

Immersive Content



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Description

Immersive content in Virtual, Augmented or Mixed Reality lures users into the story until they are convinced that they are actually there. 360-degree videos with binaural sound and other simulated sensual experiences such as haptics and aromas not only turn entertainment and news into an intense experience. Virtual reality therapies are now showing their first successes with patients suffering from pain. The virtual preview of apartments, hotel rooms and products makes the purchase decision easier. The advertising industry is also opening up virtual space with virtual product placement. The result is countless virtual streams and simulations in which experience has no end.

Tags

Augmented Reality

Virtual Reality

immersive content

mixed reality

STEEP

- Social
- Technological

Links

TRENDS

Simulated Senses

Social Virtual Reality

Virtual Living

Virtual Workspaces

Virtual and Augmented Reality