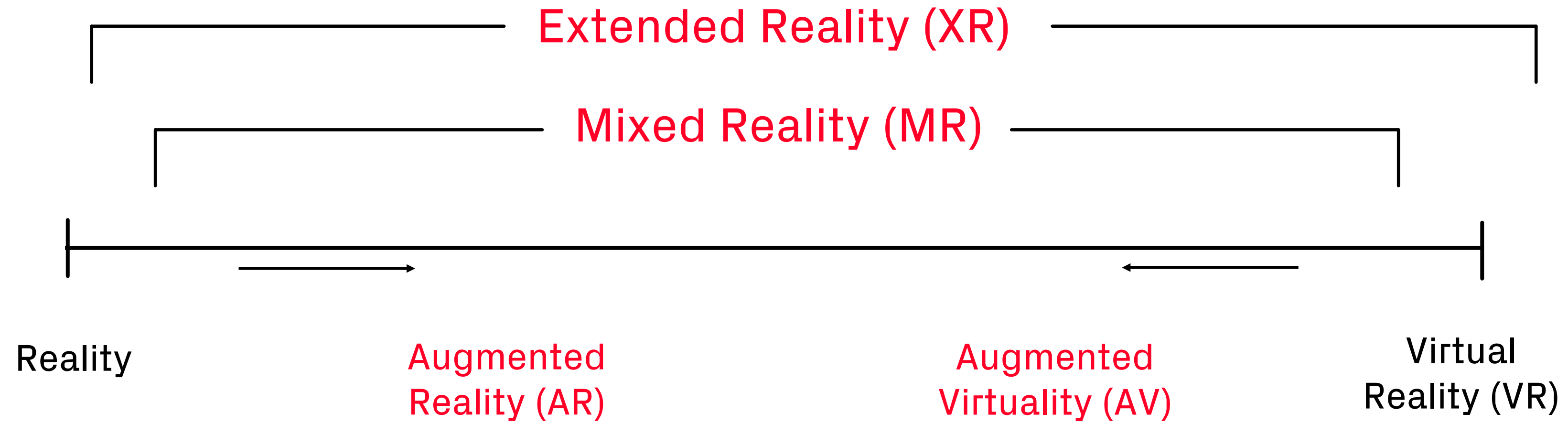# → Reality Virtuality Continuum (RV)

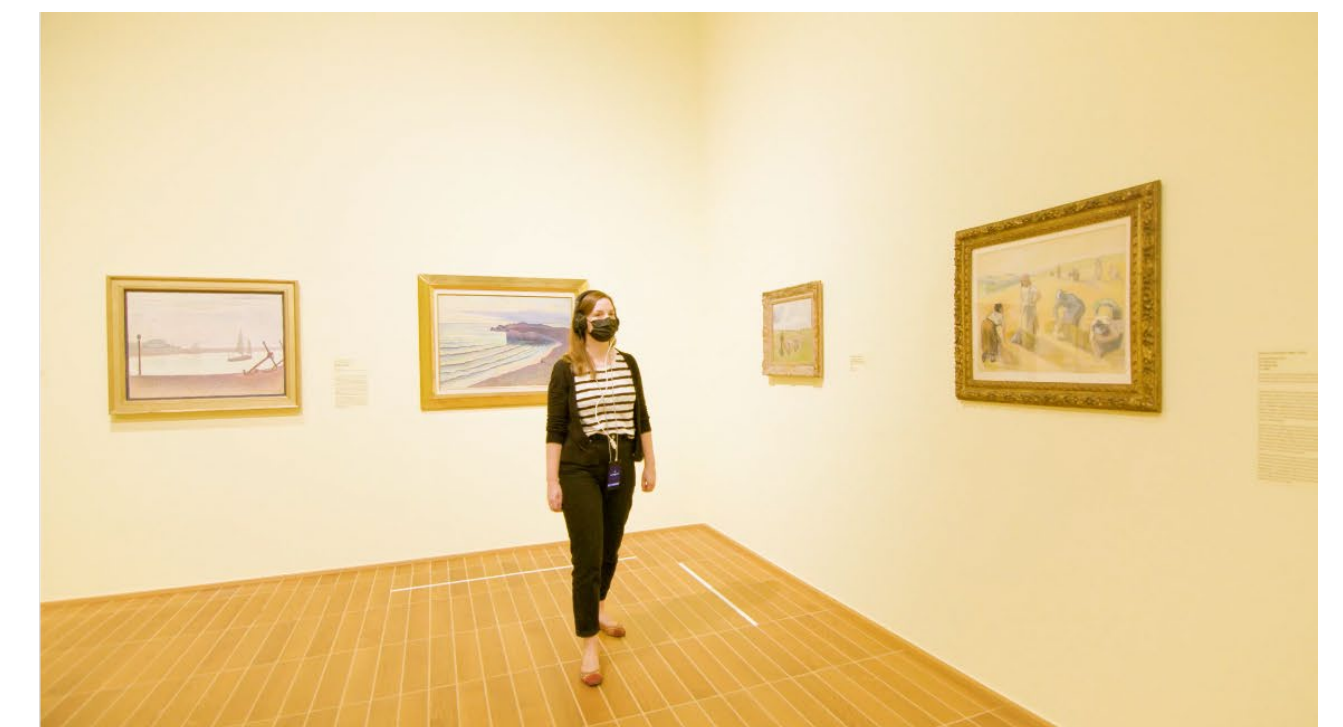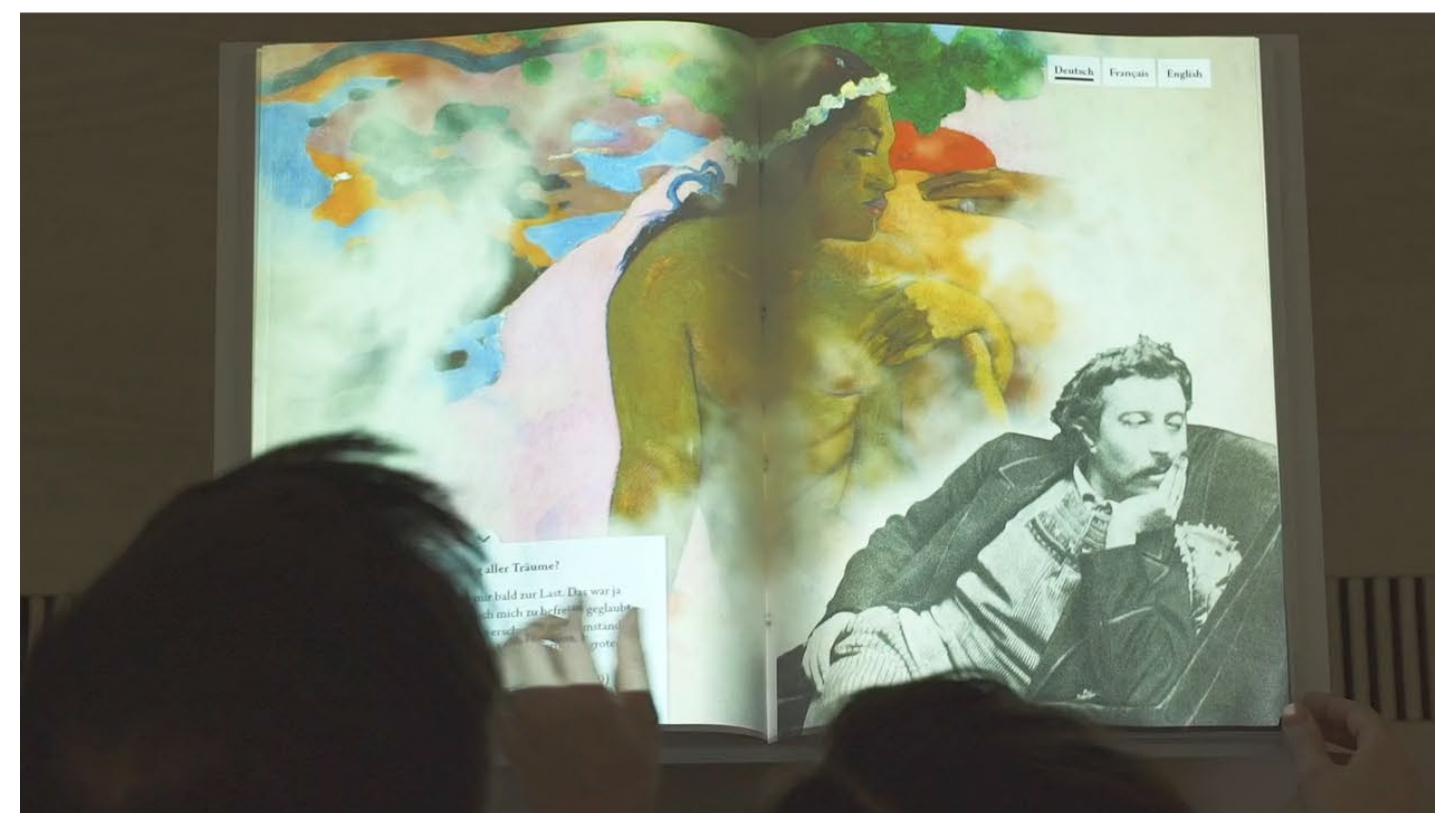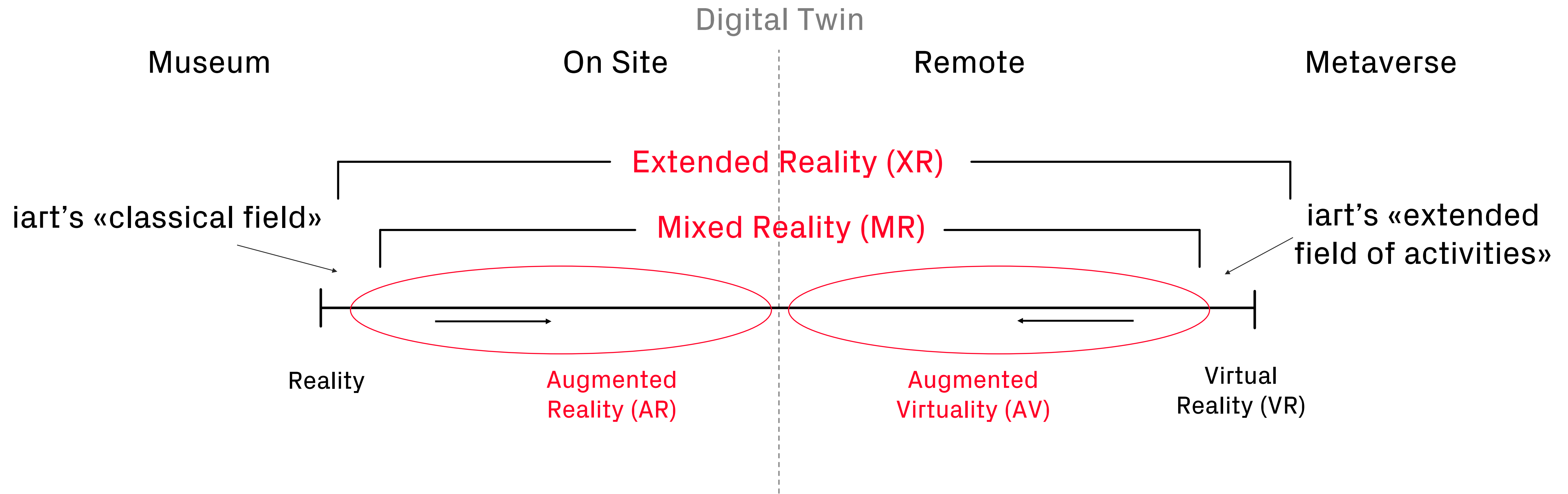Museum   On Site   Remote   Metaverse

Extended Reality (XR)

Mixed Reality (MR)

Reality   Augmented   Augmented   Virtual
                 Reality (AR)   Virtuality (AV)   Reality (VR)

→ Reality Virtuality Continuum (RV)

Digital Twin

Museum   On Site   Remote   Metaverse

Extended Reality (XR)

iart's «classical field»   iart's «extended field of activities»

Mixed Reality (MR)

Reality   Augmented Reality (AR)   Augmented Virtuality (AV)   Virtual Reality (VR)

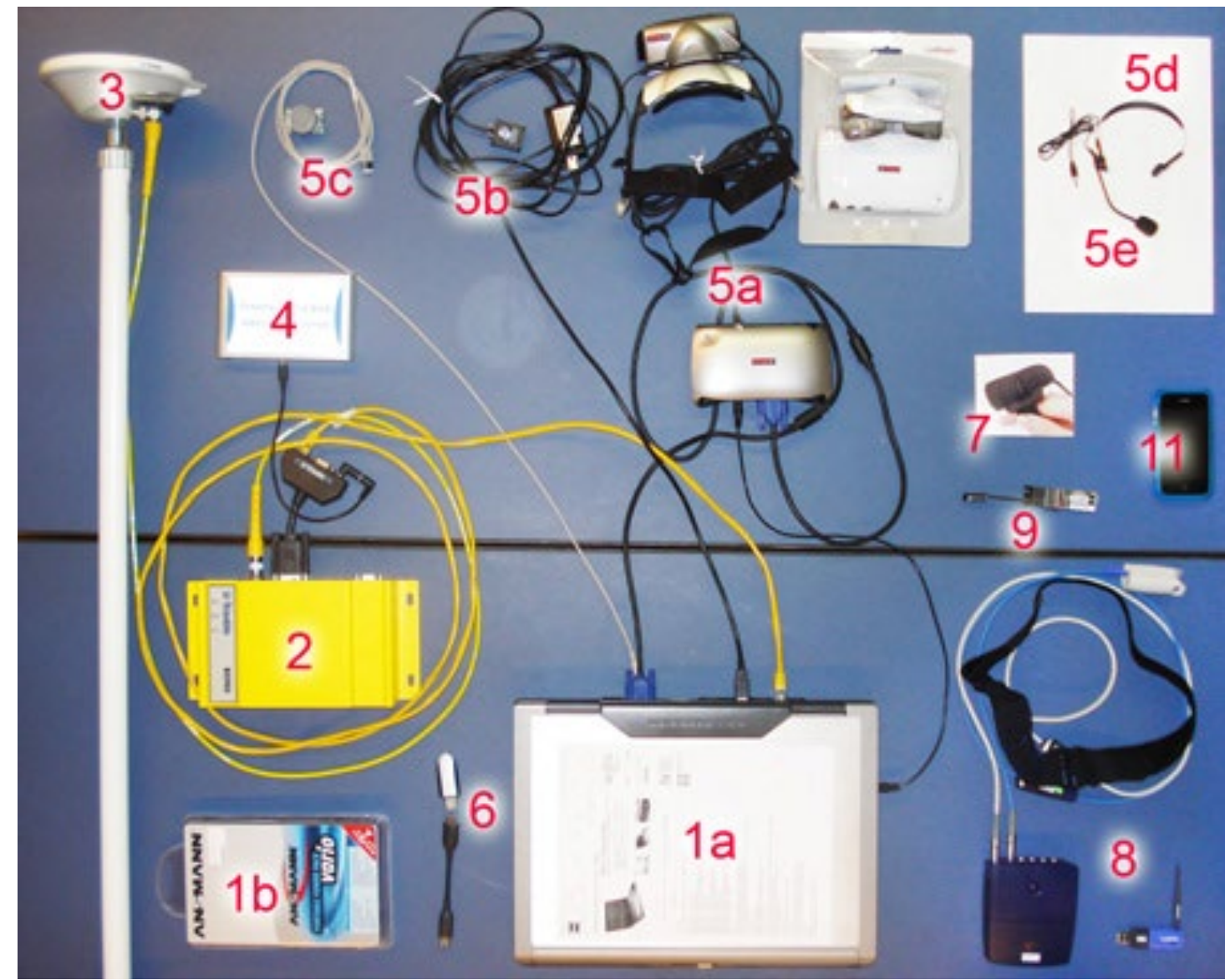# → Site Specific Extended Reality

Expand the real world without leaving it behind

→ LifeClipper2 2003

LifeClipper2 with Jan Torpus

An interdisciplinary design research project chaired by the Institute for Research in Art and Design of the University of Applied Sciences Northwestern Switzerland.
It explored the potential of augmented reality for project visualization, urban planning and tourism.
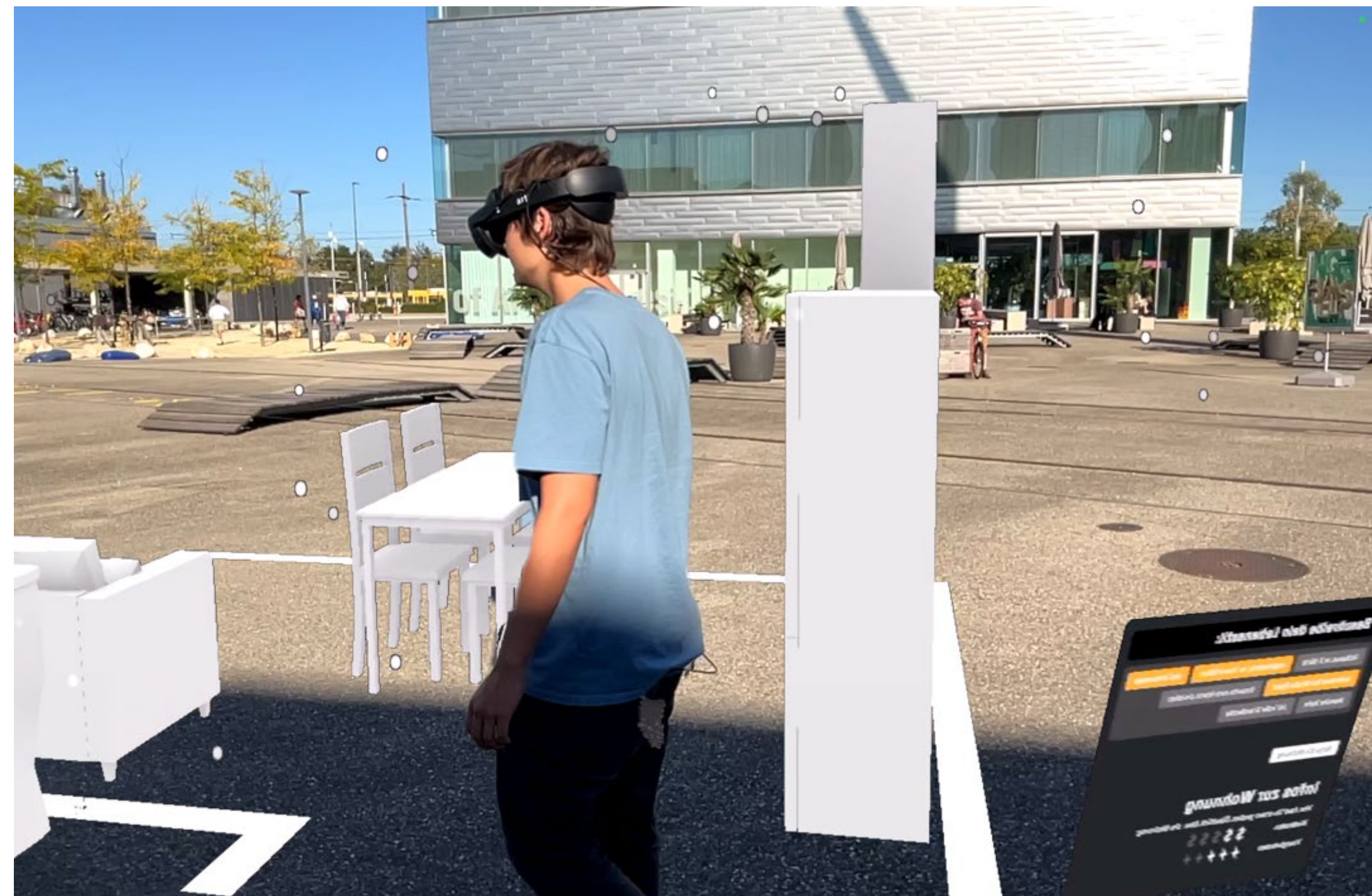
→ AIRE to Share Demo (Smart City Explorer) 2023

→ AIRE to Share

→ AIRE to Share

→ Facts & Figures LifeClipper2 vs AIRE

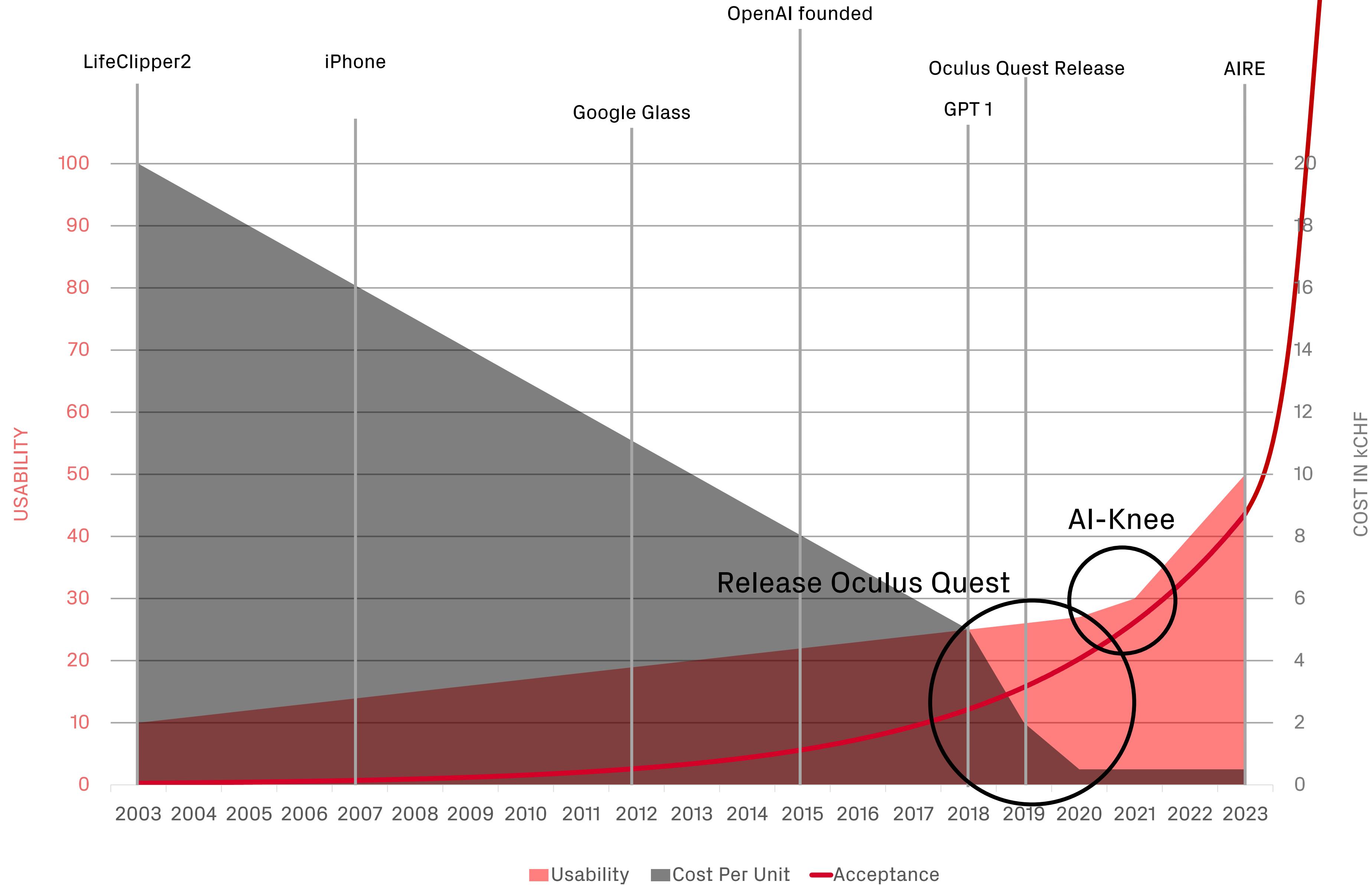|	LifeClipper2 2003	AIRE to Share 2023
Time to Market	1.5 years	3 months
Cost per Unit	20'000 CHF (built from bits and pieces)	2000 CHF (off the shelf)
Bases for Content Creation	None	Unity Asset Store, loads of 3D Assets online, GIS-Model, some VR Interactions
Usability for the Enduser	Complicated (Operator needed) and very limited functionality	Intuitive (Hand Tracking, Voice Commands)

→ XR-Tipping Point

WELCOME

AIRE TO SHARE

AIRE TO SHARE

20.03.2023
20.09.2024

Coming soon @ Freilager Platz