New Potentials of Mixed Reality and its Business Impact Minitrack

Thomas Keller
ZHAW
kell@zhaw.ch

Roger Seiler
ZHAW
seir@zhaw.ch

The field of extended reality (XR) and XR enabling technology are rapidly advancing. With technology pacing through maturity stages applications in the field are advancing too. These applications range from health, education, construction to human resources management and are drawing attention in the scientific community and the field alike. Furthermore, use cases are being implemented in service and collaboration applications, sales and marketing. This broad range of implementations and applications can in turn create value for and have a broad impact on a company seeking to use mixed reality in a business context. However, many questions on how this technology impacts businesses, customers and if previous theories hold true for this new, much more immersive technology is unclear.

Therefore, this minitrack seeks to gain a deeper understanding of mixed reality and shed light on this new technology as well as its impacts on businesses, customers and to develop new or add to existing theory. Although this minitrack is not focusing on advancing technical solutions contributions that help businesses use the technology (reference framework or technology navigator) are eligible for consideration and publication in this track too.

The paper with the title “Emotional Response to Extended Realities: The Effects of Augmented and Virtual Technologies in a Shopping Context” assesses the effects on emotions by measuring changes in emotional valence. It comes to the conclusion that XR based experiences are comparable to “real-life” experiences in a shopping context. At the same time the analysis also shows that there are differences as well in negative as positive emotions. Especially for augmented reality users show heterogenous affective responses.

The paper “The Use of Augmented Reality in Retail: A Review of Literature” has a potential to draw quite some interest as it gives an overview of a decade of research on AR by analyzing 29 empirical studies. The discussion and analysis of the review provide insights on relevant effects and aspects of AR in retailing.

The paper “Transitioning from Transmedia to Transreality Storyboarding to Improve the Co-Creation of the Experience Space” presents use cases based on the Transreality Storyboarding Framework (TSF) which is a design framework that affords the creation of experience spaces for consumer-product engagement.