

# Exploring and Interacting with Data in Virtual and Augmented Reality

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## Virtual Reality (VR)

- total immersion into a digital world
- virtual environment is fully computer-generated
- user is visionally isolated from real-world environment

## Augmented Reality (AR)

- overlay of digital content (data) on real-world environment
- computer-generated content "coexists" with real world

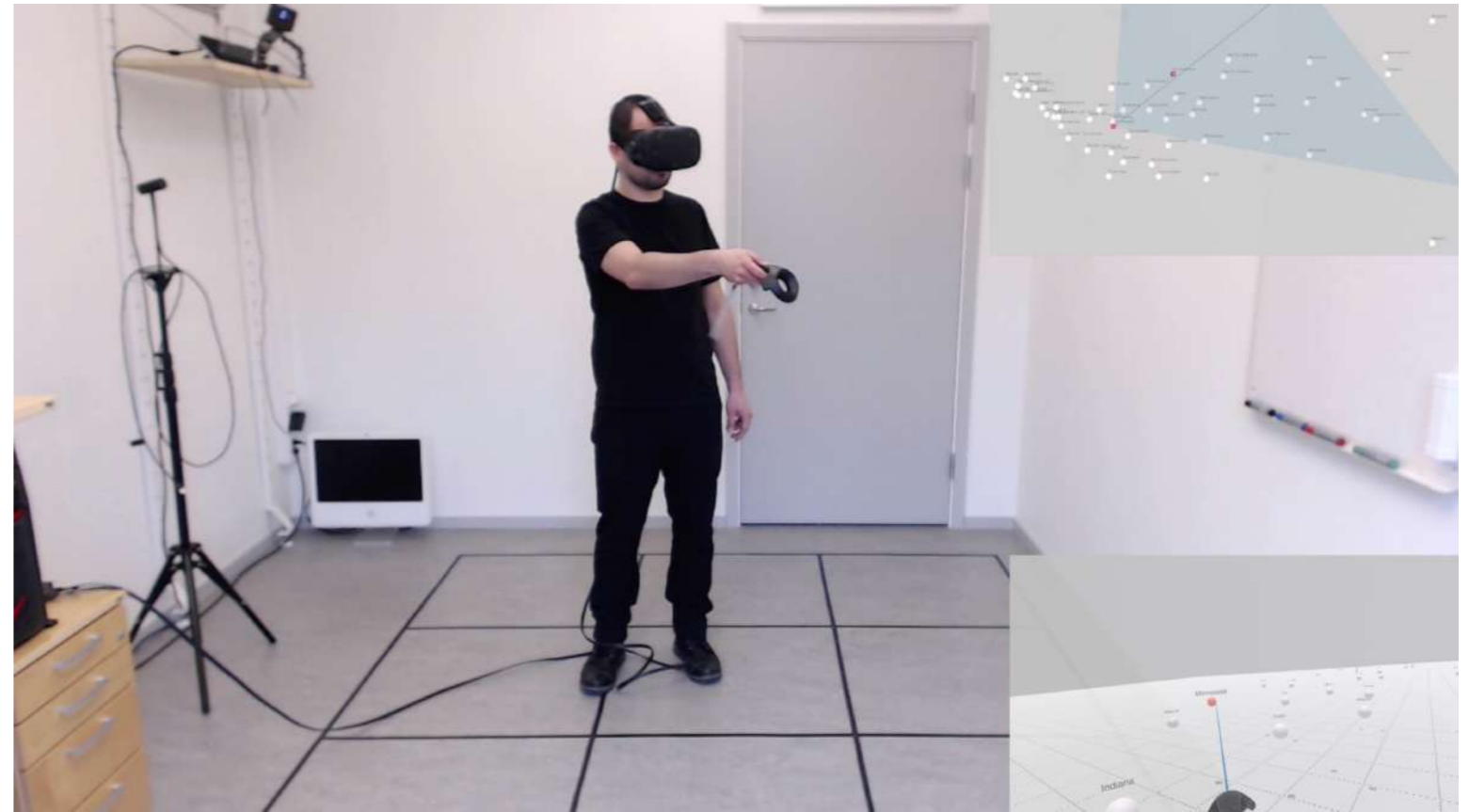


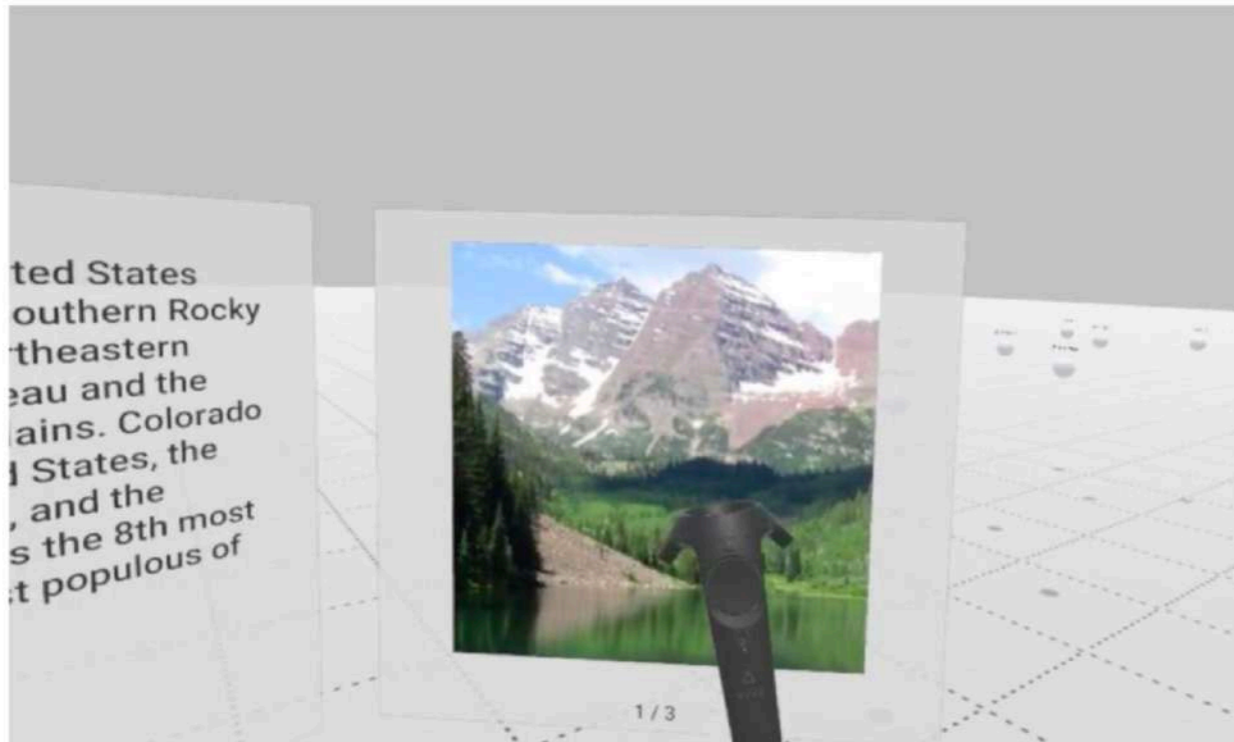
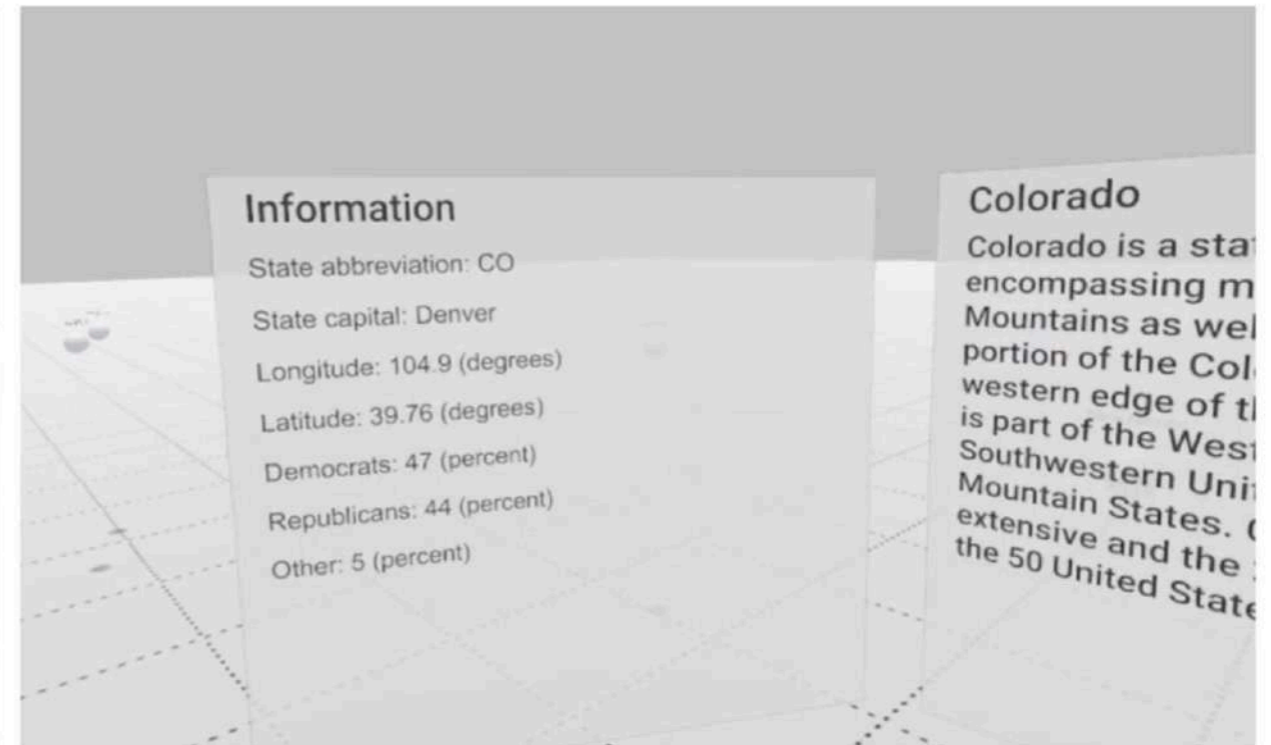
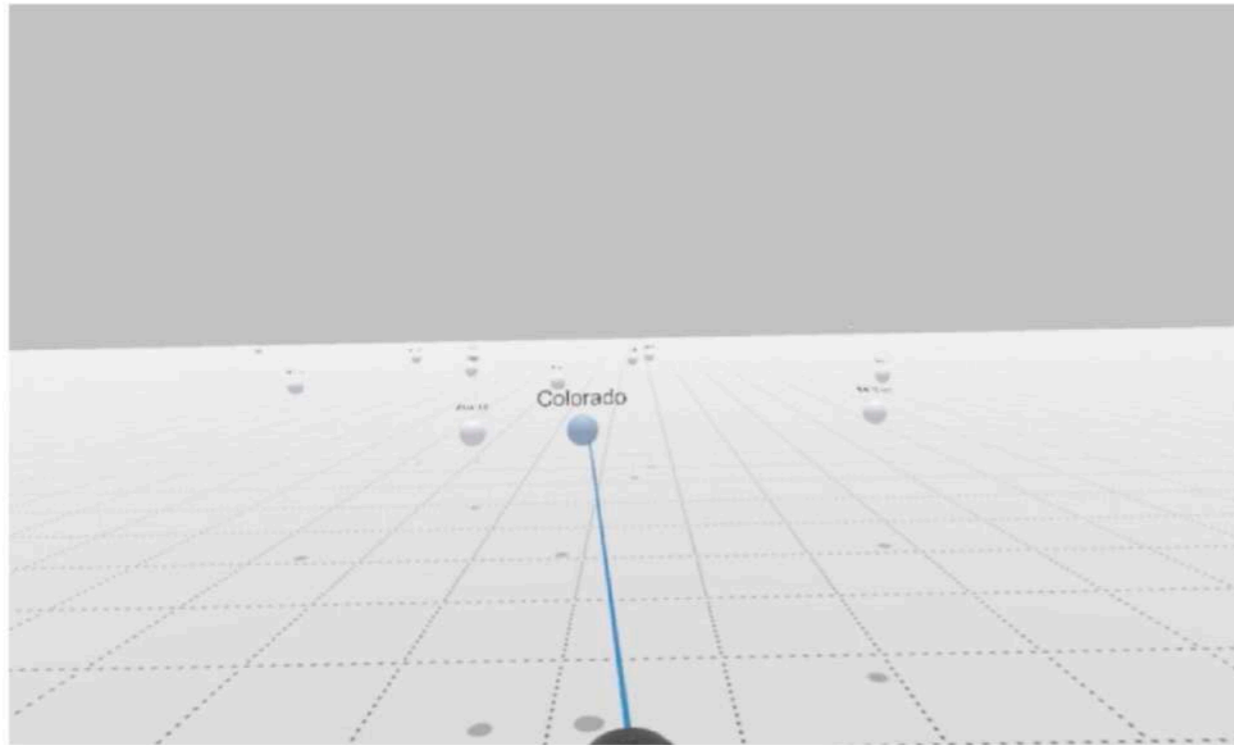
## What we **don't** do

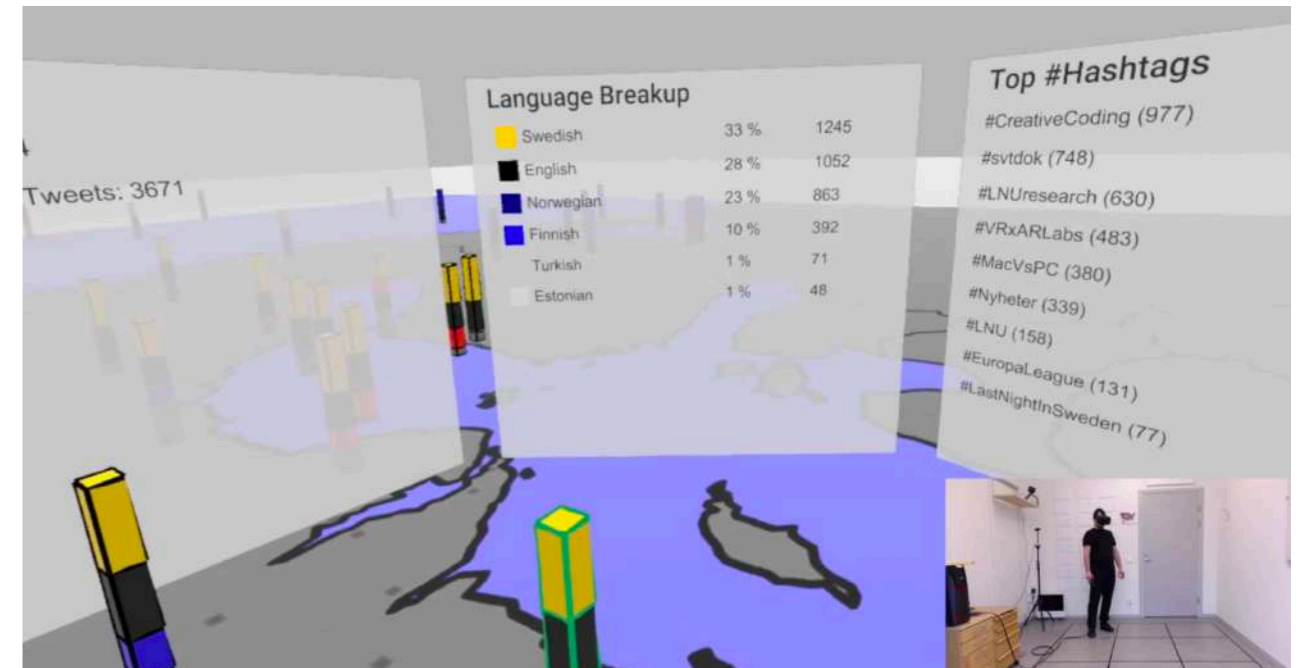
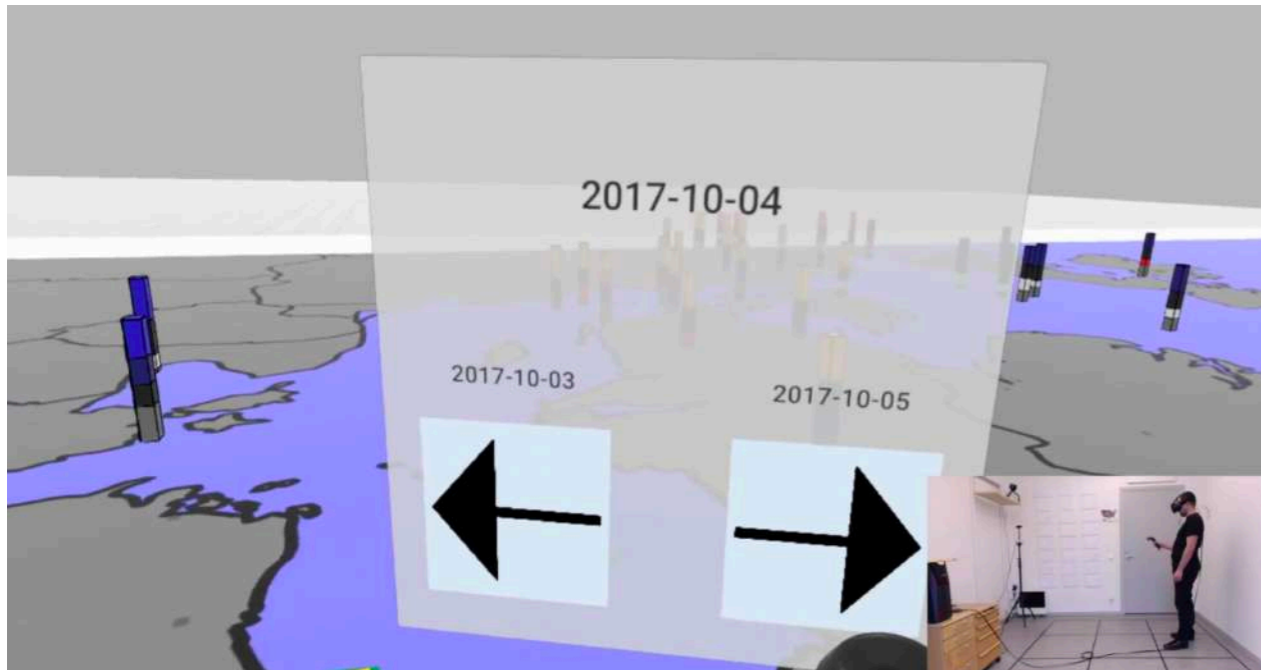
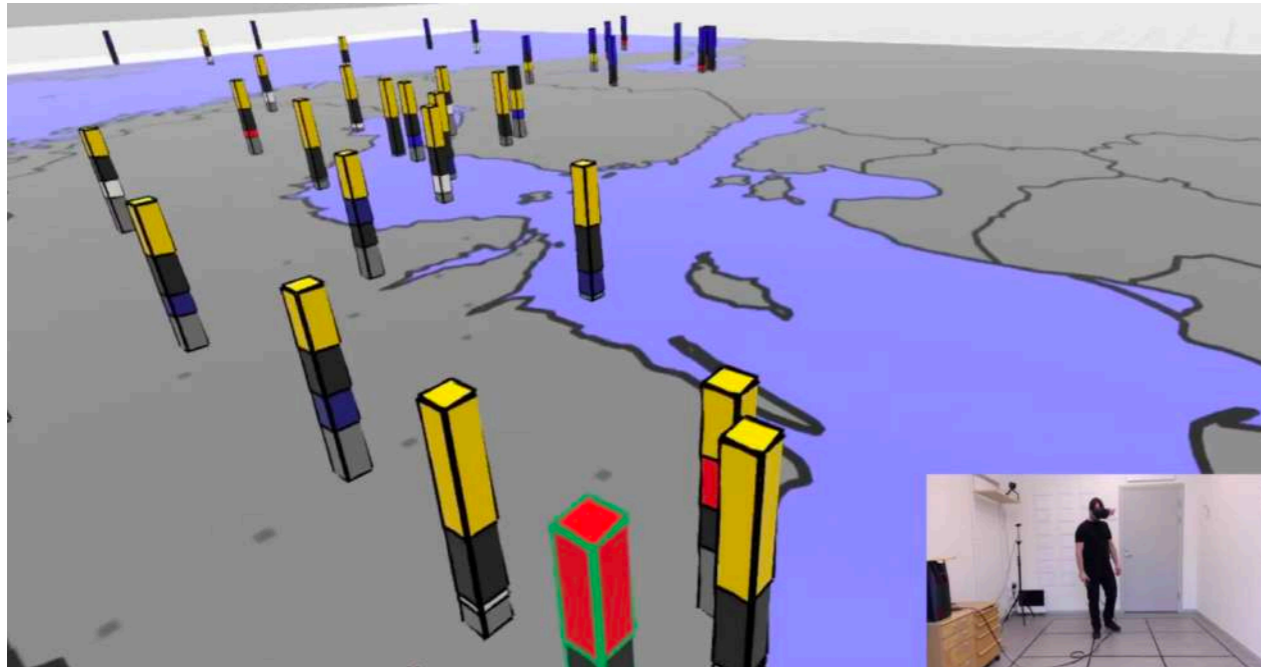
- content
- assets (= fancy graphics, 3D models and 3D imagery)  
(that's where you come in)

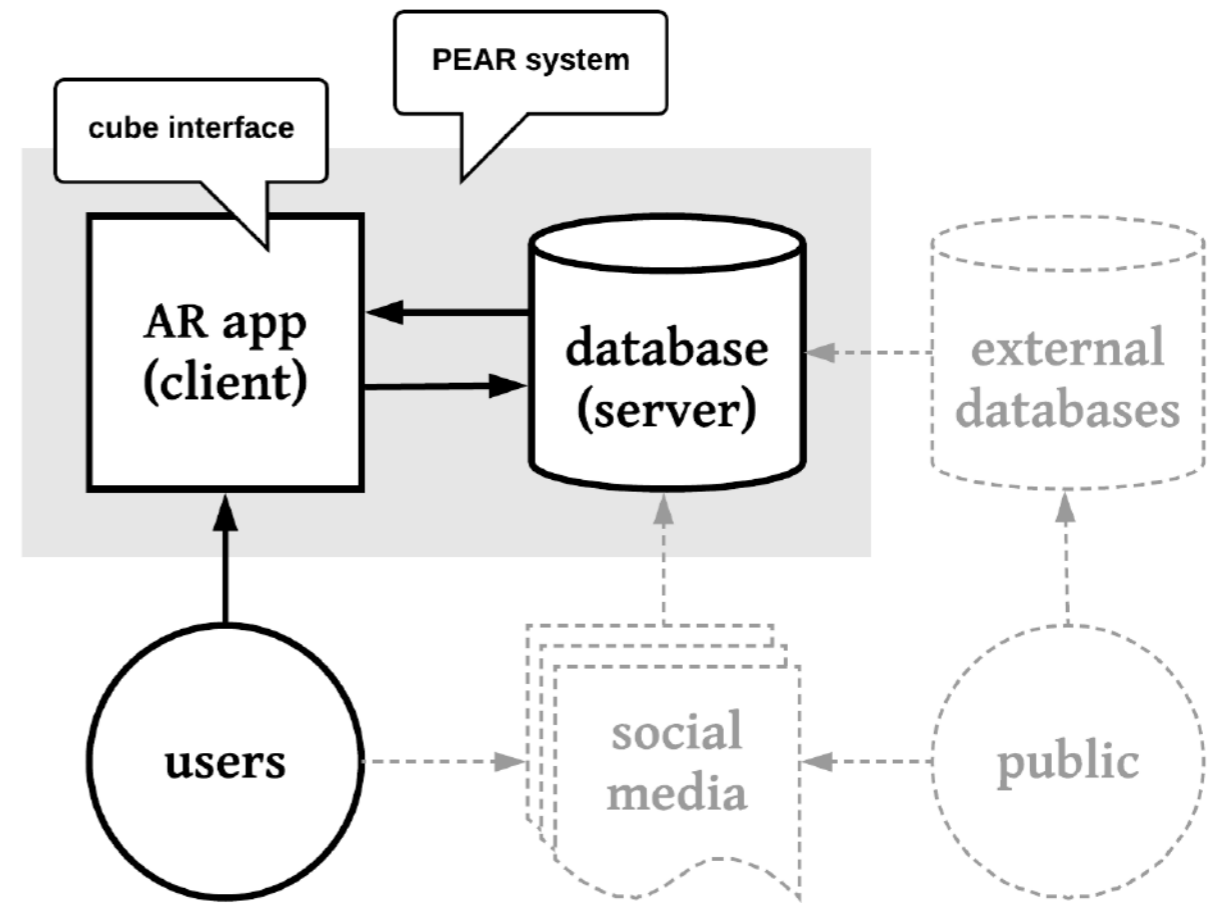
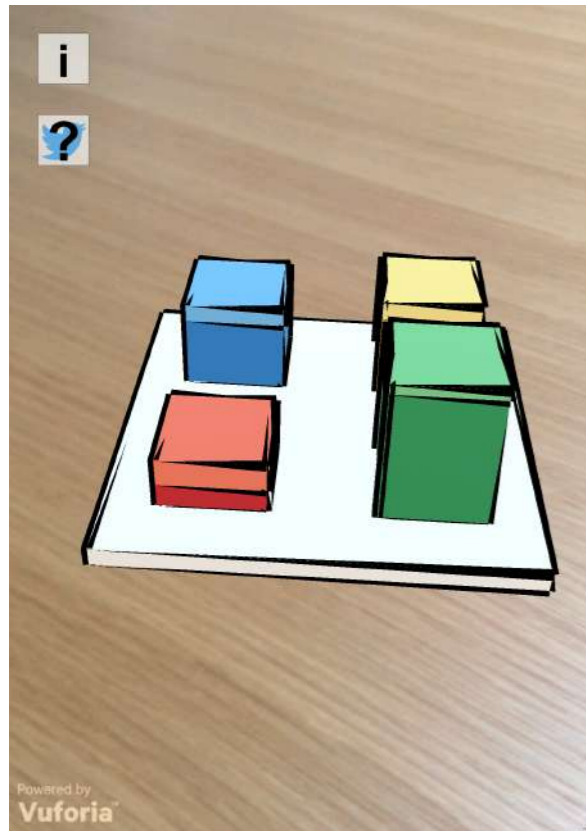
## What we (try to) do

- interfaces that allow users to explore and interact with digital data, employing virtual/augmented reality paradigms
- research focus: understand the user when operating in VR/AR









## PEAR 4 VXO Augmented Reality for Public Engagement



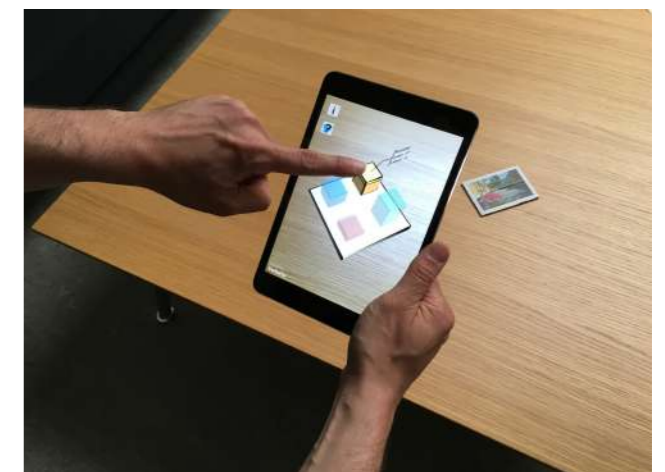
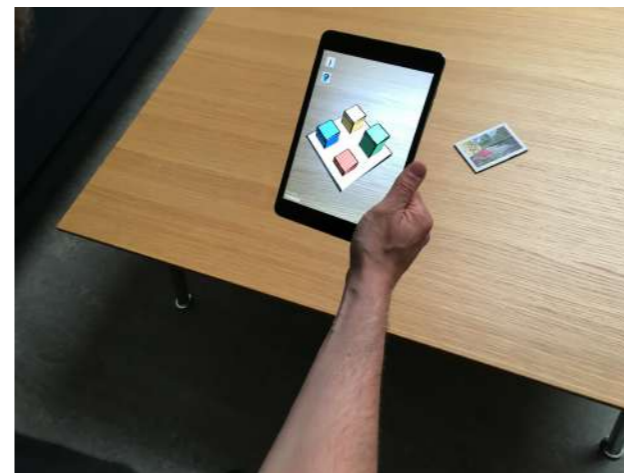
(2) Discussions evolve on Twitter, and votes are collected over time.

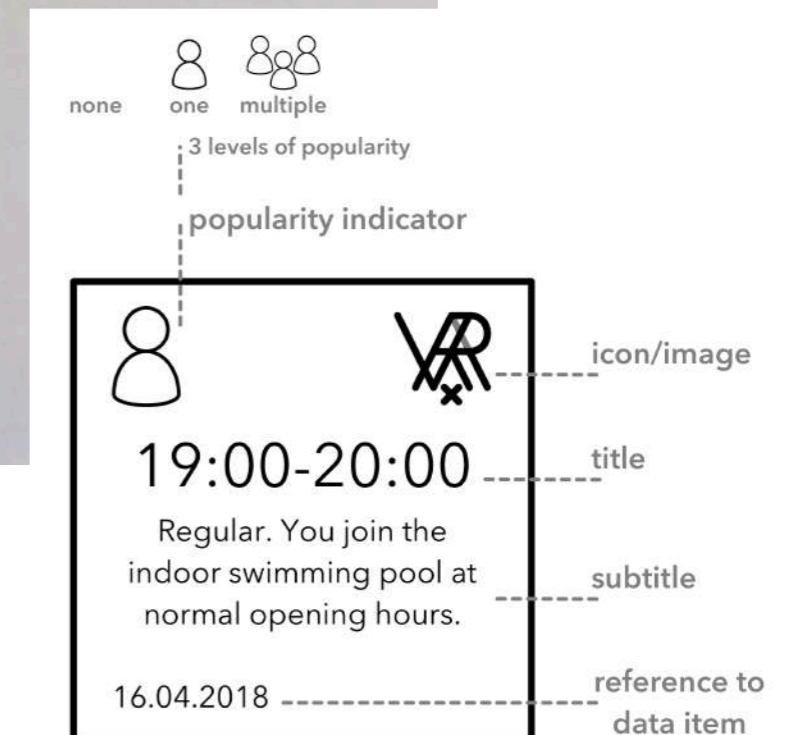
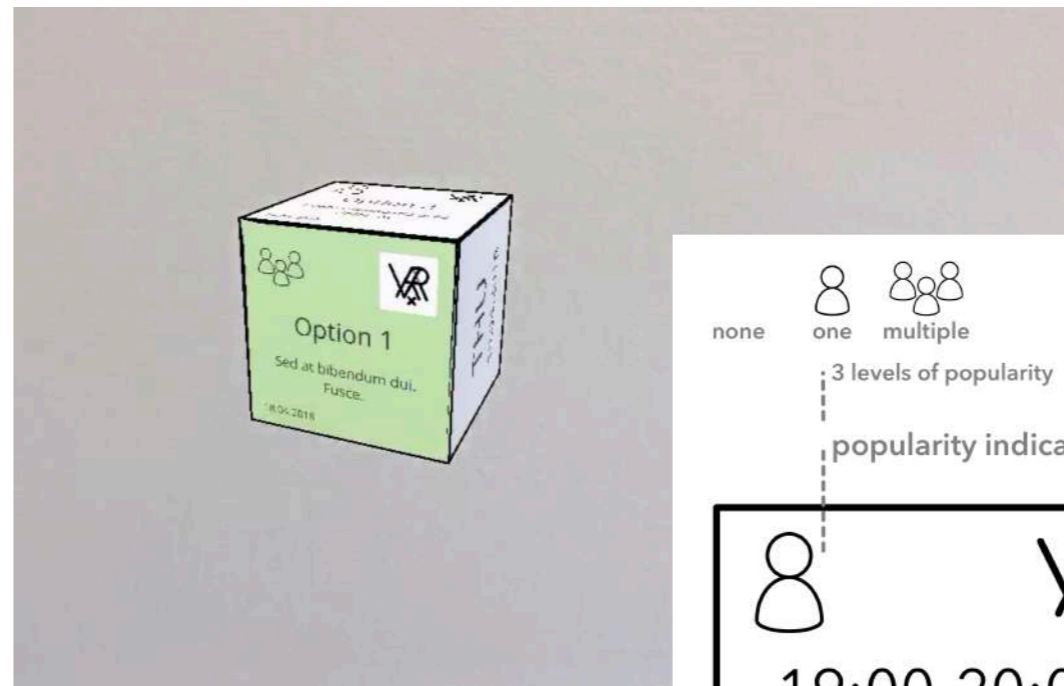
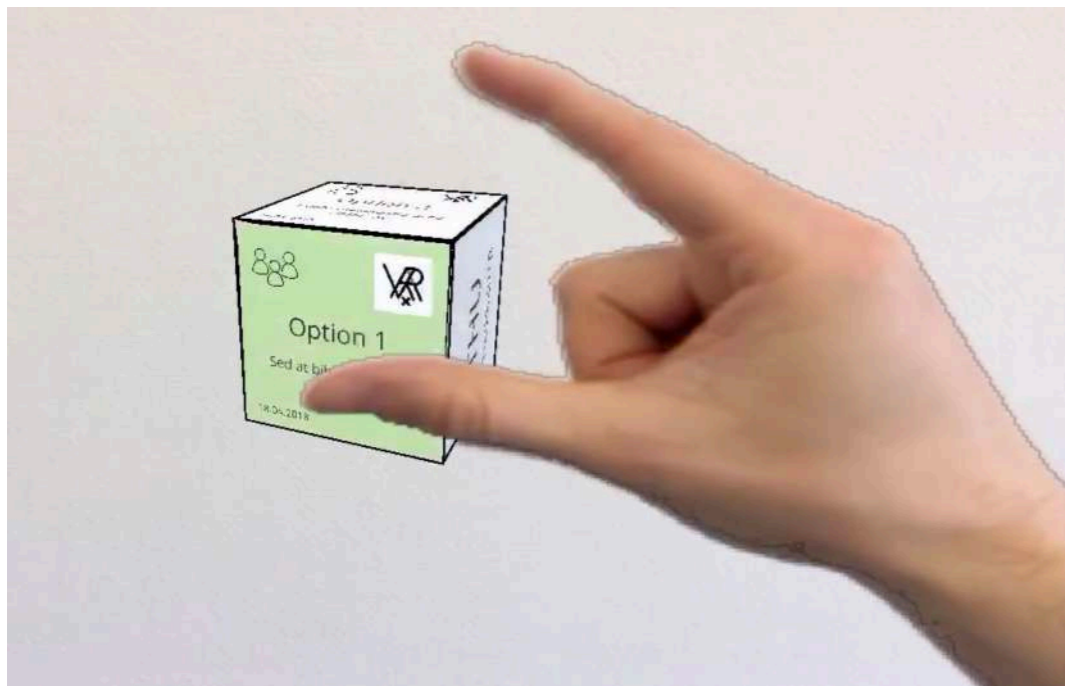
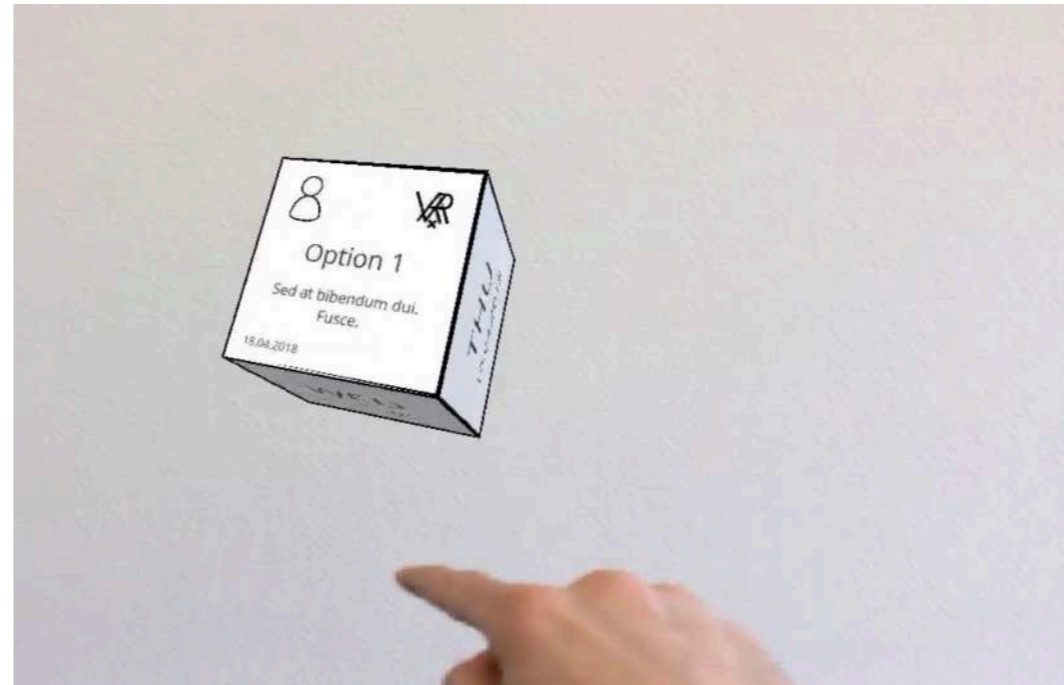
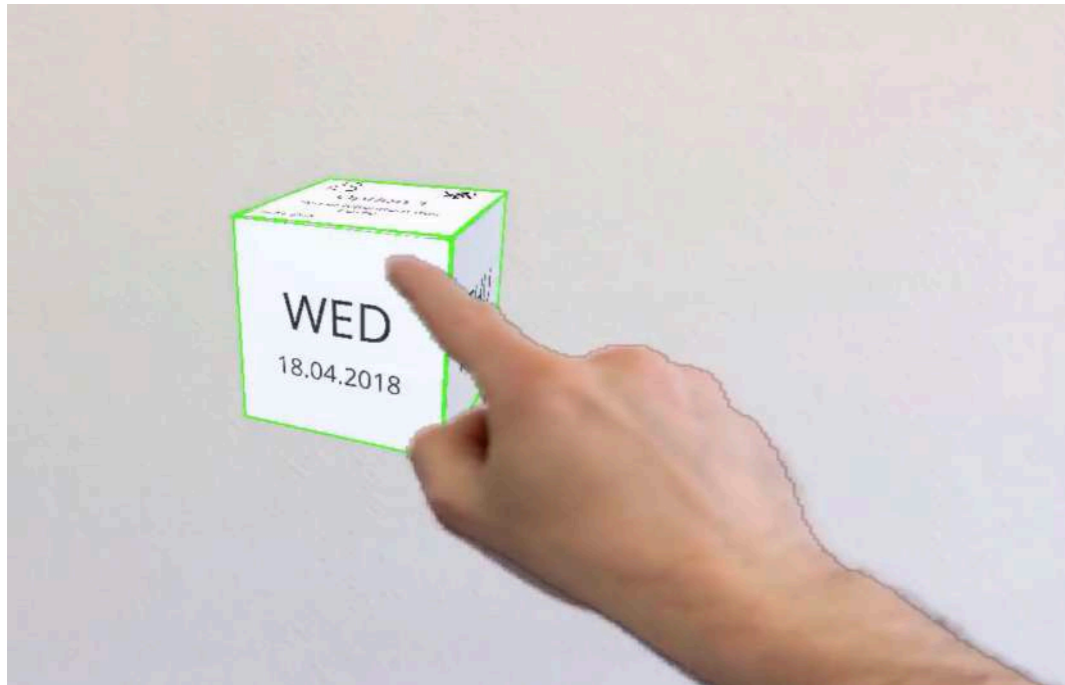


(1) Post a Tweet incl. @Vaxjokommun and #votingOption using your Twitter account.



(3) View and interactively explore the latest results by scanning the marker.







What we do (conclusion)

- feedback loops between human and data

VRxAR Labs  
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[vimeo.com/vrxar](https://vimeo.com/vrxar)

