International AR and VR
Conference 2018

Manchester
Metropolitan
University

The Power of AR and VR for Business

**21-22nd June 2018
at MMU Business School, Manchester**

AR VR Hub

PROGRAMME

#ARVRMCR
ManchesterMetropolitanUniversity

Department for
International Trade

Global Inspiration
GyeongGi-Do

GCA
GYEONGGI CONTENT AGENCY

Thursday 21st June

08:30–09.15	**Registration and tea/coffee**	**Business School Atrium**
09:15–09:30	**Welcome** Mary Robinson MP TBC Nahm-Kook Sun, Charge d'affaires, Embassy of the Republic of Korea Professor Richard Greene, Pro Vice Chancellor Research & Knowledge Exchange	**Room G.27**
09.30-09.40	Dr Timothy Jung, Director of Creative AR & VR Hub, MMU, Conference Chair *The Power of AR & VR for Business*	**Room G.27**
09:40–09.55	**Keynote** Nigel Jones, Sector Specialist, Digital & Creative, Department for International Trade, Northern Powerhouse *The International Reality of Immersive Tech across the Northern Powerhouse*	**Room G.27**
09.55–10.20	**Keynote** Seung-Jong Kim, Chairman of the Board, Gyeonggi Content Agency *Global Economic Cooperation to Vitalize the VRAR Market* and Erang Yim, Manager, Gyeonggi Content Agency *NRP Worldwide Programme & Global Collaboration Project*	**Room G.27**
10.20-11.05	**Coffee break & Exhibitors *Poster presentations**	**Business School Atrium**
11.05-11.40	**Panel Discussion – Collaborative Partnership Opportunities between UK & Korea** **Chair:** Dr Timothy Jung, Creative AR & VR Hub, MMU **Panellists:** Matt Sansam, Innovate UK Nigel Jones, DIT, Northern Powerhouse Paul Billington, The Landing Stella Park, Future Planet Capital Yunsik Choi, Gyeonggi Content Agency	**Room G.27**

	Industry Speakers – Room G.27 Moderator: Pasi Tuominen	Industry Speakers – Room G.36 Moderator: Xander Lub
11.50-12.35	Jeremy Dalton, PwC UK *Virtual reality for professional services: immersing clients in the future*	Steve Bowden, EON Reality
	Pete Daukintis/Mike Taulty, Microsoft *Microsoft - Windows Mixed Reality Update*	Rachel Rawlings, Bureau Veritas and Steven Picken, Smart DS *Real World Training using Holographic Assets*
	Andy Gower, BT *Delivering Live Immersive Sports Experiences*	Linda Wade, Spinview *Beyond storytelling: how VR can make a difference in business*
12.35-13.35	**Networking lunch**	

	Experience Design through AR and VR **Room G.34** Chair: Xander Lub	Education **Room G.35** Chair: Mandy tom Dieck	Retail & Customer Experience **Room G.36** Chair: Gary Warnaby
13.35-14.35	P. Tuominen *Immersive Mixed Reality in Tourist Attraction: Design and Deployment*	J. Lacko *Cultural Heritage Objects in Education by Virtual and Augmented Reality*	A. de Regt & S. Barnes *V-commerce in Retail: Nature and Impact*
	D. Han, J. Weber, M. Bastiaansen, O. Mitas & X. Lub *Virtual and Augmented Reality Technologies to Enhance the Visitor Experience in Cultural Tourism*	D. Andone & M. Frydenberg *Creating Virtual Reality in a Business and Technology Educational Context*	F. Bonetti, E. Pantano, G. Warnaby, L. Quinn & P. Perry *Augmented Reality in Real Stores: Empirical Evidence from Consumers' Interaction with AR in a Retail Format*
	E. Cranmer *Designing valuable Augmented Reality tourism applications*	P. Hodgson, V. Wy Lee, C.S. Chan, A. Fong, C. Tang, L. Chan & C. Wong *Immersive Virtual Reality (VR) in Higher Education: Development and Implementation*	L. Xue, C. Parker & H. McCormick *A Virtual Reality and Retailing Literature Review: Current Focus, Underlying Themes and Future Directions*
	M. van Gisbergen, M. Kovacs, F. Campos, M. van der Heest & V. Vugts *What We Don't Know. The Effect of Realism in Virtual Reality on Experience and Behaviour*		
14.45-15.30	**Industry Speakers – Room G.27** Moderator: Damyon Garrity	**Industry Speakers – Room G.36** Moderator: Xin Shi	**Business Matchmaking (Sponsored by Business Growth Hub)** **Room BS3.01**
	Phil Trease, Immerse *8 things you should consider to ensure your VR project is a success*	Farhan Amin, Joanne Newsham, and Sarah McCall, Concept Health *VR in Healthcare - Successful Implementation?*	
	Pippa Halliday, Igloo Vision *Seeing past the headset* *How else can you engage with VR and 360° content?* *And why does it matter?*	Bibhas Roy, Manchester University NHS Foundation Trust *Evaluation of Virtual Reality In Orthopaedic Training – A Pioneering Pilot Study*	
	Neil Johnston, Vector Suite *The Future of Concept Design with LIVE Demo*	Günter Dahm, Virtalis *Industrial Applications of Virtual Reality*	
15.30-16.10	**Coffee break & Exhibitors** ***Poster presentations**		**Business School Atrium**

	Academic Speakers Room G.27 Moderator: Ella Cranmer	Academic Speakers Room G.36 Moderator: Natasha Moorhouse	**Business Matchmaking (Sponsored by Business Growth Hub)** **Room BS3.01**
16.10-16.40	Ronald Haynes, University of Cambridge *To Have and Vehold: Marrying Museum Objects and Virtual Collections via AR*	Wanggen Wan, Shanghai University *VR Technology based Virtual Teaching and Training System*	
	Sarah Jones, Birmingham City University *This isn't film: cinematic VR, embracing new technologies to define a medium*	Mark Mon-Williams, University of Leeds *How Immersive Technologies are going to Improve the Health, Education and Economy of a City*	
16.50 - 17.00	**Conference Day 1 Closing** Timothy Jung, Conference Chair		**Room G.27**
18:00 – 20:00	**Business Networking Event** Sponsored by Gyeonggi Content Agency		**The Landing, Blue Tower, MediaCityUK, Salford M50 2ST** Buses will leave from MMU at 17.15

Friday 22nd June

08:30 – 09.00	**Registration and tea/coffee**	**Business School Atrium**
09:00 – 09:05	**Welcome** Dr. Julie Hardman, Head of Department of Operations, Technology, Events and Hospitality Management, MMU	**Room G.27**
09:05 – 09.20	**Keynote** Adrian Woolard, BBC R&D *Developing new user experiences in immersive media*	**Room G.27**
09:25 – 10:10	**Industry Speakers – Room G.27** Moderator: Timothy Jung	**Industry Speakers – Room G.36** Moderator: Dario tom Dieck
	Kyu Heon Kim, Kyunghee University *Immersive media technologies and services over Integrated Broadcasting and Broadband infrastructure*	James Dean, ESL Gaming *Harnessing AR and VR in esports*
	Paul Billington, The Landing *Access UK – Opening up the European Market*	David Taylor, Fujitsu *AR in the real world of business*
	Jaehyun Nam, Looxid Labs *Looxid Emotion AI System: Discovering user's unspoken emotion within immersive VR experience*	James Simpson, Royal Opera House *Hybrid Realities in Theatre Production Design*
10:15-10:35	**Keynote** Margot James, Minister for Digital and Creative Industries	**Room G.27**
10.35 – 11.15	**Coffee break & Exhibitors** *Poster presentations**	**Business School Atrium**
11.15 – 11.45	**Industry Speakers – Room G.27** Moderator: Xin Shi	**Industry Speakers – Room G.36** Moderator: Alasdair Swenson
	Seungjong Lee, SKonec Entertainment *Status and Future in VR industry*	Dan Riley, Spearhead Interactive *Immersive and Interactive Technology for Enterprise; Sector Maturity and Applications*
	Youngil Song, Thirteenth Floor Corp *Cinematic 360 VR in 5G*	Simon Barratt, Cooperative Innovations *Social VR – multi-user is the multiplier!*
11.50 – 12.20	**Panel Discussion** **How AR and VR are changing the art of telling stories** Chair: David Jackson, Manchester Metropolitan University **Panellists:** Mark Ashmore, Founder, Future Artists and VR Arts Sarah Coward, The Forever Project Keith Myers, Firehouse Immersive Experience Damyon Garrity, Creative AR & VR Hub Peter Woodbridge, Immersive Storylab, Immersive Liverpool	**Room G.27**

12.20 – 13.20	Networking lunch		
13.20 – 14.05 Academic Session	**Tourism & Hospitality Room G.34** Moderator: Yen-Soon Kim	**VR Applications Room G.35** Moderator: Dario tom Dieck	**Immersive Designs Room G.36** Moderator: Alasdair Swenson
	M. Armingeon, P. Komani, T. Zanwar, S. Korkut & R. Dornberger *A Case Study: Assessing Effectiveness of the Augmented Reality Application in Augusta Raurica*	S. Stadler, H. Cornet, T.N. Theoto & F. Frenkler *A Tool, Not a Toy: Using Virtual Reality to Evaluate the Communication Between Autonomous Vehicles and Pedestrians*	D. Bernhauer & T. Skopal *Recommender System as the Support for Binaural Audio*
	N. Moorhouse & T. Jung *Tourism Marketers Perspectives on Enriching the Visitors City Experience with Augmented Reality: An Exploratory Study*	R. Hammady & M. Ma *Designing Spatial UI as a Solution of the Narrow FOV of Microsoft HoloLens: Prototype of Virtual Museum Guide*	S.H. Park, A. Frescura, P.J. Lee, A. Swenson & T. Jung *Psycho-physiological Effects of Rural Soundscape*
	G. Frey, A. Jurkschat, S. Korkut, J. Lutz & R. Dornberger *Intuitive Hand Gestures for the Interaction with Information Visualizations in Virtual Reality*	L.B. Hen *Exploring Surgeon's Acceptance of Virtual Reality Headset for Training*	V. Krishnan R & P. Onkar *Virtual Reality References in Design Thinking: Towards an Understanding of Affect-Cognition Interaction in Conceptual Design*
14.10-14.25	Stella Park, Senior Advisor, Future Planet Capital *New kid on the Block, The Rise of University Venturing*		**Room G.27**
14.25-15.00	**Coffee break & Exhibitors *Poster presentations**		**Business School Atrium**
15.00-17.00	**Start-ups Pitching Session** Panel: Jeremy Dalton, PwC UK Fiona KilKelly, Immerse UK Stella Park, Future Planet Capital Matt Sansam, Innovate UK Dr Timothy Jung, Creative AR & VR Hub, MMU Paul Billington, The Landing		**Room G.27**
17:00-17.15	Fiona KilKelly, Immerse UK *The UK's Immersive Economy - the shape of the UKs immersive tech sector*		**Room G.27**
17.15-17.30	**Conference Closing** Dr Timothy Jung, Conference Chair		**Room G.27**
17.30 – 19:00	**Networking Event (Sponsored by Innovate UK & ImmerseUK) & Exhibitors**		**North Atrium**

Poster presentations

- Saleem Mastan, Ronnie Davies, Natasha Moorhouse, Timothy Jung, and Bibhas Roy: Virtual Reality Medical Training

- Carlos Flavián, Sergio Ibáñez-Sánchez, and Carlos Orús: The Influence of Technological Embodiment on Customer Experience

- Ebtehal Quqandi and Mike Joy: Mobile Augmented Reality in Educational Environments

- Elena Marchiori, Safak Korkut and Lorenzo Cantoni: Investigating the effects of headset-based Virtual Reality against 2D video and 360 video experience in a long-term comparative study

- Emmy Yeung: The Issues of Authenticity: An Application of Virtual/Augmented Reality in Tourism

- Gulnar Nussipova: A review of studies in Augmented reality: drivers, application and outcome

- Helen Southall, Maeve Marmion, and Andrew Davies: Adapting Jake Knapp's Design Sprint Approach for AR/VR Applications in Digital Heritage

- Liangchao Xue, Chris Parker, and Helen McCormick: The Problem with Virtual Reality and the High Street: Key issues revealed in the literature

- Natasha Moorhouse, Timothy Jung, Xin Shi, Joanne Newsham, Sarah McCall and Farhan Amin: Pulmonary Rehabilitation in Virtual Reality for Patients with Chronic Obstructive Pulmonary Disease (COPD)

- Nikolaos Tsioumas, Gerasimos Chatzidamianos, Panoraia Andriopoulou, and Timothy Jung: A Virtual Reality Environment for testing Psychological Preparedness' effect on the individual when facing a Traumatic Event

- Ruofei Chen, Helen McCormick, and Rosy Boardman: Analysing How Retailers Are Using Augmented Reality to Influence Consumer Behaviour across Retail Channels: Offline and Online Perspectives

- Nemeh Rihani: The Potential of AR/VR to Create New Types of Virtual Experiences in a Cultural Heritage Context

Scientific committee

- Patrick Allen (University of Bradford)
- Mario Ascencao (Haaga-Helia AUS)
- Alexander Brem (Friedrich-Alexander-Universität Erlangen-Nürnberg)
- Namho Chung (Kyung Hee University)
- Peter Eachus (University of Salford)
- Alex Gibson (Dublin Institute of Technology)
- Dai-In Han (NHTV Breda University of Applied Sciences)
- Ana Javornik (Newcastle University)
- Sarah Jones (Birmingham City University)
- Timothy Jung (Manchester Metropolitan University)
- Si Jung Kim (University of Nevada, Las Vegas)
- Yen-Soon Kim (University of Nevada, Las Vegas)
- Richard Koeck (University of Liverpool)
- Nina Krey (Rowan University)
- Slimane Larabi (USTHB University)
- Cynthia Mejia (University of Central Florida)
- Andy Miah (University of Salford)
- Eleni Michopoulou (University of Derby)
- Hossein Olya (Oxford Brookes University)
- Mary O'Rawe (Dublin Institute of Technology)
- B. Joseph Pine II (Columbia University)
- Lee Quinn (University of Manchester)
- Philipp Rauschnabel (Darmstadt University)
- Alexander Rossmann (Reutlingen University)
- Caroline Scarles (University of Surrey)
- Michael Schwertel (Cologne Business School)
- Dario Tom Dieck (Manchester Metropolitan University)
- Mandy Tom Dieck (Manchester Metropolitan University)
- Pasi Tuominen (Haaga-Helia University of Applied Sciences)
- Gary Warnaby (Manchester Metropolitan University)

Exhibitors

MICROSOFT

Our world is the canvas. Microsoft HoloLens is the first self-contained, holographic computer, enabling you to engage with your digital content and interact with holograms in the world around you.

www.microsoft.com/en-ca/hololens

BBC R&D

BBC engineers have been at the forefront of developments in broadcast technology since the founding of public service broadcasting in the UK.

www.bbc.co.uk/rd

COJAC LTD Cojac Ltd. was established in 2006 to innovate and produce multi-axis control devices for a number of different applications. Although our patented technology offers exciting opportunities in other sectors, it is ideally suited to the PC gaming market.

www.cojac.net

IGLOO VISION design, develop and deliver immersive 360° projection domes, cylinders, and all of the enabling technologies for almost any type of shared VR application.
www.igloovision.com

CLICKS+LINKS are Virtual Reality specialists based in Manchester. Specialising in interactive experiences for industry, training and city planning.
www.clicksandlinks.com

LOOXID LABS help to gain a better understanding of unspoken emotion using human physiological signal. Winner of CES 2018 'Best in innovation award'
www.looxidlabs.com

Q LAB
Specialised in Client/Server program.
www.qlab.co.kr

BT

BT Sport is a group of sports television channels provided by BT Consumer; a division of BT Group in the United Kingdom and Ireland.
www.BT.com

SUPERBEAN are a collective of Creative Developers working on experimental projects such as VR, web drama, and character design. Their web-drama 'Super Taste Power' is the first VR format drama in Korea.
www.superbeanlab.com

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www.divecore.co.kr

SKONEC ENTERTAINMENT has over 16 years experience in the arcade game industry specialising in VR content development and are a leading location based VR entertainment solution provider.
www.skonec.com

Redrover co. This global animation production company has a successful history innovating within 4D cinema, VR content on global projects.
www.redrover.co.kr

SMARTDS -Let us help you visualise your live data using Mixed Reality. We are data specialists bringing you new ways to collect, share and analyse both static and live data. We understand enterprise reporting.
www.smartds.co.uk

GONGUN GAMES was established in 2014 and develops games and services along with a variety of content. In addition supported by government agencies they offer training courses on content development.
www.gongungames.com

Mammossix Co. Now four years old this VR development team currently have three titles released.

www.mammo6.com

LBS TECH Camera application service utilising augmented reality and spatial information confergence platform services.
www.lbstech.net

EON REALITY is the world leader in Virtual and Augmented Reality based knowledge transfer for industry and education.
www.eonreality.com

MOTHERNEST is not an agency, but an integrated consulting partner.
www.mnest.co.kr

HelloVR connect education with virtual reality. Our goal is to make children experience all the knowledge with VR.
www.hellovr.co.kr

TOOROCK CO. Developing "Kidult content" focussing on originality that makes people have fun together.
www.toorock-ent.com

THIRTEENTH FLOOR The leaders in content creation and technology development at THIRTEENTH FLOOR are all industry-leading seniors with more than a decade of experience each. Our staff has experience operating portal services accessed by tens of millions of people as well as experience in development and operation of games used by over 100 million users.
www.thirteenthfloorcorp.com/

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VR in healthcare.

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https://www.springer.com

RENEGADE FORTRESS Our business is publishing. With more than 2,900] journals and 250,000 books, Springer offers many opportunities for authors, customers and partners.
www.renegadefortress.com/

AQUAFLEX (DolphinEyes)
Pioneers within the VR short film market, with first underwater VR movie shooting.
www.qlab.co.kr

BREDA UNIVERSITY OF APPLIED SCIENCES In the fields of tourism, leisure and hospitality, NHTV is the largest and leading education institute in the world
www.nhtv.nl

Keynote speakers

MARGOT JAMES was appointed Minister of State for the Department for Digital, Culture, Media and Sport in January 2018. Margot was previously Parliamentary Under Secretary of State at the Department for Business, Energy and Industrial Strategy from July 2016 to January 2018. She was elected Conservative MP for Stourbridge in May 2010.

NIGEL JONES Over 15 years international business experience working with some of the world's largest multinationals through to owner managed SMEs and entrepreneurial start-ups, Nigel has worked with and led multi-disciplinary teams that have secured inward investment projects on time and within budget across the UK.

SEUNG-JONG, KIM is a chairman of the board of Gyeonggi Content Agency. He majored in Church Music at Yonsei University in Seoul, Korea and also earned master's degree in Journalism & Broadcasting at the Graduate School of Journalism & Mass Communication at the same university.

BBC R&D

ADRIAN WOOLARD is Head of BBC's Research & Development North Lab located in MediaCityUK, Salford. He is responsible for the Future Experience Technologies research group which focuses on changing relationships between content production, audience experience and consumer technologies in the emerging multi-genre and multi-platform environment.

Creative Industries and
Immerse UK Lead

FIONA KILKELLY leads on Creative Industries at the Knowledge Transfer Network, the Innovation network established to maximise business growth and to drive innovation, supported by Innovate UK-Immerse UK.

NAHM-KOOK SUN
Minister, Korean Embassy in the UK (Aug 2017)
Deputy Spokesman, Ministry of Foreign Affairs (Aug 2015)
Minister-Counsellor, Korean Embassy, Indonesia (Dec 2013)
Counsellor, Korean Embassy in Germany (Jan 2011)

Speakers

Andy Gower
BT
"Delivering Live Immersive Sports Experiences"
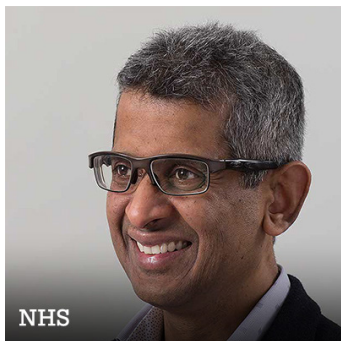
Bibhas Roy
NHS
"Evaluation of Virtual Reality In Orthopaedic Training – A Pioneering Pilot Study"

Dan Riley
Spearhead Interactive
"Immersive and Interactive Technology for Enterprise; Sector Maturity and Applications"

David Taylor
Fujitsu
"AR in the real world of business"

Günter Dahm
Virtalis
"Industrial applications of Virtual Reality"
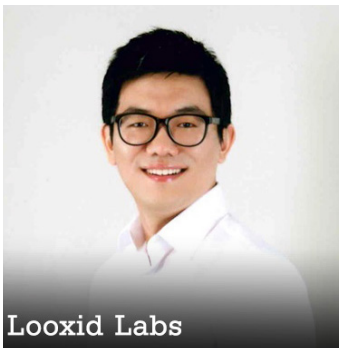
Jaehyun Nam
Looxid Labs
"Looxid Emotion AI System: Discovering user's unspoken emotion within immersive VR experience"

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ESL Gaming
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James Simpson
Royal Opera House
"Hybrid Realities in Theatre Production Design"

Jeremy Dalton
PWC UK
"Virtual reality for professional services: immersing clients in the future"

Kyunghee University

Kyu-Heon Kim
Kyunhee University
"Immersive media technologies and services over Integrated Broadcasting and Broadband infrastructure"

SKonec Entertainment

Seung-Jong Lee
SKonec Entertainment
"Status and Future in VR industry"

Spinview

Linda Wade
Spinview
"Beyond storytelling: how VR can make a difference in business"

Speakers

University of Leeds

Mark Mon-Williams
University of Leeds
"How immersive technologies are going to Improve the Health, education and Economy of a City"

Innovate UK

Matt Sansam
Innovate UK
"Panel Discussion – Collaborative Partnership Opportunities between UK & Korea"

Microsoft UK

Mike Taulty
Microsoft
"Microsoft - Windows Mixed Reality Update"

Vector Suite

Neil Johnston
Vector Suite
"The Future of Concept Design with LIVE Demo"

Haaga-Helia University
of Applied Sciences

Pasi Tuominen
Haaga-Helia University of Applied Sciences
"Immersive Mixed Reality in Tourist Attractions: Design and Deployment"

Yoon-Sik Choi
Gyeonggi Content Agency
"Gyeonggi Provincial Start-Up Promotion Program (G-START) and industrial cluster promotion"

Speakers

Paul Billington
The Landing
"Access UK — Opening up the European Market"

Pete Daukintis
Microsoft UK
"Microsoft - Windows Mixed Reality Update"

Phil Trease
Immerse
"8 things you should consider to ensure your VR project is a success"

Igloo Vision

Pippa Halliday
Igloo Vision
"Seeing past the headset
How else can you engage with VR and
360° content? And why does it matter?"

Bureau Veritas UK Ltd

Rachel Rawlings
Bureau Veritas UK Ltd
"Real World Training using Holographic
Assets"

Manchester Metropolitan
University

Richard Greene
Manchester Metropolitan University
"Welcome address"

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Ronald Haynes
University of Cambridge
"To Have and Vehold: Marrying Museum
Objects and Virtual Collections via AR"

Sarah Jones
Birmingham School of Media
"This isn't film: cinematic VR, embracing
new technologies to define a medium"

Farhan Amin
Concept Health
"VR in Healthcare -
Successful Implementation?"

Stella Park
Future Planet Capital
"New kid on the Block, The Rise of
University Venturing"

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EON Reality

Timothy Jung
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Speakers

Wanggen Wan
Shanghai University
"VR Technology based Virtual Teaching and Training System"
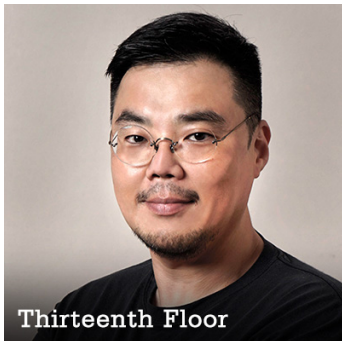
Young-il Song
Thirteenth Floor
"Cinematic 360 VR in 5G"

About us

Dr. Timothy Jung (Conference Chair) is Founder and Director of the Creative AR & VR Hub (www2.mmu.ac.uk/creativear) at Manchester Metropolitan University, UK. He has been involved in a number of funded AR VR research projects at national and international level and currently, he is managing various Augmented Reality and Virtual Reality Projects in the Tourism and Creative Industry. He is an advisor of BirdHIVE VR & Drone project led by Lake District National Park. He is renowned for his work in Augmented Reality and Virtual Reality and his research work has been covered by Manchester Evening News, Independent and Huffington Post and he is a regular invited speaker in major international conferences. He is the Conference Chair of International AR and VR Conference 2017/18 in Manchester.

Dr. M. Claudia tom Dieck (Program Chair) is specialised in tourism and hospitality management with a strong focus on digital tourism including social media and augmented reality. Coming from a hospitality background, with an education from a leading Swiss hotel management school, she worked in hotels in Malaysia and Germany. Her academic career continued at Manchester Metropolitan University, completing her Master in digital tourism and her PhD with a focus on social media and customer relationship management. She has published in a number of journal including Tourism Management, Current Issues in Tourism and International Journal of Contemporary Hospitality Management. She is a reviewer for Tourism Management and publishes in the areas of AR, VR, technology acceptance, social media and marketing.

Thank you for everyone involved in planning and running the event. Special thanks go to:

Jeremy Dalton (Industry chair)
Natasha Moorhouse (Programme co-ordinator)
Alasdair Swenson (Technical administrator)
Dr Ella Cranmer (Media co-ordinator)
Damyon Garrity (Marketing and design)
Dharma Nurse (Business and networking co-ordinator)
Shahrokh Nael (Film and marketing)
Bongsoo Kang (International liaison)
Emily Gilhooley (Conference and events)
Elaine Babic, Andy Taylor and Rachel Altringham (Gateway team)
Daniel Cottam, Gary Shaw, Chris Taylor (Marketing)
Mark Fernandes (Website)

Notes

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Our Partners

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GYEONGGI CONTENT AGENCY

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