08:30 – 09.15	Registration and tea/coffee			Business School Atrium
09:15 – 09:30	**Welcome** Professor Richard Greene, Pro Vice Chancellor Research & Knowledge Exchange Professor Julia Clarke, Pro Vice Chancellor and Dean of Faculty of Business & Law Dr Shobana Partington, Head of School of Tourism, Events & Hospitality Management Dr Timothy Jung, Director of Creative AR & VR Hub, Conference Chair			Room G.27
09:30 – 09.50	**Keynote** Dean Johnson, Head of Innovation, Brandwidth The Virtual Right Stuff: Pushing the Limits of Reality			Room G.27
09.55 – 10.10	Gareth Hurley, Samsung Samsung VR: Now & Next			Room G.27
Session 1 **10:20 – 11:20** **Academic Track**	**Track A – Room G.27** Moderator: Alex Gibson, Dublin Institute of Technology	**Track B – Room 1.22** Moderator: Dai-In Han, NHTV Breda	**Track C – Room 1.23** Moderator: Gary Warnaby, Manchester Metropolitan University	
	A. Miah In Search of Reality	*A. Javornik* Framework of user experience with augmented reality in public	*M. Ealand* Are consumers ready, willing and able to engage with virtual reality online shopping technology 'v commerce' when shopping for fashion apparel online	
	S. Jones & S. Dawkins The Sensorama Revisited: Evaluating the application of multi-sensory input on the sense of presence in 360-degree immersive film in virtual reality.	*J. Hayhurst* How Augmented Reality and Virtual Reality is being used to support people living with Dementia – Design challenges and future directions	*M. Dulabh* Measuring Consumer Engagement in the Brain to Online Interactive Shopping Environments	
	R. Haynes Eye of the Veholder: AR Blending of Museum Physical and Virtual Collections	*M. Kalantari & P. Rauschnabel* Exploring the Early Adopters of Augmented Reality Smart Glasses: The Case of Microsoft HoloLens	*F. Bonetti, G. Warnaby & L. Quinn* Augmented Reality and Virtual Reality in Physical and Online Retailing: A Review, Synthesis and Research Agenda	
	C. Scarles The Technology Gap in the Tourist Experience	*M. Kalantari, P. Rauschnabel & N. Krey* How Do 3D Holograms Influence Atmosphere Perceptions? A Research-in-Progress Report of a Scale Development Study	*N. Moorhouse, M.C. tom Dieck & T. Jung* Technological Innovations Transforming the Consumer Retail Experience: A Review of Literature	
11:20 – 11:50	**Coffee break & Exhibitors** **Poster presentations**			Business School Atrium
11:50 – 12:10	**Keynote** Bob Stone, University of Birmingham Blending the Best of the Real with the Best of the Virtual: Mixed Reality Case Studies in Healthcare and Defence			Room G.27

12:15 – 12:40	**Panel Discussion** **Moderator:** Dario tom Dieck, Creative Augmented and Virtual Reality Hub **Panellists:** Peter Daukintis, Microsoft Andy Gower, BT Gareth Hurley, Samsung Sarah Jones, University of Coventry Jason Lovell, Captivate	**Room G.27**
12:40 – 13:40	**Networking lunch and exhibitors**	

	Track A – Room G.27 Moderator: Philipp Rauschnabel, University of Michigan	Track B – Room G.33 Moderator: Jeff Coghlan, Matmi
Session 2 **13:40 – 14:40** **Industry Track**	*P. Daukintis & M. Taulty (Microsoft)* HoloLens: The Path to Mixed Reality	*C. Saihan (BBC)* *360, virtual reality and augmented reality for broadcasters: where now and where next?*
	M. Miles (Rendermedia) Virtual Reality in Aerospace, A look at how VR can bring immersion and storytelling to allow brands to experience their USP across the business	*T. Koterwas (Oxford University Museums)* Augmenting Reality in Museums through Interactive Virtual Models
	A. Gower (BT) Challenges in delivering an immersive VR sports experience	*T. Gere (Realities Centre)* Multi-users interactions in Virtual Reality applications
	M. McDonnell (Soluis) Designing the Future with Digital Realities	*S. Logan (Twine VR)* Honouring a WWII veteran: Changing lives with VR

14:50 – 15:15	**Panel Discussion** **Moderator:** Martin Bryant, TechNorth **Panellists:** Fiona Kilkelly, Immersive UK Volker Hirsch, Tech North Advocates Simon Smith, Studio Liddell Andy Cooper, Draw & Code Dom Raban, Corporation Pop	**Room G.27**
15:15 – 15:50	**Coffee break & Exhibitors** **Poster presentations**	

	Track A – Room G.27	Track B – Room G.33	Track C – Room 1.22	Track D – Room 1.23
	Moderator: Andy Miah, University of Salford	Moderator: Dario tom Dieck, MMU	Moderator: Danielle Allen, MMU	Moderator: Pasi Tuominen, Haaga-Helia UAS
Session 3 **15:50 – 16:50** **Academic Track**	*P. Rauschnabel* What Motivates People to use Augmented Reality Smart Glasses? A Uses & Gratification Perspective	*J. O'Hare, A. Fairfield & D. Roberts* Telethrone Reconstructed; ongoing testing toward a more natural situated display	*L. Neuburger* An afternoon at the Museum: through the lens of Augmented Reality	*T. Jung, E. Michopolou, & M.C. tom Dieck* Experiencing virtual reality in heritage attractions: Perceptions of elderly users
	A. Gibson & M. O'Rawe Virtual Reality as a travel promotional tool: Insights from a Consumer Travel Fair	*S. Larabi* Augmented Reality for Mobile Devices: Textual Annotation of Outdoor Locations	*E. Cranmer* How can Tourist Attractions profit from Augmented Reality?	*T. Jung, M.C. tom Dieck, P. Rauschnabel, M. Ascenção, P. Tuominen & T. Moilanen,* A Pre-Study of Determinants of a VR Rollercoaster Experience
	P. Allen, A. Fatah & D. Robinson 'Being In': Exploring Augmented Space, the media layer and human engagement	*A. Landowska, S. Royle, P. Eachus & D. Roberts* Testing the potential of combining Functional Near-Infrared Spectroscopy with different virtual reality displays – Oculus Rift and Octave	*R. Genc* The Impact of Augmented Reality (AR) Technology on Tourist Satisfaction	*S. Kim* A Survey of Drones Use for Entertainment, Augmented and Virtual Reality
	D.I. Han Identifying Tourist Requirements for mobile AR Tourism Applications in Urban Heritage Tourism	*P. Woodbridge* Imagining Future Cities: Mixed Reality and the Transformation of Urban Experiential Space in Outdoor Advertising	*J. Saoud* An Ethical Perspective of the use of AR Technology in the Tourism Industry	

	Keynote		
17:00 – 17:20	Richard Koeck, University of Liverpool	**Room G.27**	
	Inhabiting the Image of the City		
	Conference closing		
17:20 – 17:30		**Room G.27**	
	Timothy Jung, Conference Chair		
17:30 – 19:00	**Networking event & Exhibitors**	**Atrium**	