

Special Issue on Augmented and Virtual Reality towards Digital Economy

CALL FOR PAPERS

Augmented and Virtual Reality (AR and VR) offer exciting opportunities for the prospective industry and the changing landscape of digital world ecosystem. There is no doubt that AR and VR have the potential to become a fascinating widespread technology not only in multimedia but also in many other areas. Many industries try to engage AR and VR to attract more business and customer's experience. As AR and VR are becoming more mature and more widely adopted within industry, this disruptive technology is becoming more variable and popular. The gap between technical challenges and the real-world utilization of this technology will continue exposing new needs.

This special issue aims to highlight the cutting-edge research applications as well as advance research related to development of Augmented and Virtual Reality.

Potential topics include but are not limited to the following:

- ▶ VR/AR gamification
- ▶ VR/AR in smart city
- ▶ VR/AR business model
- ▶ VR/AR applications
- ▶ VR/AR simulations
- ▶ VR/AR communities and social interactions
- ▶ Teleoperation and telepresence
- ▶ Impacts of VR/AR on digital economy
- ▶ VR/AR for customer engagement and marketing
- ▶ User experience issue in VR/AR
- ▶ Enhancing user experience via VR/AR
- ▶ Human computer interaction in VR/AR
- ▶ Mobile and wearable technologies and applications
- ▶ Multisensory experience via VR/AR
- ▶ Photorealistic rendering and (re)lighting in AR
- ▶ Multimedia processing, AR and VR
- ▶ Multiuser collaboration in VR/AR
- ▶ Haptics, audio, and other nonvisual interfaces
- ▶ Augmented and virtual reality applications in cultural heritage, real estate, architecture, edutainment, tourism, retail, health, sport, education, media, and so on
- ▶ Any other related topics

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