Overview

VIRTUAL REALITY seeks original manuscripts for a Special Issue on “VIRTUAL REALITY, AUGMENTED REALITY AND COMMERCE,” scheduled to appear in mid-2018.

Virtual and Augmented Reality (VR/AR) promotes a new paradigm for Human Computer Interaction and the design of Pervasive Systems. In a way, VR/AR defines a new form of sociotechnical system, offering high impact in the design, implementation and provision of services and experiences.

The objective of the special issue is to communicate and disseminate recent computer engineering and VR/AR research and application development that demonstrate the capacity of VR/AR to change radically the commerce and shopping experience in the near future.

The retail industry will face tremendous changes due to radical VR/AR systems. From solutions related to short VR experiences to fully-functional mobile virtual shopping networks and HoloLens applications, a new era of customer experience that will offer the potential to boost commerce revenues has begun. In this context of VR/AR-enabled commerce, there are requirements for content development, new standards and innovative strategies and models for personalization, unique value proposition and innovations in business cases.

Current applications of VR/AR in commerce and retail worldwide present a very interesting picture. Most of the dominant hardware providers provide advanced headsets and other kinesthetic wearables for VR/AR, and software houses provide sophisticated applications in a variety of interactions related to retail and visual commerce. Marketing functions in most of the famous brands consider VR/AR as an effective marketing channel, initially converging with but then perhaps moving beyond social networks and mobile and ubiquitous technologies, offering added value to the customer experience.

Several small/medium scale systems already provide a range of services to different stakeholder retail/commerce stakeholders, including merchants, customers, intermediaries and professionals. A key challenge for VR/AR to become more mainstream in this area is for traditional commerce and e-commerce to be critically-enriched by technology-enabled components offering VR/AR experiences. The potential impact of VR/AR on retail/commerce is reflected in surveys that indicate that VR/AR can change radically retail/commerce business models, suggesting the capacity of the VR/AR technology to redefine how commerce is conducted.

The purpose of the special issue is present state-of-the-art approaches to, and examples of, of VR/AR systems and components for retail/commerce. Manuscripts are sought that address these areas. Novel approaches and sound technological solutions will be expected.
**Topics**

Topics of interest include, but are not limited to, the following:

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**Important Dates**

- **Manuscript submission deadline:** April, 28, 2017
- **Notification of Decision:** July, 21, 2017
- **Submission of final revised paper:** September, 8, 2017

Publication of special issue (tentative): Mid 2018

**Submission Procedure**

Authors should follow the VIRTUAL REALITY manuscript format described at:


Manuscripts should be submitted on-line through [https://www.editorialmanager.com/vire/default.aspx](https://www.editorialmanager.com/vire/default.aspx)

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