VR/AR Fundamentals

A virtual reality or augmented reality experience includes diferente phases, a set of core skills and a specific taxonomy. In this module, we will approach all the fundamental concepts of Virtual and Augmented Reality, what are the technology's access points, infrastructure, hardware and software, as well as the most successful VR/AR use cases in each market.

Trainer: Luis Bravo Martins - https://www.linkedin.com/in/luismartins/

The Art of Immersive Storytelling

Virtual Reality changes the story's context, by transporting the user to a whole new world, where he can only interact with digital objects. In the same fashion, Augmented Reality overlays digital objects on top of the real world contexts and, on doing so, changes their meaning. This allows for all the interaction between the use rand its space to be transformed and, with it, all communication processes inside it. That's what we're going to talk about in this module.

- VR Point of View

- Immersive Stories

- FP interaction

 - Gaming techniques

Trainer: Barbara Lippe - https://www.linkedin.com/in/barbaralippe/

Screenless UX Design

Leaving your screen and bringing all your digital elements to our real world is a big responsability. It requires us to know access points, user experience with them, designing menus that are ergonomically correct and take advantage of the best practices already available on the market. In this module, we will establish the UX processo both for VR and AR.

- Access points

- VR Context: Latency, Haptics, 6DOF

- Ar Context: Markers, SLAM, IR.

- User Journey Mapping in VR/AR

- Best Practices

- Rapid Prototyping

Trainer: Tiago Loureiro - https://www.linkedin.com/in/tiagoloureiro/

VR/AR delivery - Best practices

Implementing Virtual and Augmented Reality in any organization requires a goal-oriented project management and delivery, KPI's (Key Performance Indicators), keeping up with deadlines, establishing policies and keeping everything inside the budget. From planning to getting the involvement of all participants, the path to the final delivery is hard and demanding. In this module, we will discuss best practicves for VR/AR project management and delivery, allowing the participants to understand pitfalls and needs of implementing this tech.

- Budgeting

- Kanban Planning

- KPI's (Key Performance Indicators)

- Quality control on VR/AR

- Analytics

Trainer: Miguel Marques Paulo - https://www.linkedin.com/in/miguelpaulo/

Ethics for Virtual and Augmented Worlds

Creating virtual worlds where we can relax, socialize or work will change how we relate to each other as humans. Our understanding of topics like privacy, security, equal access, freedom of speech , rights and freedoms will change. In this module, we will envision the ethical themes to take into account on a VR/AR project.

Trainer: Luis Bravo Martins - https://www.linkedin.com/in/luismartins/

VR/AR Gear sessions

VR/AR hardware / software experiences with :

Microsoft Hololens 2

Magic Leap One

Web AR (Amazon Sumerian, 8th Wall)

Oculus Quest

Unity 3D

Facebook Effects (SparkAR)

3D Scanning (Matterport, Itseez3d)

Eye tracking (Eyespeak)

3D Assets (Sketchfab, Asset store)

And more!

Walk the Talk Sessions

Market specialists bring a business case and discuss how VR/AR transformed their professional lifes

1 - VR/AR on Health

2- VR/AR on Education

3 – VR/AR on Smart Cities

4 – VR/AR in Arts

5 – VR/AR as a Megatrend

6 – VR/AR on Advertising

7 – VR/AR Communities

8 – VR/AR on Industry 4.0

9 – VR/AR on Retail

10 – VR/AR Analytics