

Preface

Organised by the Creative Augmented and Virtual Reality Hub at Manchester Metropolitan University, the 3rd International Conference on Augmented and Virtual Reality took place on the 23rd of February 2017 and brought together leading researchers and industry professionals from the area of augmented reality (AR) and virtual reality (VR). The conference theme of “Empowering human, place and business” invited speakers from various disciplines to share their experiences of these new and exciting technologies.

Paper presented focused on the areas of AR and VR in tourism, business, marketing & storytelling, health & defence, retail & fashion and design & development. We hope that this edited book will serve as a valuable source for future research and inform businesses about latest developments in the areas of AR and VR.

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