

“La gente ha paura che i computer diventino troppo intelligenti e arrivino a prendere il potere. Il vero problema è che i computer sono, invece, davvero stupidi e hanno già preso il potere!”

Pedro Domingos “The Master Algorithm”

TRANSPARENCY

Technology is used without the user being aware of it in order to eliminate friction from the experience.

Some examples of it include:

- User's data collection and analysis enabling targeting and personalization
- Facial and image recognition detecting the user's mood to improve and adapt the experience
- Frictionless shopping experiences like Amazon Go



EVERYTHING IS CONTENT

Everything can be considered being a story or telling a story.

Some examples of it include:

- Retail spaces becoming content hubs that goes beyond product showcases
- Immersive experiences that establish powerful and emotional connections with consumers
- Shopping becoming a social, entertaining, and informative experience fundamentally different from the traditional offline and online store experiences



TOUCHPOINTS

The simulated reality becomes interactive thorough a number of sensorial interfaces.

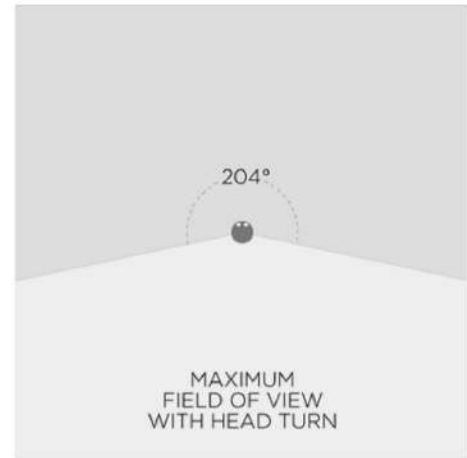
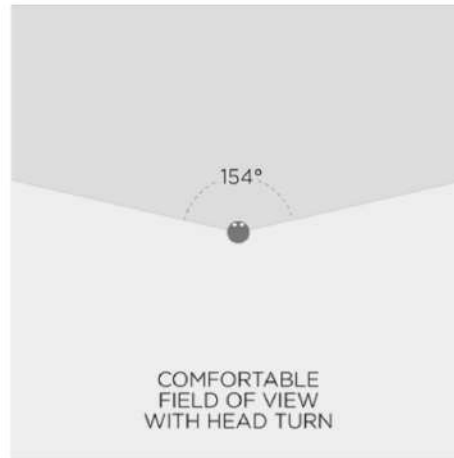
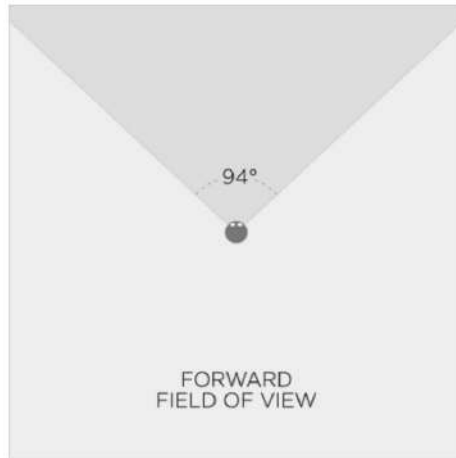
Some examples of it include:

- VR interfaces engaging sight and hearing
- AR interfaces enhancing the brand experiences on the point of sales
- Kinetic technology making the physical worlds more dynamic and responsive
- Robotics becoming part of the customer service experience



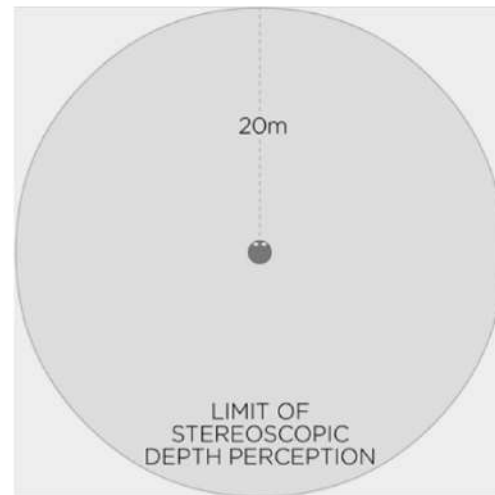
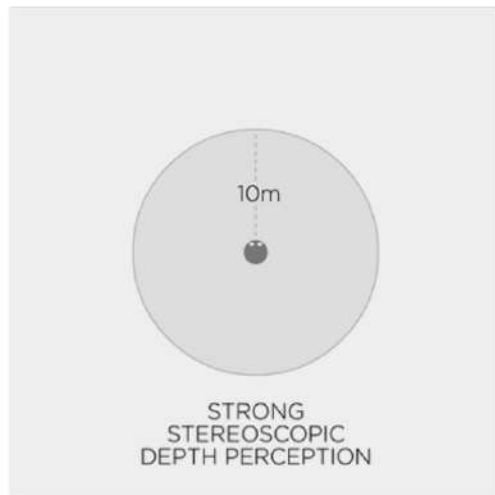
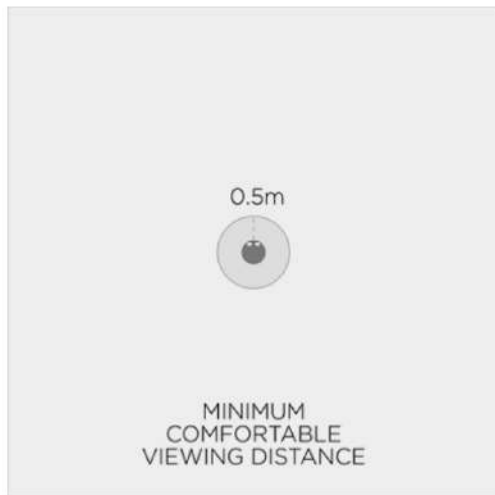
FIELD OF VIEW

The field-of-view in a VR head-mounted-display (HMD) is around 94-degrees. Assuming that the user in a seated position, he/she can comfortably rotate his head 30-degrees to the side, up to a maximum 55-degrees. These numbers increase if the user is standing or seats on a swivel chair



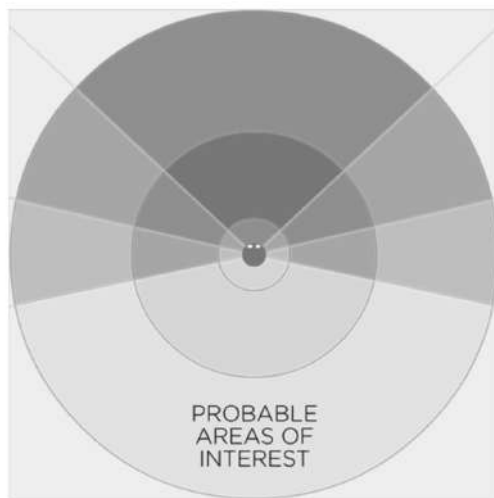
DISTANCE

Humans have evolved to pay more attention to objects that are closer. The minimum comfortable viewing distance in an HMD, before a user starts going cross-eyed, is from 0.5-meters to 0.75-meters. Beyond 10-meters the sense of 3D stereoscopic depth perception diminishes rapidly until it is almost unnoticeable beyond 20-meters. So this gives us a sweet spot between 0.5-meters to 10.0-meters where we can place the most important elements of the story.

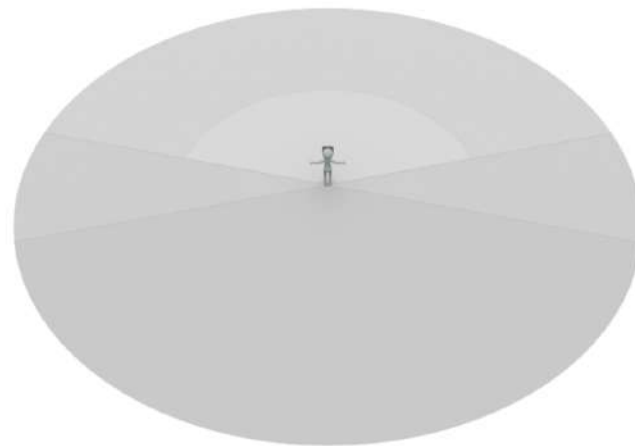


SPACE DEFINITION

The space we will be working the shooting on, combining different visual and spatial audio techniques, to draw the field of view of the user in specific areas of interest where the action is happening.



Probable areas of interest for a user wearing a virtual reality head-mounted display.



A storyboard layout for virtual reality...

Esempi di applicazione educational

ONLINE

convenience

comfort

personalization

immediacy

ubiquity

timelessness

OFFLINE

experience

richness

trust

pleasure

proximity

timeliness

Esempi di applicazione educational

Creatività
Risoluzione di Problemi
Pensiero Critico
Capacità di Analisi
Design + Coding + Testing

THE CHALLENGE



La Realtà Aumentata. *Dati*

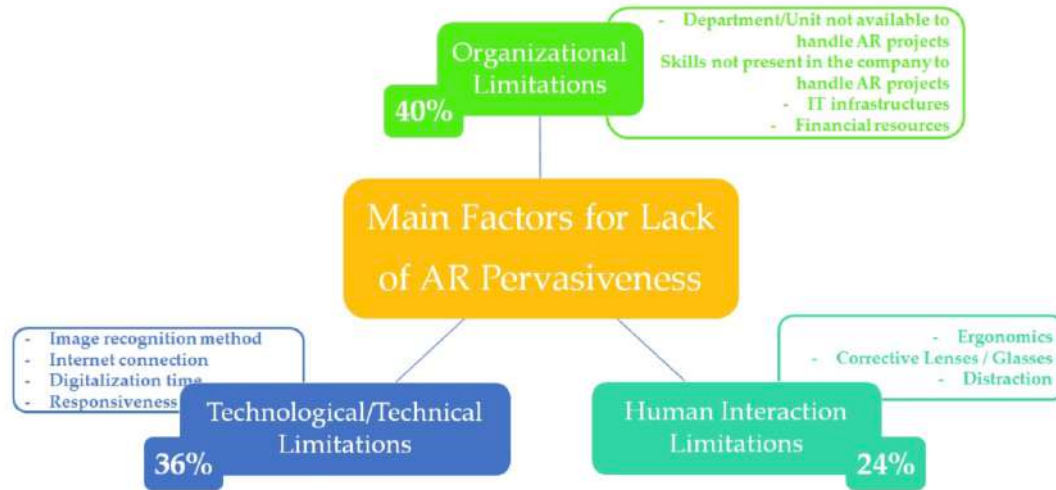
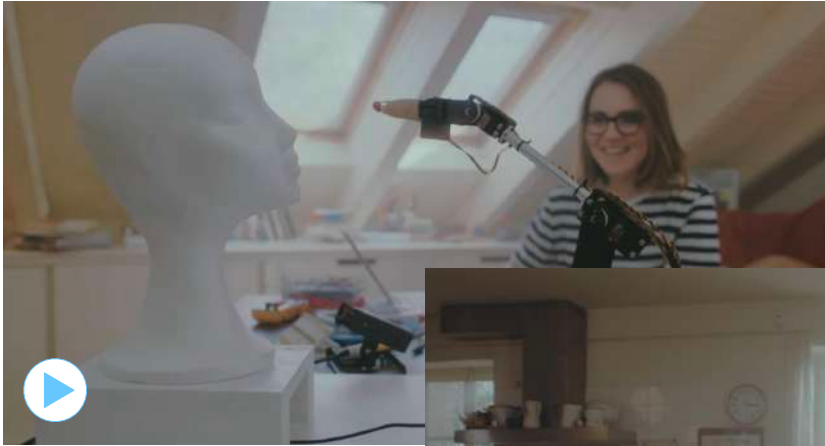


Figure 5. Motivations for the Lack of Pervasiveness of AR in industries.

USE TECHNOLOGY WISELY





Gianluca Ferremi - 26 maggio 2021

La Realtà Virtuale per l'educazione





Esempi



thinglink..





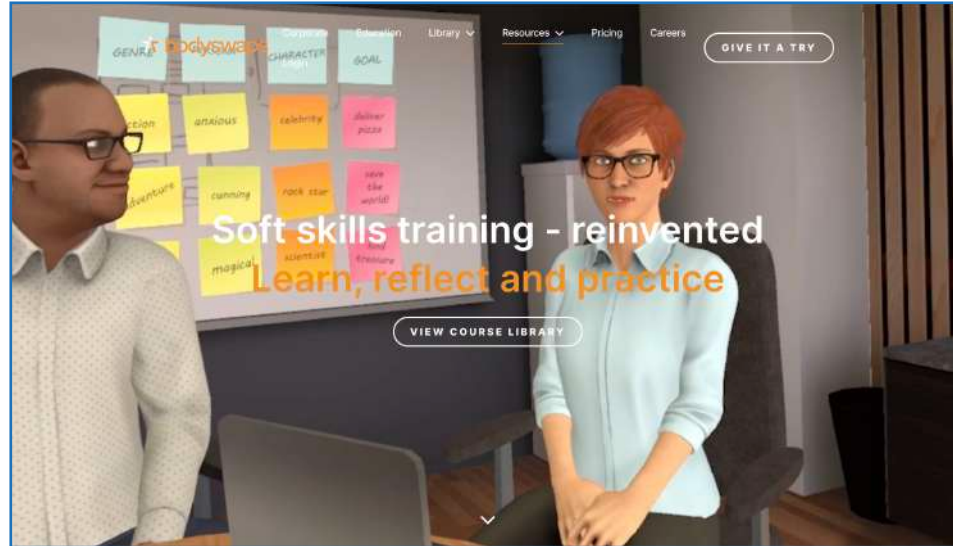


PHOTOGRAMMETRY IN MOVEMENT



THE HUMAN TOUCH IS POWERFUL





Meta accounts are here: you can create a Meta account to log into VR devices. [Learn more](#)

META HORIZON WORLDS

LEARN TO CREATE

Meta Horizon Worlds



GET STARTED WITH GLUE >

Glue is a virtual collaboration platform for teams who need remote meetings to be as great as face-to-face meetings.

<https://www.youtube.com/watch?v=EXYzj6qwCCk>

<https://builtin.com/edtech/virtual-reality-in-education>

<https://www.youtube.com/watch?v=iF5-aDJOr6U>

<https://tg24.sky.it/cronaca/2021/02/08/un-laboratorio-virtuale-lidea-di-quattro-ragazzi-italiani-da-la>

<https://soeonline.american.edu/blog/benefits-of-virtual-reality-in-education>

https://vrscout.com/news/educations-next-big-leap-immersive-vr/?utm_source=VRScout+Scouting+Report&utm_campaign=6d484003d7-VRScoutReport_012121&utm_medium=email&utm_term=0_f3642cd298-6d484003d7-161997981



Gianluca Ferremi - 26 maggio 2021

La Realtà Aumentata per l'integrazione dei contenuti





TEORIA

**Aumentare la realtà
aggiungendo contenuti e esperienze.**

**Potenziare la trasmissione di informazioni
aggiungendo coinvolgimento.**

La Realtà Aumentata (Augmented Reality - AR) è un sistema per veicolare informazioni e/o attività di intrattenimento aggiungendo uno o più strati di contenuti informatici a un materiale fisico attraverso un dispositivo elettronico.

Si sovrappongono la realtà fisica e la realtà digitale creando un'esperienza che è nel qui e ora.

Il sistema

- App o web app
- Marker attivatore/i
- Piattaforma contenuti
- Interattività bidirezionale
- Inter-attività contenuti

I contenuti

- Schede di approfondimento
- Immagini
- Video
- Animazioni
- Schemi
- Domande chiuse

Il fruitore

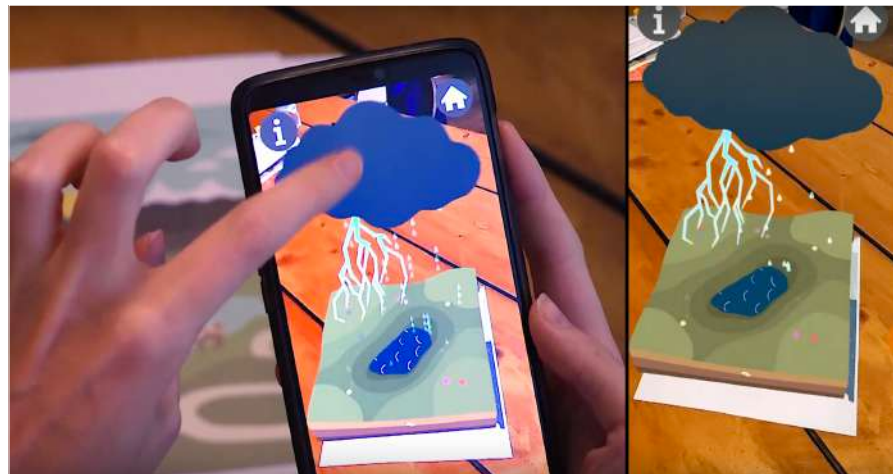
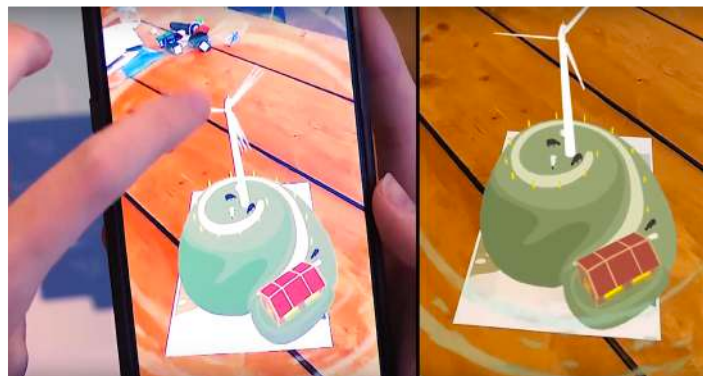
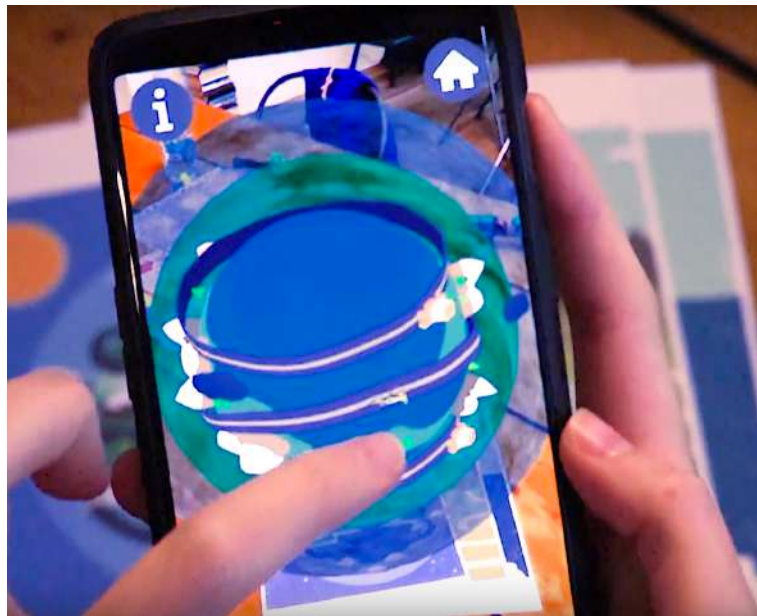
- Coinvolgimento attivo
- Interesse esplorativo
- Fruizione di informazioni 3D
- Interazione
- Possibilità di produrre contenuti

Questa è indubbiamente l'era del “telefonino” che diventa sempre più performante. Il ricambio dei dispositivi è velocissimo.

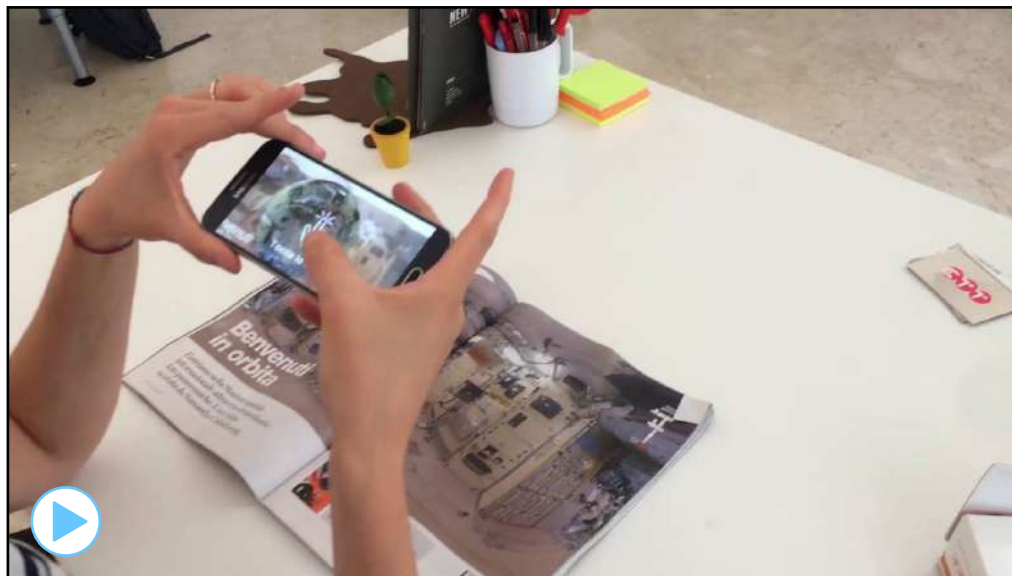
Il cellulare viene integrato nella lezione. Non è più una distrazione ma uno strumento didattico.



Panoramica



| Esempi di software e contenuti





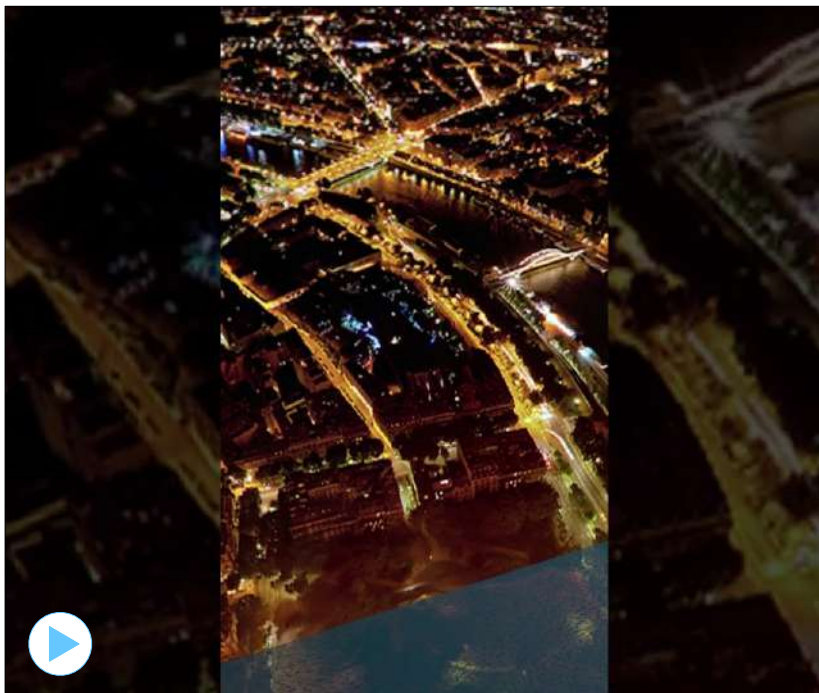
VESPA

AUGMENTED REALITY
INTERACTIVE MAGAZINE AD



Altri esempi di contenuti





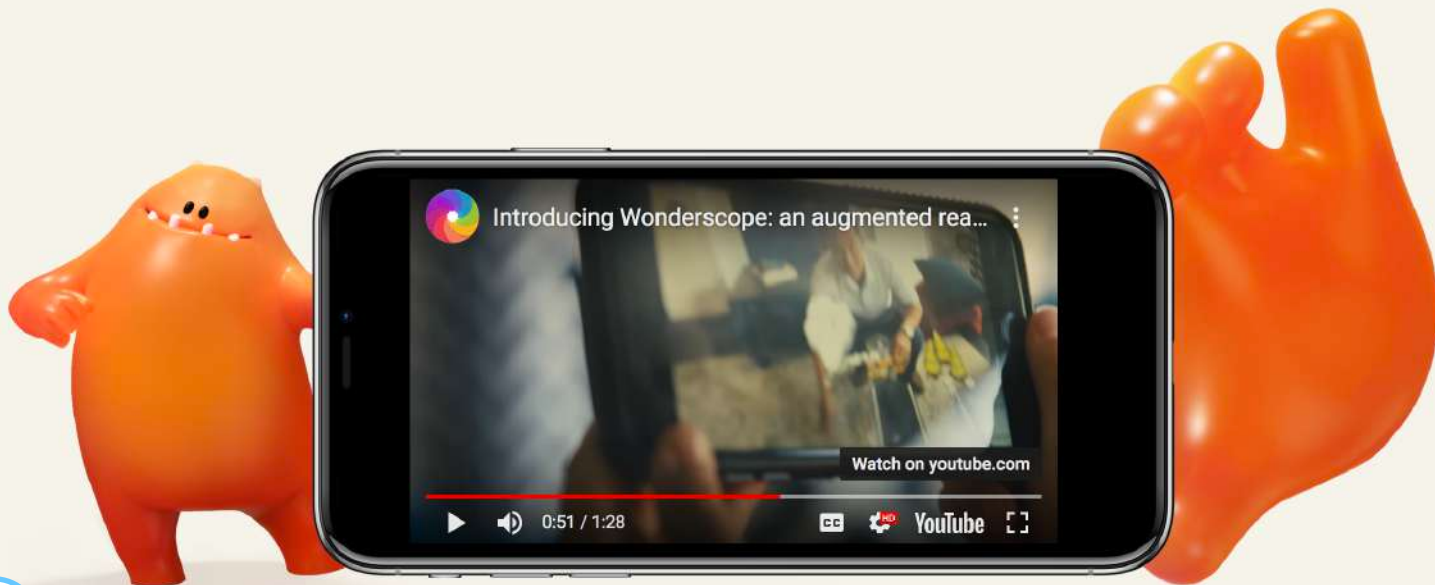
Il portale





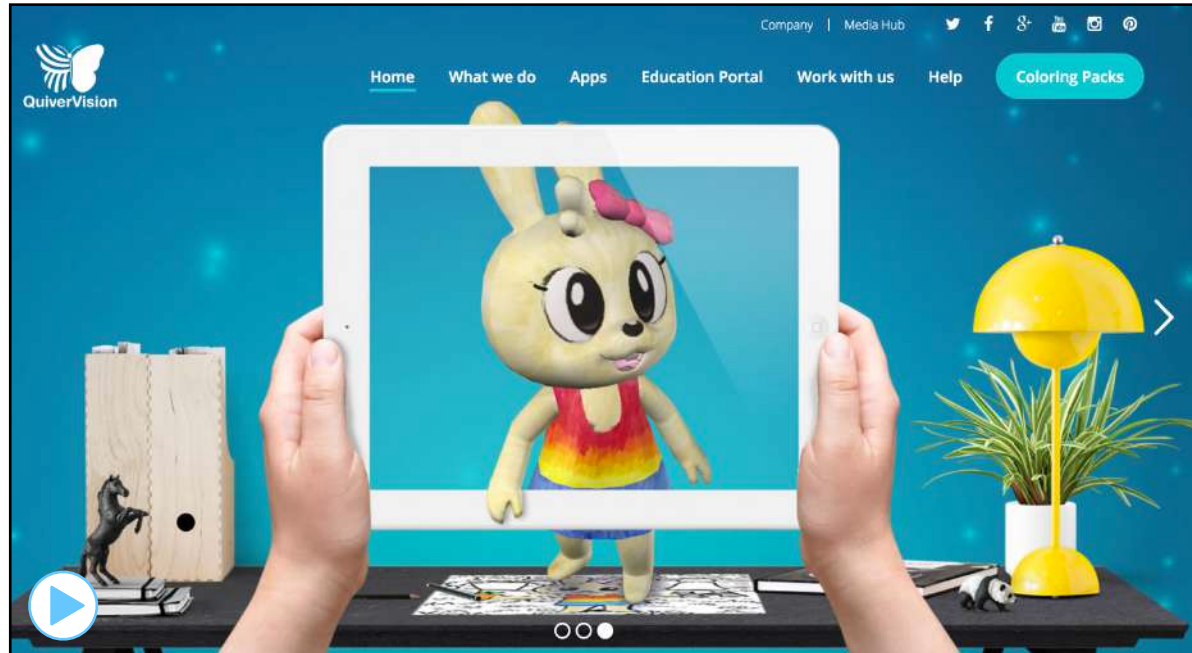
Esempi





Wonderscope is an iOS app for kids that
uses Augmented Reality to transform

Esempi di applicazione educational





About

[Download](#)



JigSpace

Presentations for AR

Communicate, share, and learn better in 3D

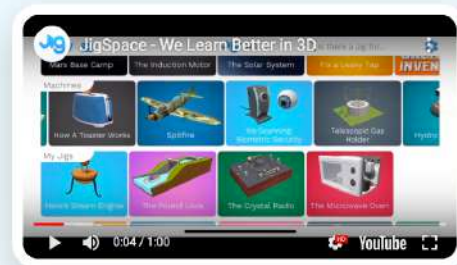
Get JigSpace - it's free



THE JIGSPACE APP

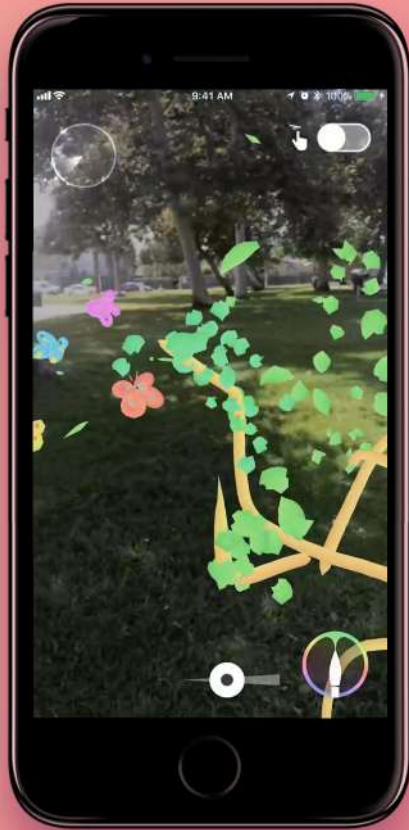
Explore interactive, 3D knowledge for anything

We've created a library of content for you to enjoy. From Ancient Greece to Mars, toasters to jet turbines - there's something for everyone. Dive through dozens of Jigs, learn at your own pace, and satisfy your curiosity.



Esempi di applicazione educational





WORLD BRUSH

World Brush is an AR experience where users can paint on the world for others to discover.

Every painting is anonymous and only visible where it was created. Users have the ability to like, dislike and report paintings which helps hide the bad stuff and showcase the good stuff for others.

[More Information](#) [Contact Us](#)



Make AR & VR in the classroom

Worldwide Virtual Plate
student project

[Learn more](#)





Moatboat

Whatever you **say** happens.



The world's first **creation engine**.

What if you could bring your ideas to life by just saying them out loud? Moatboat is a creation engine for augmented reality and virtual reality. Just type something or speak, and it does what you say. It's as simple as a search engine—but instead of searching, you're creating.

Think of it as a social world builder with a twist: you get to change the rules at any time! You can give characters things to do with over 1,000 objects and behaviors across 15 unique environments.

https://augbrite.com/blog/ar_for_children_education

<https://appreal-vr.com/blog/10-best-augmented-reality-books/>



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NEVER GIVE UP



APP CON REALIDAD AUMENTADA



Promoción válida hasta el 31 Octubre de 2016 disponible en IOS/Android/ Ipad y mobile.



| Altri esempi di contenuti

