VR in Industry: Where It Succeeds, Fails, and Needs Improvement

Panelists

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Abstract

One way of measuring of the success of a technology is the degree to which it has found acceptance in "real world" companies. These companies will only adopt and continue to use new technology if it lets them solve "real world" problems more effectively than alternative methods and techniques. Critical to this success is the way in which the technology is developed and applied to solve business problems.

This panel will highlight four successful applications - manufacturing (GM), entertainment (Disney), prospecting and extraction (Shell, BP), and defense (AIS). In each of these areas, VR has become an established technology that has been used over a long period of time to address their problems.

The panelists will begin by briefly describing the way in which VR is used in their respective industries. They will then discuss the advantages and shortcomings of current VR systems. They will conclude by identifying the critical research advances needed if VR is to find wider application in their industries.