Industrial Metaverse als Kollaborationsumgebung in Wertschöpfungsnetzwerken

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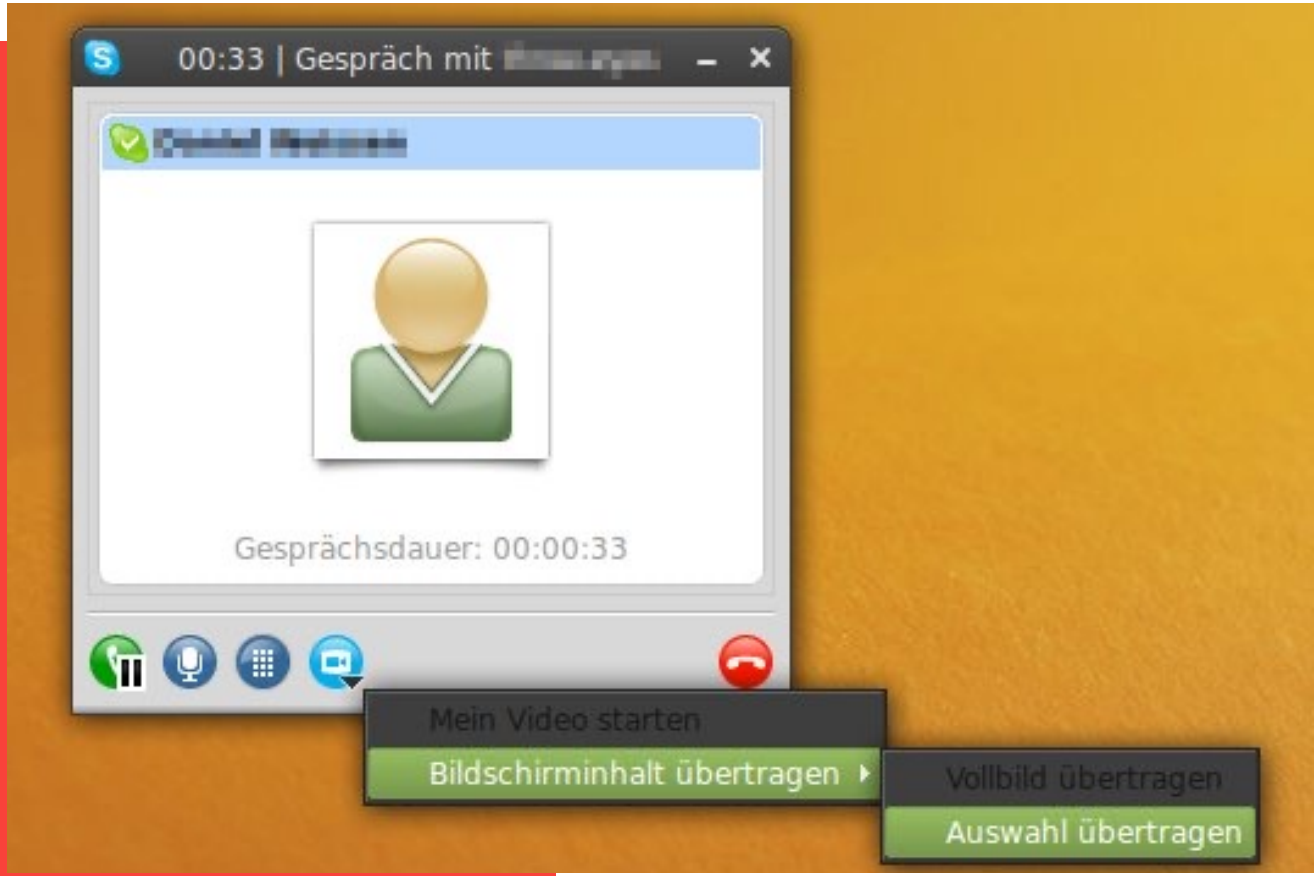
University of Europe for Applied Sciences

ERINNERN SIE SICH AN IHREN ERSTEN SKYPECALL?



DAS MAG 2006 GEEWESEN SEIN ....

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Was folgte? Ein Videocall gleicht dem Anderen..

Dutzende Videokonferenzen in den letzten 36 Monate?
Woran erinnert man sich ?

5. Mai 2023

Zukunft der Arbeit?

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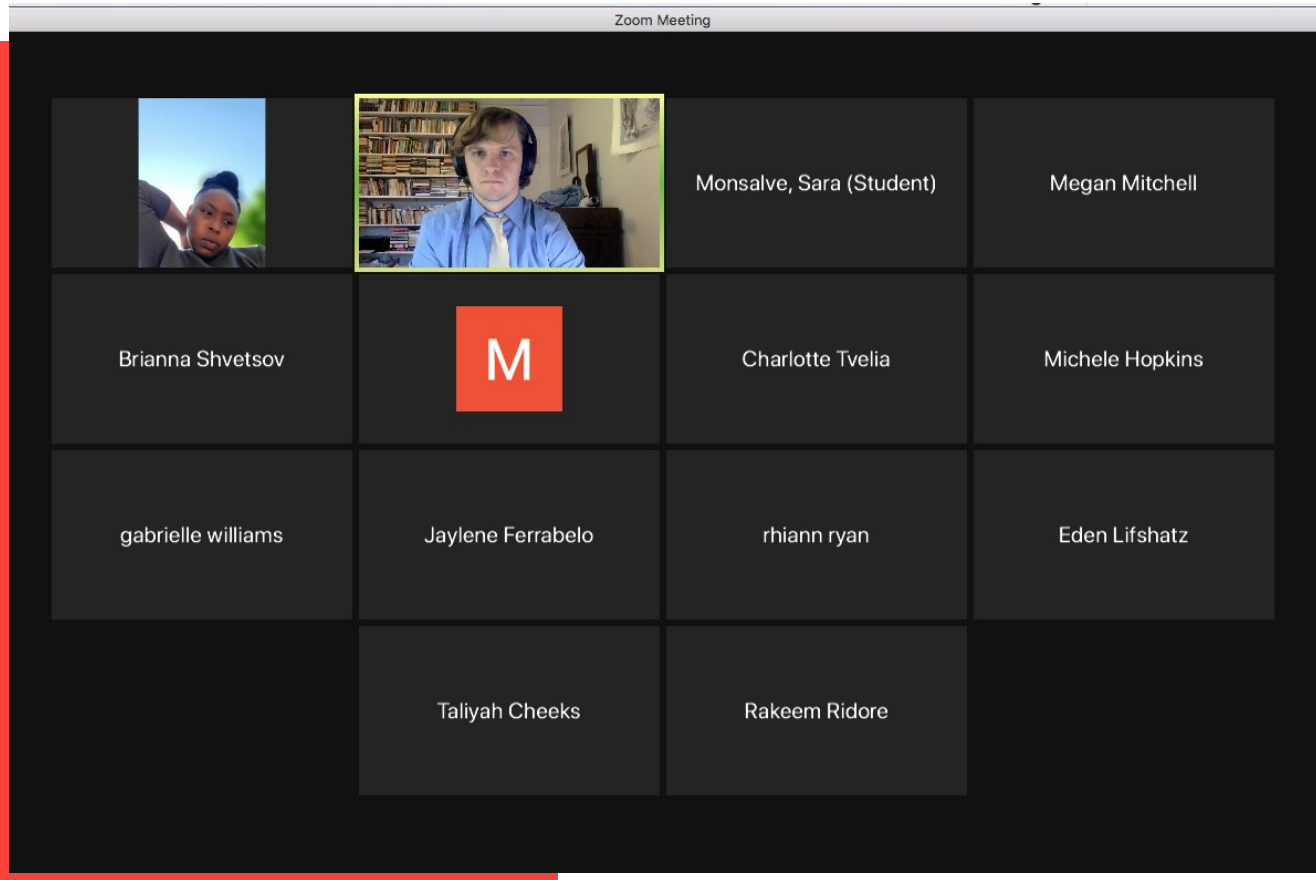
Die Euphorie nimmt ab. Das “new normal”?



Zoom Fatigue...

Forbes

Jan 18, 2021, 06:00am EST | 200 views

What's Next After Zoom?

Charlie Fink Contributor

Consumer Tech

I'm a former tech executive covering VR, AR and new media for Forbes.

Virtual Reality (VR) allows collaboration between distant colleagues, simulating the feeling of being co-present in the same location. Its use in business consistently returns measurable improvements in training, often surprisingly so. For example, according to a recent Harvard Business Review article, VR reduced training time for Wal-Mart workers from eight hours to fifteen minutes.

A virtual boardroom in Virbela. Each avatar represents a unique remote user. VIRBELA

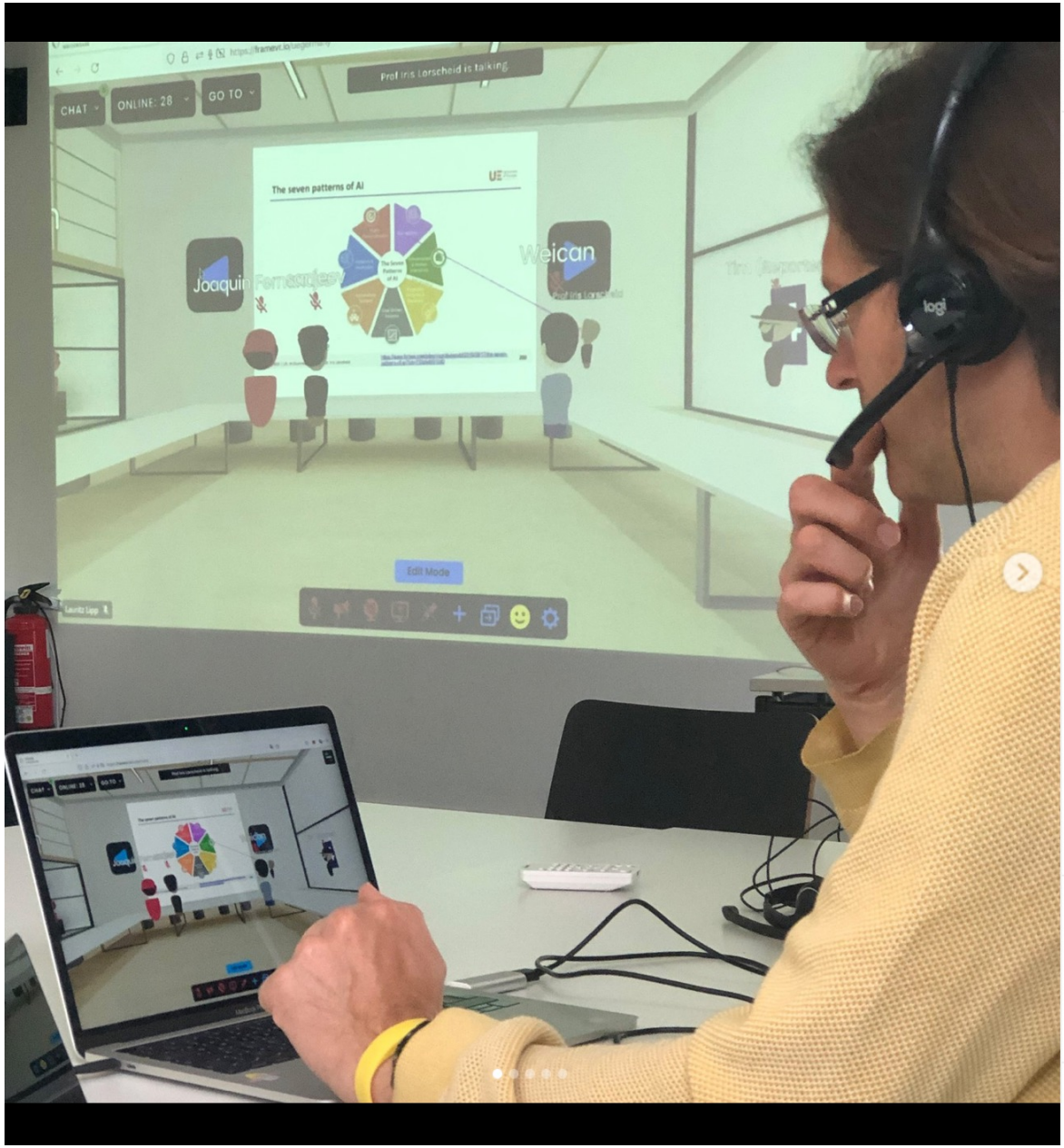
Virbela
30. Januar um 18:02 ·

In September of 2020, NEOMA Business School launched a fully virtual campus powered by Virbela! Read how they use a #VirtualWorld to promote psychological wellbeing and maintain connections with their students in The European: https://bit.ly/3ps7wEn #Virbela #BePassionate_ShapeTheFuture

THE-EUROPEAN.EU

Immersive education - The European Magazine

Alain Goudey of NEOMA Business School describes the launch of the school's all new vir...



ue.germany · **Gefolgt**
Hamburg

ue.germany VR meets AI!

Prof. Lauritz Lipp and Communication Design students created a virtual space for our students in Artificial Intelligence for a lecture on AI & Sustainability by Prof. Dr. Iris Lorscheid (@iris.view).
Students from both programmes met in the VR enviornment "FRAME" where Communication Design students prepared spaces for team challenges for the AI students. Our professors are always innovating and exploring new ways of teaching, interdisciplinary and learn more about VR. Take a look at some impressions from the class.

#uegermany #uehamburg #hamburg #vr #ai #teaching #sustainability #communicationdesign #art #tech #design #artificialintelligence #students #team #communication

8 Wo.

jamb.hoji900 Send pic❤️ @art._.of.life

8 Wo. **Antworten**

Gefällt **brokdorfbleibt** und **137 weitere Personen**

MAI 13

Kommentieren ... Posten

BEREITSTELLUNG UND BETRIEB EINES METAVERSUMS FÜR DAS M-D Z WERTNETZWERKE – TEILVORHABEN HAGEN

Drittmittelprojekt mit Studiererenden aus den Studiengängen User Experience Design und Game Design

5. Mai 2023

Interaktion im M DZ Metaversum

1. “normale“ Konversationen unter Avataren
2. Avatar-Aussehen anpassen
3. Emotions
4. Einbindung von PDF Dokumenten, Integration von Video Integration, Bildschirm teilen

5. Mai 2023

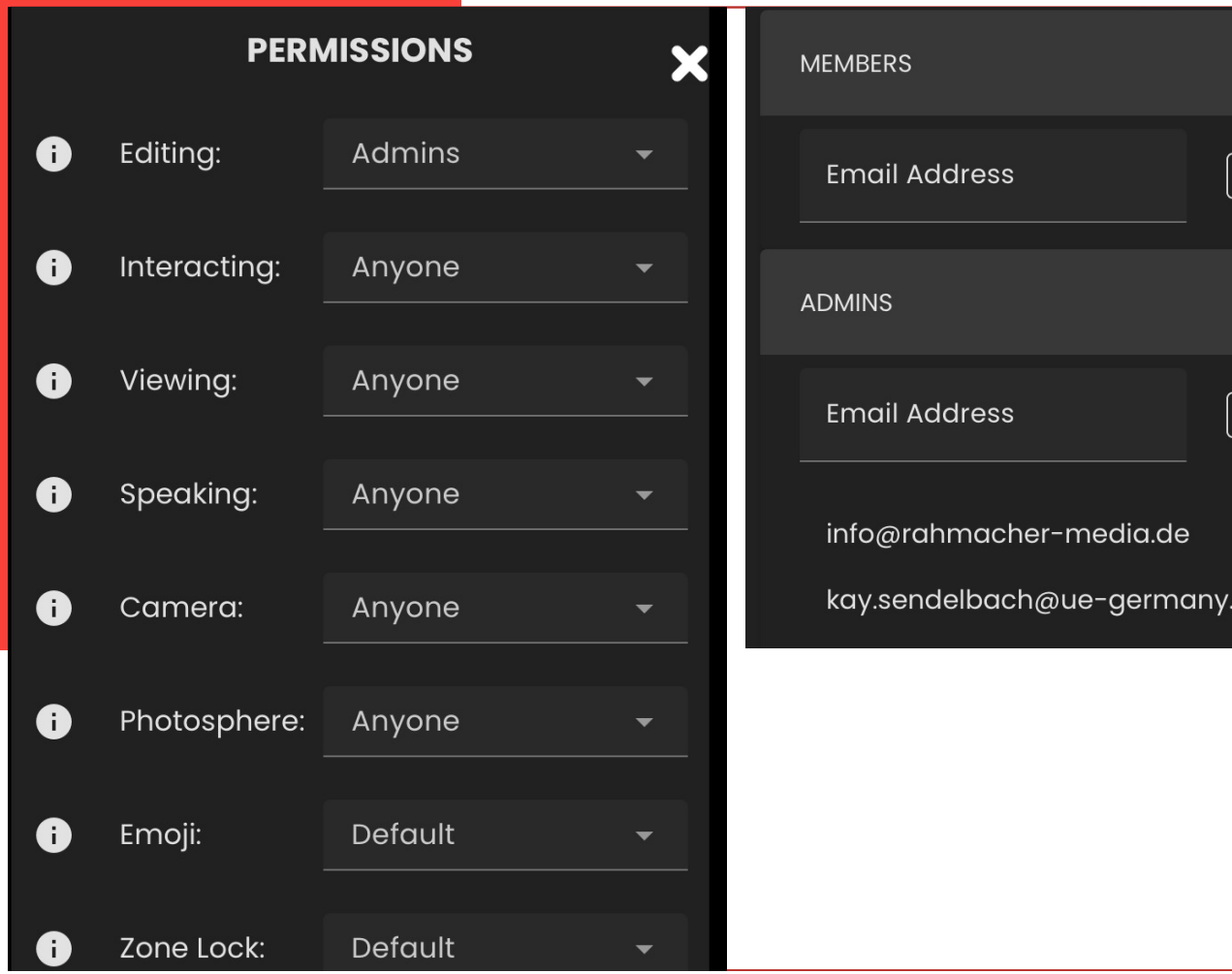
Zugang zum M DZ Metaversum

1. VR Headsets (meta quest, HTV, ..)
2. Windows Laptop, PC
3. Apple MacBook, iMac
4. Tablet PC (Android, iOS)

5. Mai 2023

Benutzerverwaltung

- Admin
- Teilnehmer
- Gast



5. Mai 2023

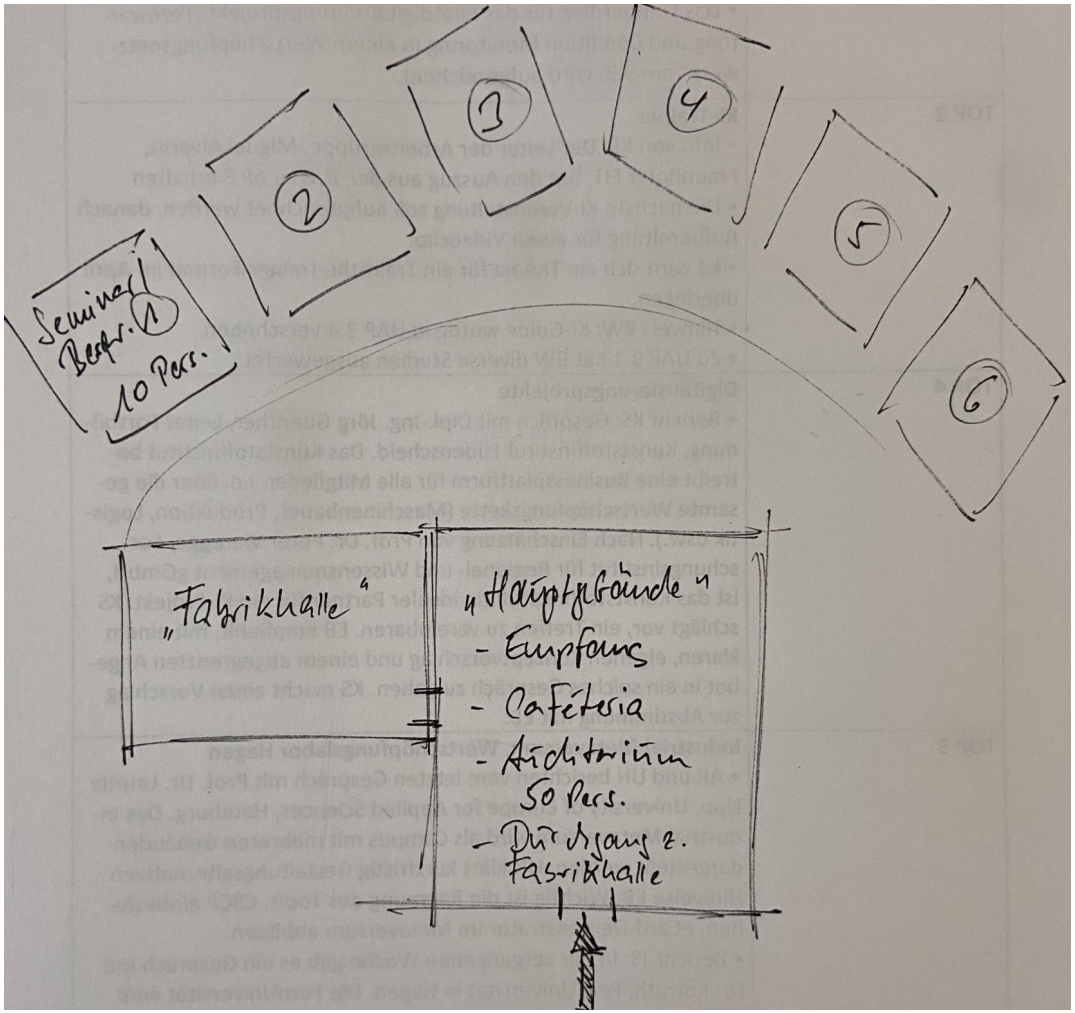
Räumlichkeiten

Verschiedene, virtuelle Treffpunkte

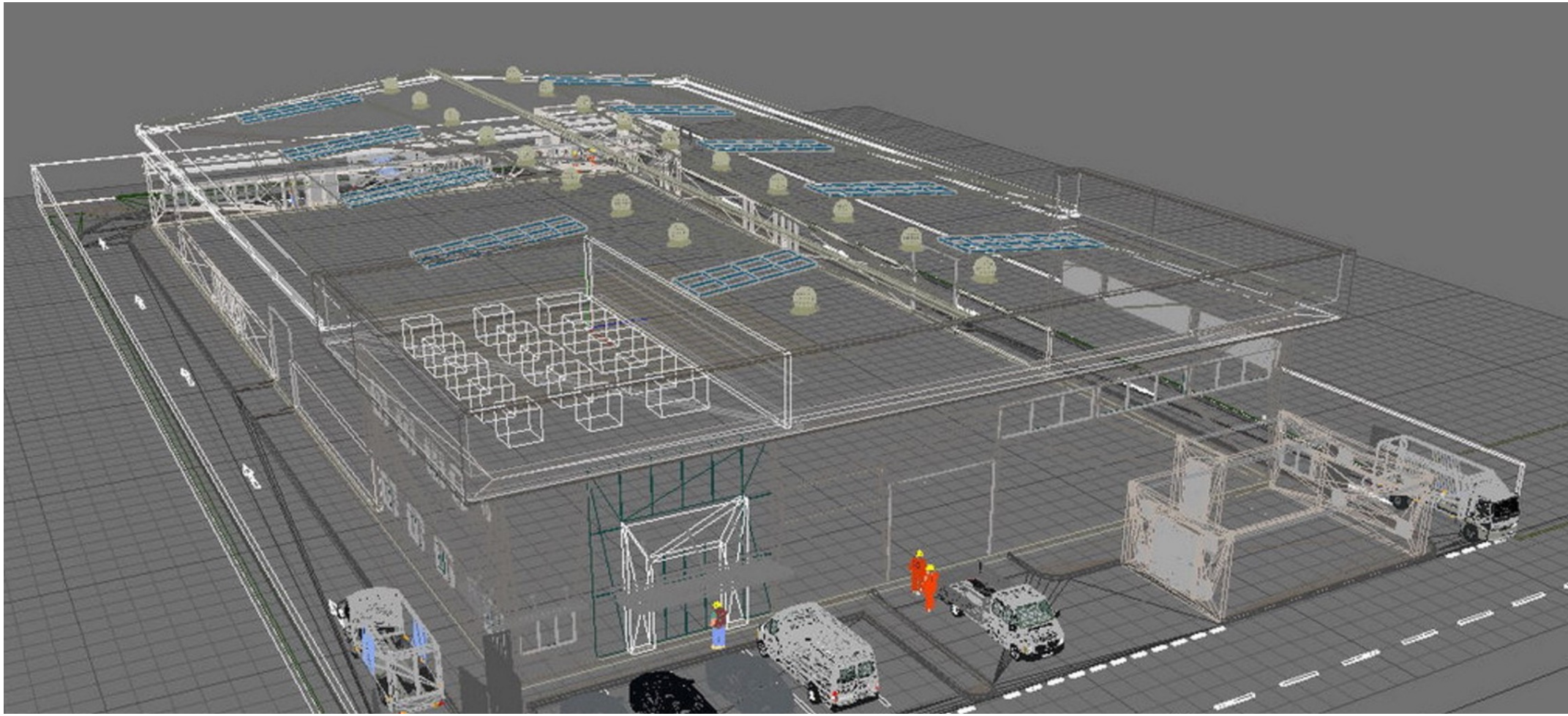
- Außenbereich
- Empfangsbereich
- Konferenzräume
- Lounge
- Ausstellungsfläche
- Fabrikhalle
- ..

5. Mai 2023

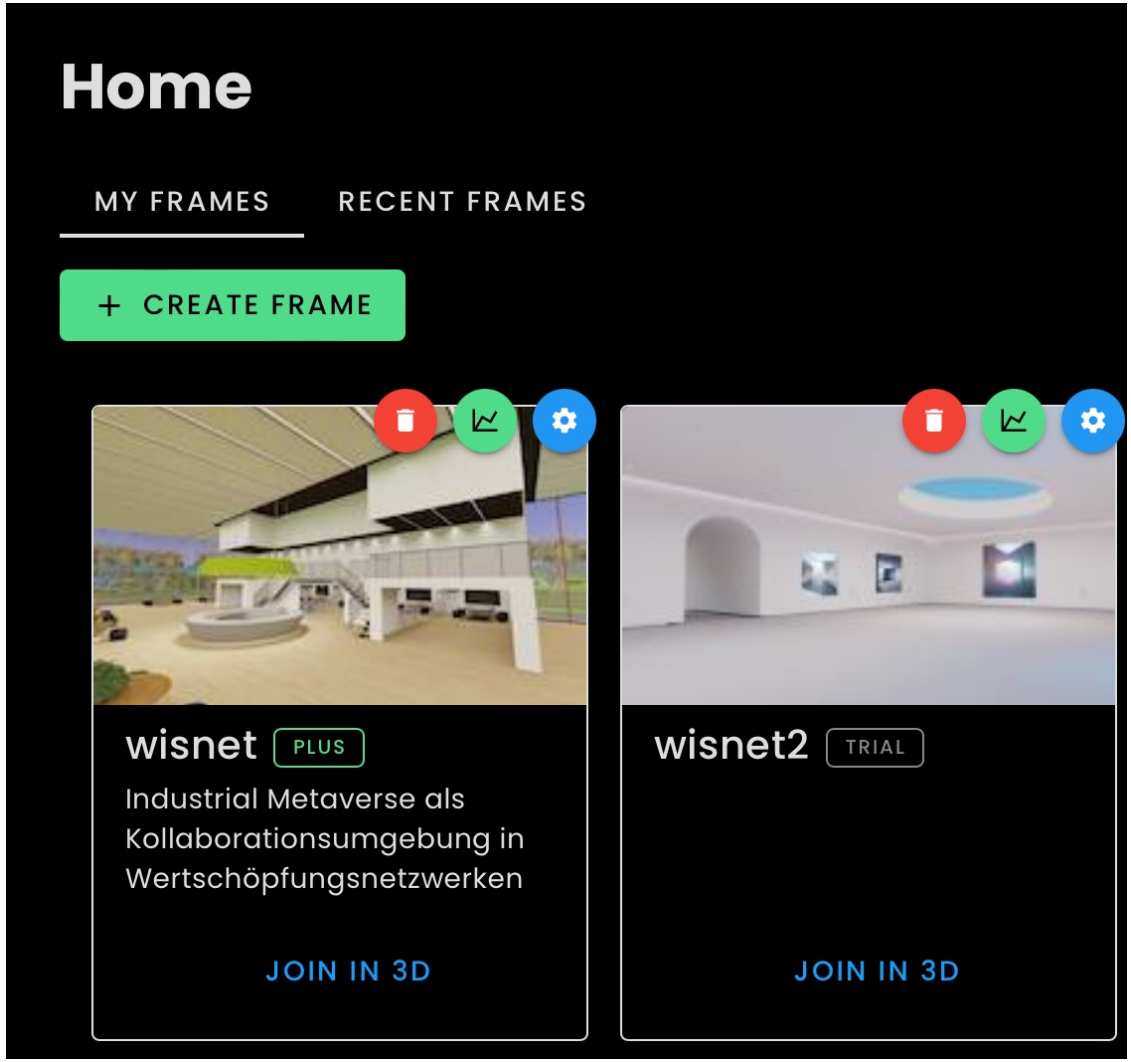
Phase 1a: Entwurf eines Geländes für das MDZ



Phase 1b: Umsetzung in 3D



Phase 1c: Import auf eine Metaverse Plattform



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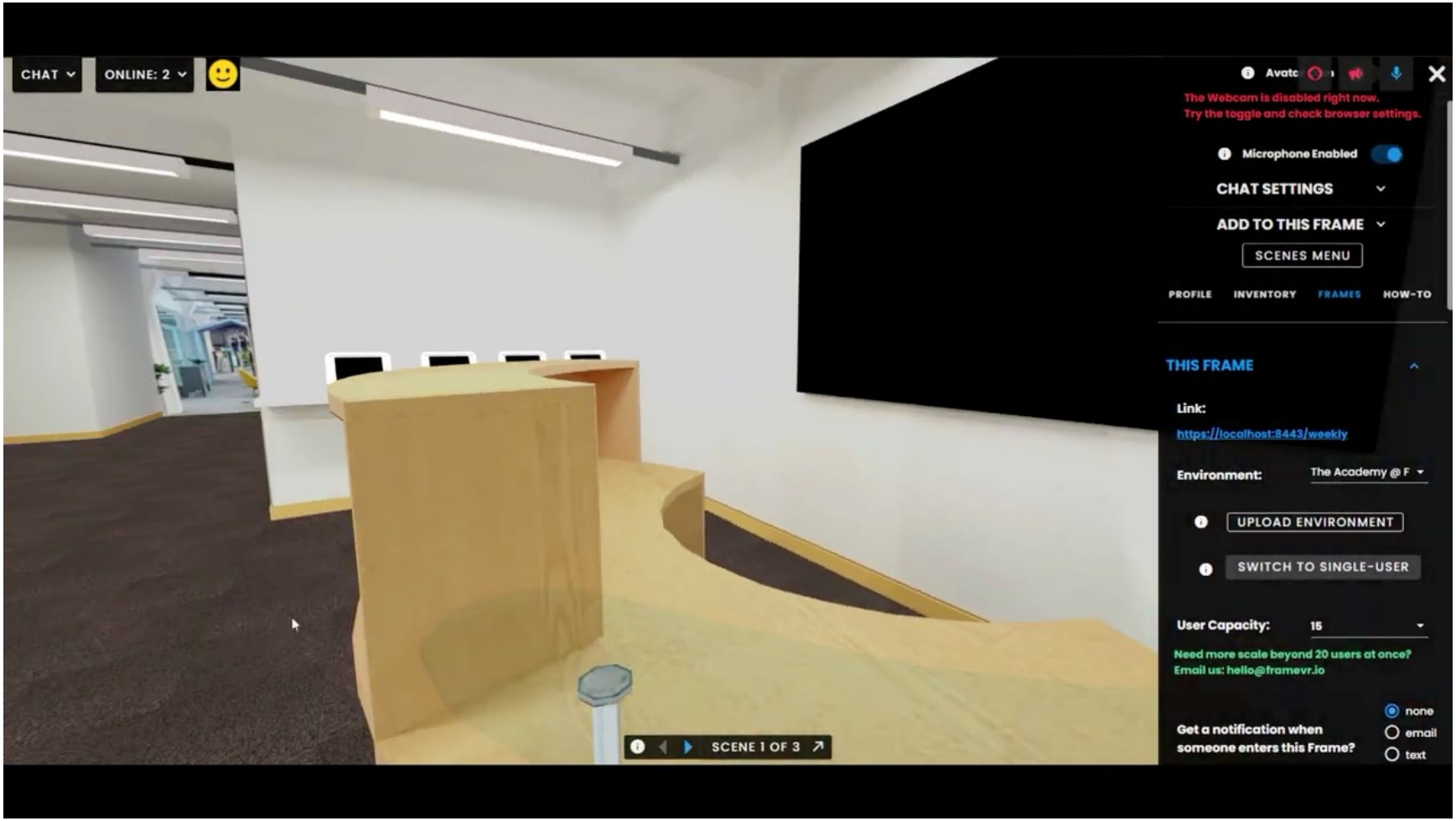
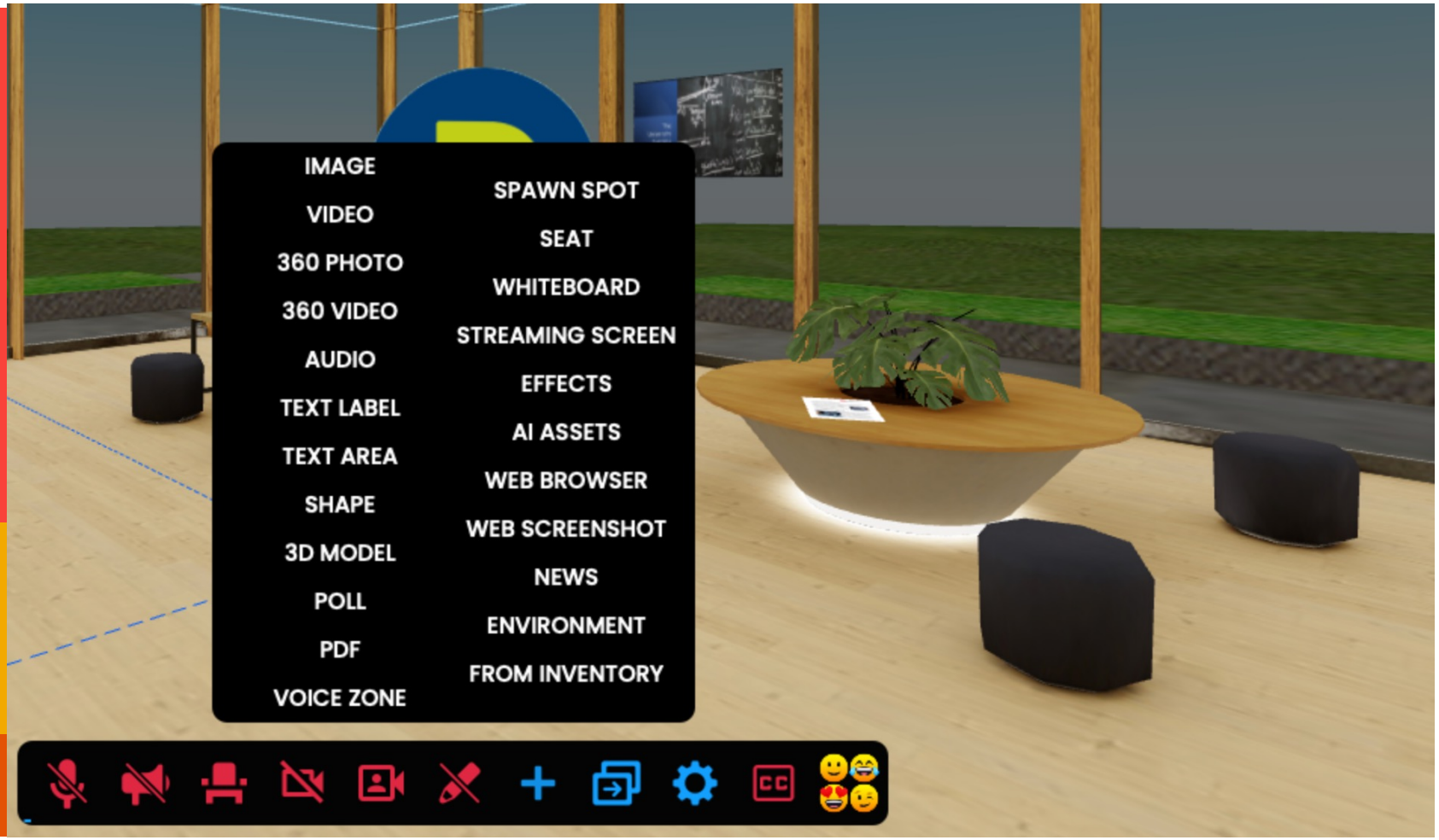
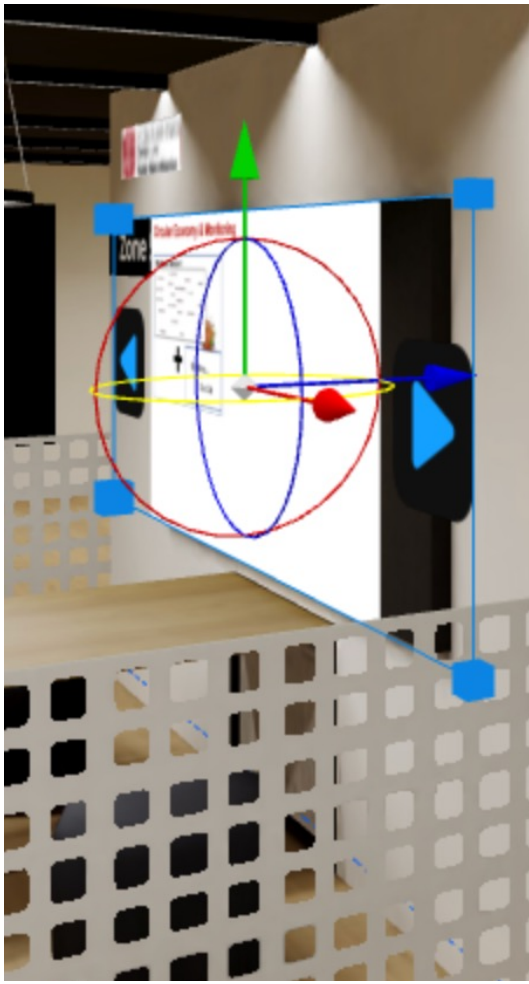


Phase 2: Platzierung von Assets





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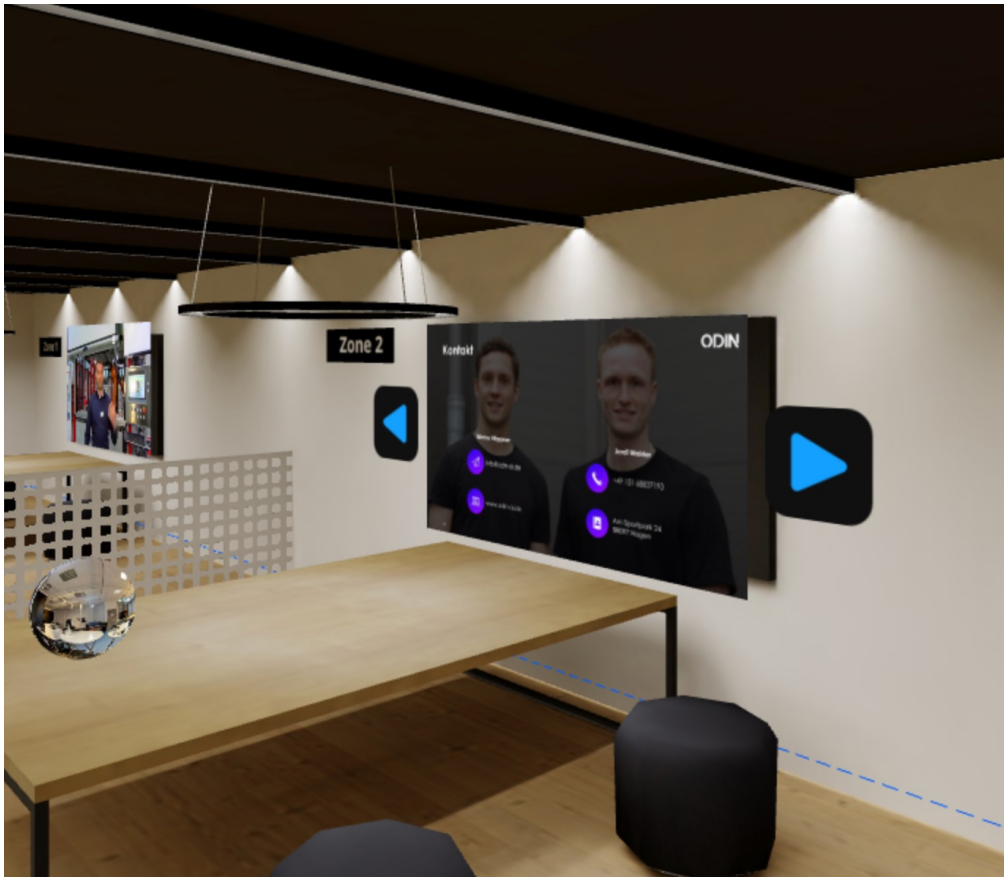
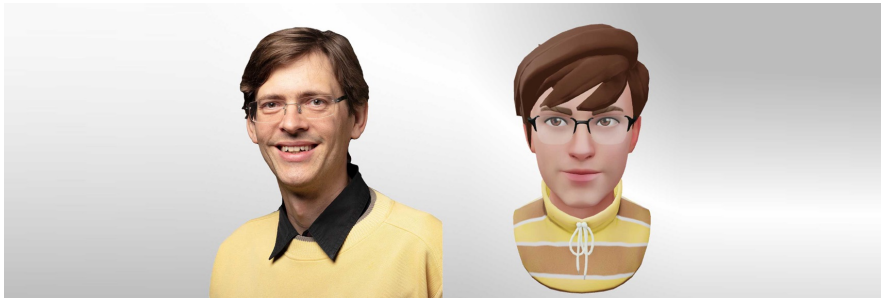


Avatar Anpassen

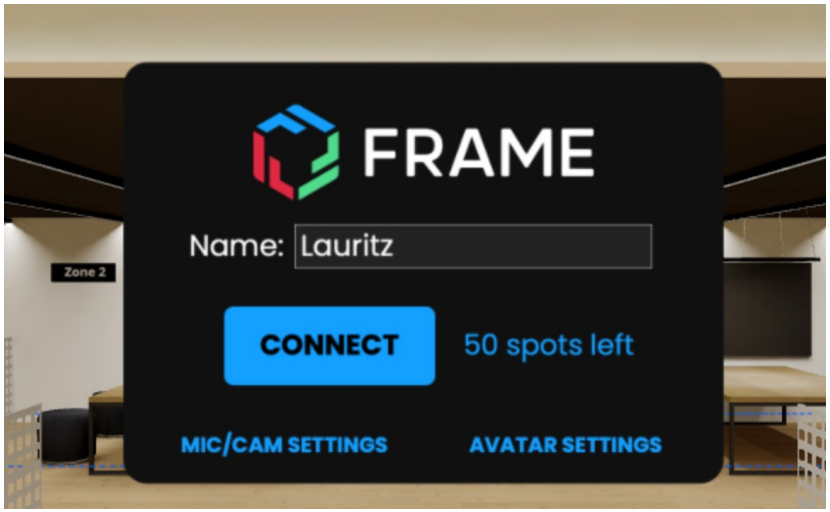


FRAME

POWERED BY FR

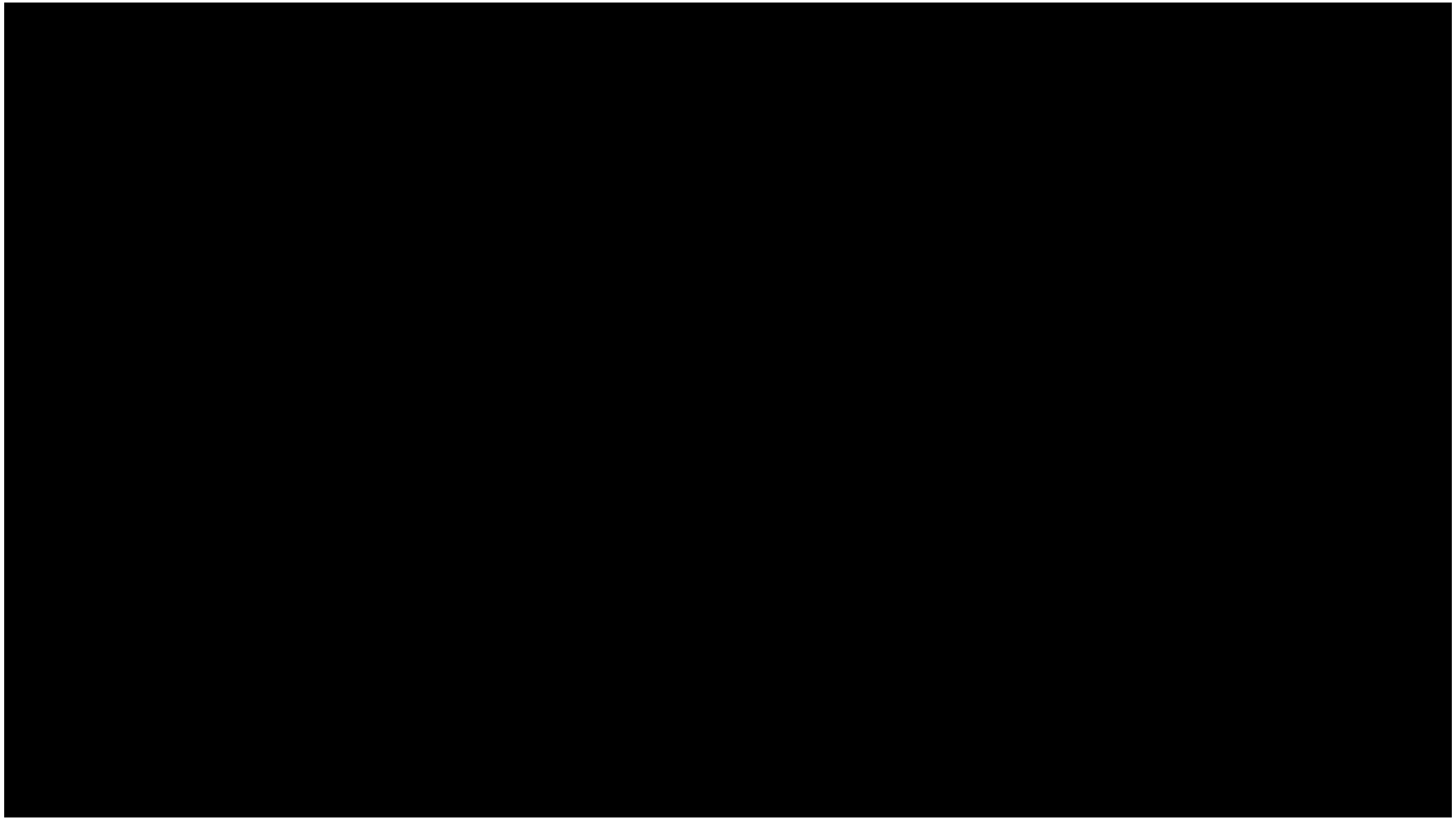
Phase 3: Live Event

- https://framevr.io/wisnet



Alles ist bereit für ein Event

Live Event

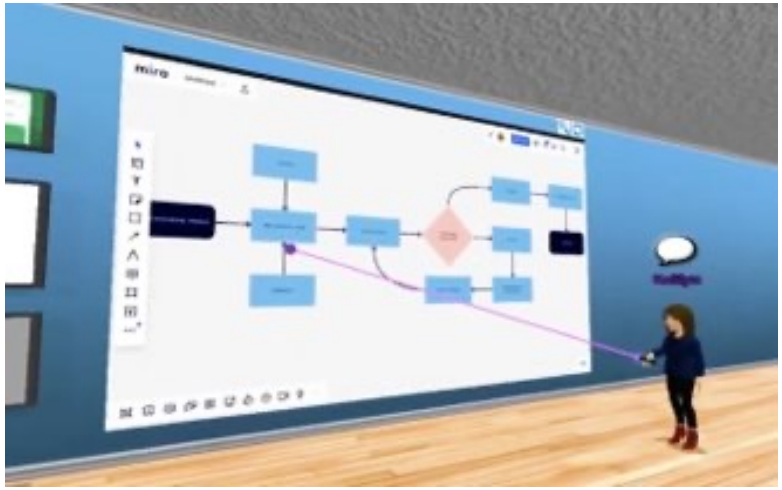


Ausblick

- Einladungs-und Veranstaltungsmanagement
- Zugangsmanagement
- Virtuelle KI Bots für die Bereitstellung von grund-legenden Nutzungsinformationenfür das MV.
- Bereitstellung von anpassbaren Sub-Welten(konfigurierbar und einrichtbar durch Backend-Admins)

Academic Use Cases – Live Lectures

- Cross Campus
- Prof. and students interact in shared virtual space
- ”real” breakout rooms
- Course content can be spread arrount multiple walls, rooms, ..
- Many different forms of interactions (compared to ZOOM and real live)



Academic Use Cases – Team Collaboration

- Special rooms for specific tasks
- Preparation of meetings in advance, work in progress
- Open or closed sessions
- AI integration possible (PVA)

VISPA 90 sec Demo
Share
sentation content
collaboration
BENEFITS
All knowledge in one space
Central storage of all relevant information
Easy access to all generated knowledge
Intuitive understanding and guidance in space
Fast preparation & standardization
Build workshops in seconds with our templates
Integrate your own methods
Fast onboarding of new project members
Easy accessibility and usability
No VR Hardware necessary
Optimized for business PCs
High focus on usability for ease of use and fast onboarding
VISPA
Kornelius
Videolink
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Academic Use Cases – Simulation

Videolink

Academic Use Cases – Recorded Interactive Lectures

- Lecrures held in the metaverse can be recorded and refined for self-study+
- Building on the experience of instruction designers
- Let's get inspired from the gaming industry :-)

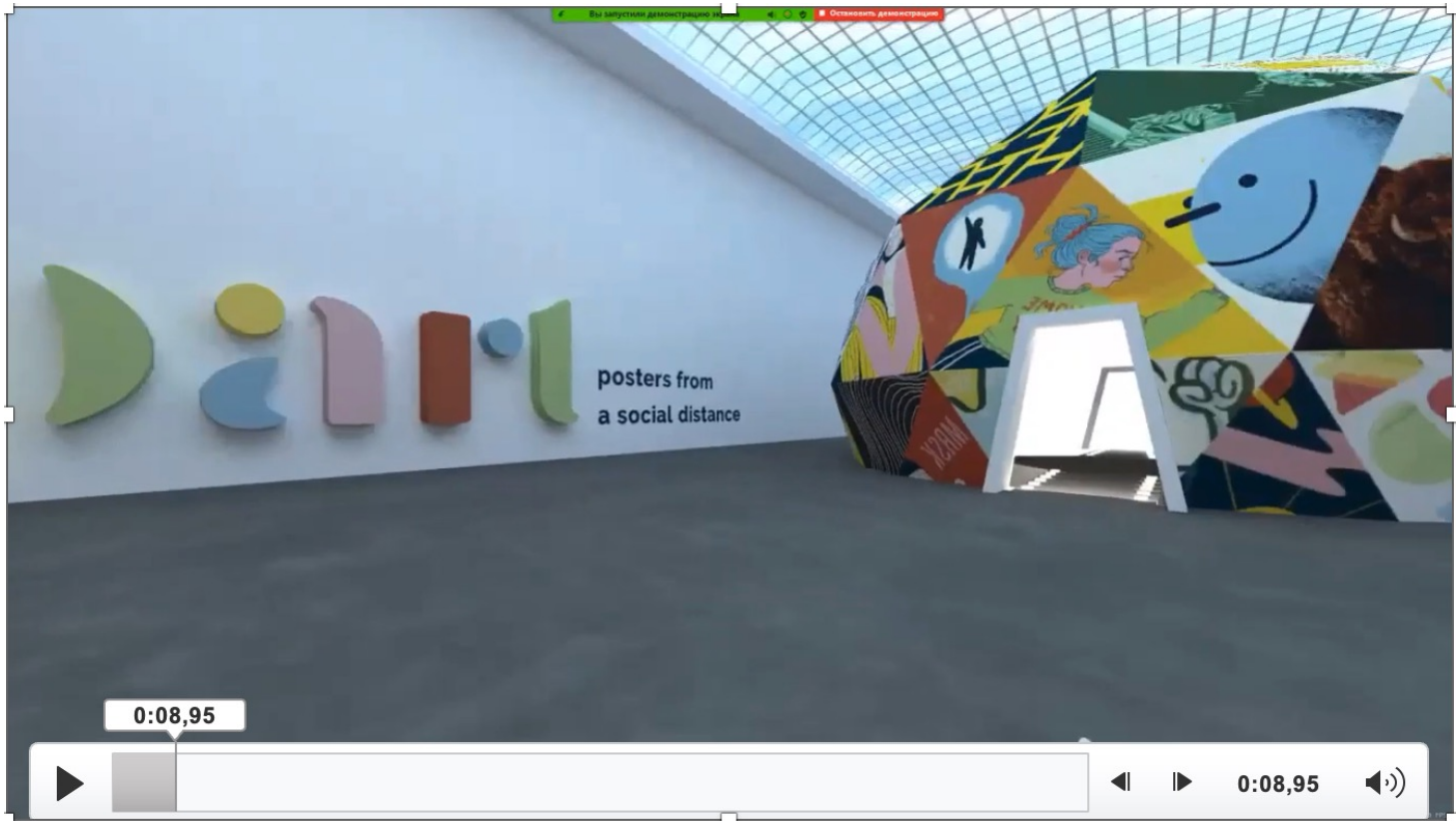
Videolink

Use Cases – Erstie Days & Graduation

Student Live and Networking

- Stroll around the campus and make chance encounters
- Take part in extracurricular activities
- Go on a museum-, boot-, …tour with fellow students
- Get off-VR notifications when someone tries to visit you in VR
- design your virtual dorm room
- Regular Exhibitions

Videolink



Student Live and Networking

- **Establish open Tutoring groups**
- **AI powered suggestions find like minded fellow students based on data**
- **Unlimited space for the students**

Student Live and Networking

- **Stream live events like a rock concert, jazz jam session, movie premieres, etc. to the auditorium**
- **Host poetry slams, comedy shows –> participants can enter the stage and become part of the show!**
- **Let's party in the club on the Virtual Campus Environment**

Videolink

Marketing & Sales

1. **Virtual Tour**
   - Invite Leads to a guided virtual tour
   - Offer Tours on a regular basis without invitation.
   - After the tour, leads could stay on the virtual campus environment and talk to people they meet there.
2. **Open House**
   - On the open day, leads can stroll around and drop in at different live events on the campus.
3. **Student for a day**
   - Invite leads to attend real lectures for a day