CHANGE REALITY

Virtual / Augmented Reality

"AUGMENTED REALITY HAS ATTRACTED MORE ATTENTION SINCE THE LAUNCH OF GOOGLE GLASS AND HAS EVOLVED INTO A MATURE TECHNOLOGY READY FOR BUSINESS APPLICATIONS"

Introduction

Virtual Reality, a technology that has become well-known since the introduction of the *Oculus Rift*, puts a user in a virtual world. Virtual reality has been successfully applied in the entertainment sector where numerous applications and examples exist. Augmented reality, which increased in popularity after the introduction of *Google Glass*, offers new possibilities since Microsoft launched its *Hololens*. The added value of these technologies for companies should not be underestimated, especially because their maturity has reached new levels. Companies like *Daqri*, that has developed a smart helmet with Augmented Reality, prove that a new era has arrived.

The department Design & Technology of Erasmus University College Brussels, together with PXL University College, is looking for partner companies to launch a new research project on Virtual and Augmented Reality.

Goals of the project

1. Provide an overview of Augmented Reality and Virtual Reality hardware that is suitable for business applications.
2. Perform a comparative study on the applicability of Augmented Reality and Virtual Reality in a business environment.
3. Explore the interaction possibilities (and limitations) of Augmented and Virtual Reality hardware with other devices such as smartwatches.
4. Develop an Augmented Reality and a Virtual Reality application for a business case.
5. Accelerate the succesful integration of Augmented and Virtual Reality techniques in companies.

Target audience

- Industrial manufacturers
- Companies in logistics and distribution
- Smart device application developers
- Companies with specific in-house trainings or simulation trainings

Research type
TETRA - 2 years

Start
October 2016

Coordinates
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Key words
Virtual Reality, Augmented Reality, Usability, Interaction Design, Technological classification, Internet of Things

Sources
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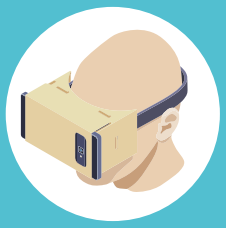


€ 250,-

PRIORITY ACCESS TO RESEARCH RESULTS

VISIBILITY AS PROFESSIONAL PARTNER ON OUR PROJECT WEBSITE

BUSINESS

€ 1.500,-

PRIORITY ACCESS TO RESEARCH RESULTS

VISIBILITY AS BUSINESS PARTNER ON OUR PROJECT WEBSITE

VISIBILITY AS BUSINESS PARTNER ON EVENTS (ROLL UP)

FREE 1-DAY AR AND VR TRAINING FOR 1 PERSON

PREMIUM

€ 3.500,-

PRIORITY ACCESS TO RESEARCH RESULTS

VISIBILITY AS PREMIUM PARTNER ON OUR PROJECT WEBSITE

VISIBILITY AS PREMIUM PARTNER ON EVENTS (ROLL UP)

FREE 1-DAY AR AND VR TRAINING FOR 2 PERSONS

IN-HOUSE DEMO OR TRAINING

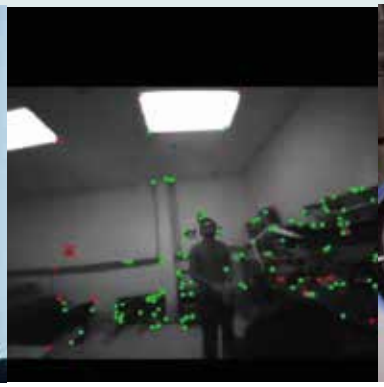
PARTICIPATION IN SELECTION OF BUSINESS CASES

PRIORITY BRANDING: EXCLUSIVE PREMIUM VISIBILITY OF YOUR COMPANY DURING EVENTS OR IN PUBLICATIONS

TETRA projects have two main objectives:

- Increase the innovative capacity in companies and social profit organisations by converting technology and knowledge into practical applications using adapted information. The importance of the project for companies is shown by their co-financing (7.5%) and active collaboration in the project.
- Increase the knowledge base of university colleges and integrated study programs in universities in to improve education and services to the community.

http://www.iwt.be/subsidies/tetra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