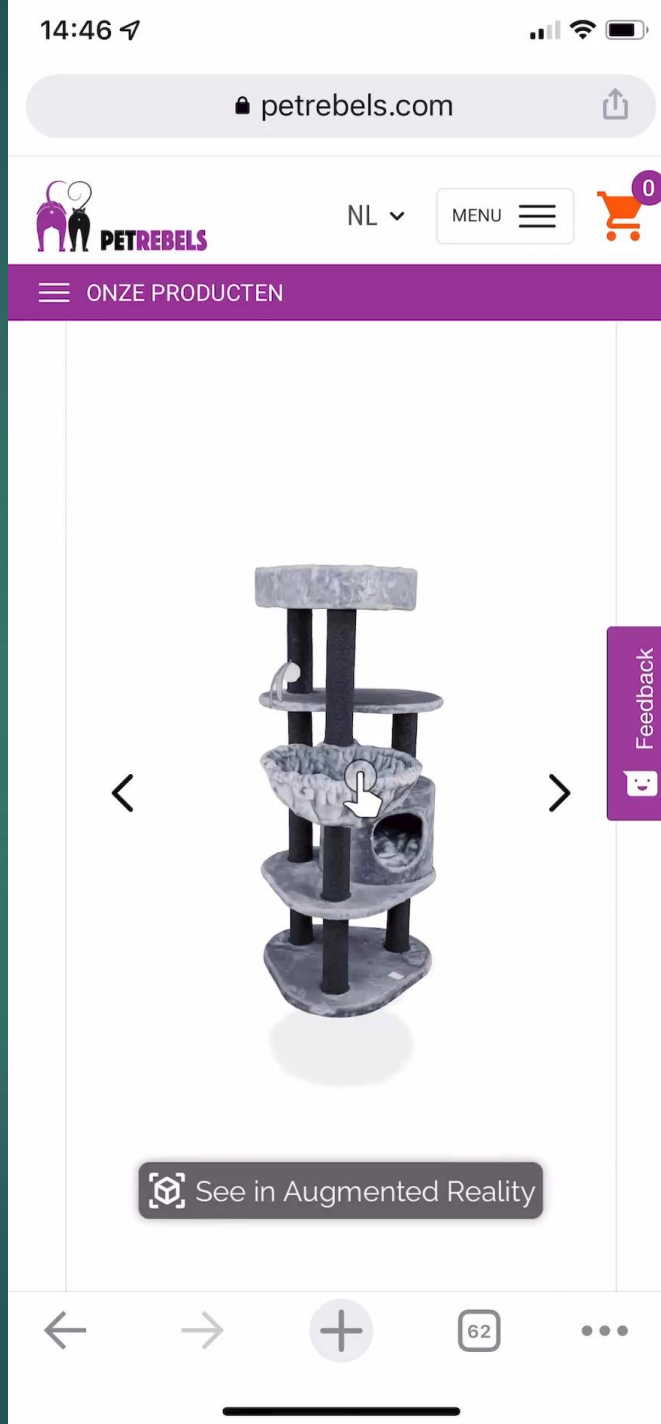
The term "augmented" stands for "added", new information is added to reality as we can perceive it.

Augmented Reality

- 3D objecten
- Video tracking







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**ONTDEK JOUW BRIL IN DE
VIRTUELE PASKAMER**

Effects of AR on purchasing behavior

Interactions with products via AR leads to a 94%
higher conversion rate

25% less returns

56% of shoppers say AR give them **more trust** in product quality.

Source: accenture (april 2021)

AR boost for eCommerce

80% increase conversion

25% less returns

500% more website or webshop interaction

source: Shopify (june 2020)

What is MR?

Mixed reality (or MR) works by combining elements of AR and VR. This form of augmented reality combines our real world with virtual environments to create a new environment. The user interacts with the real and virtual environment simultaneously.



WHAT IS METAVERSE?







REAL
FAKE



DEEPFAKE





WHAT IS METAVERSE?





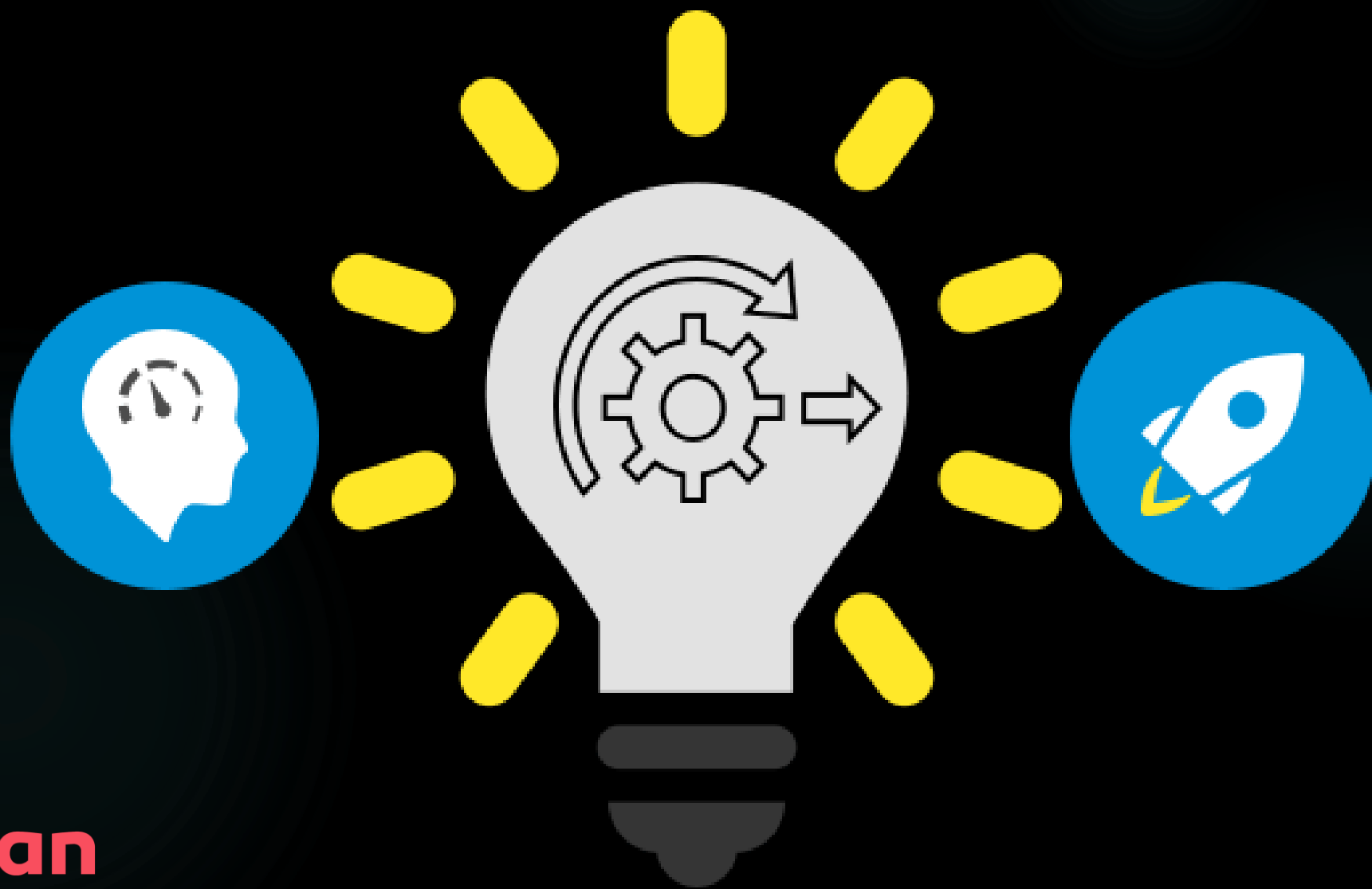
**EXPERIENCE
VIRTUAL
REALITY**

RICHIE'S PLANK EXPERIENCE



imagine
the
(business)
possibilities





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ASSIGNMENT 1

- 1) Write down (for yourself) as many ideas as possible (10 min)
- 2) Share your ideas with the rest of your group (15 min)

Creative thinks forms:

- Target group (based on characteristics; age, hobby, conviction, etc.)
- Problem (what could you create a solution for)
- Technique (what can you record or how)



ASSIGNMENT 2 (15 minutes)

- 1) Make a selection of the three best ideas
- 2) Choose one idea together



The End