Keynote Session

Trend and Future Vision of Virtual Reality in E-commerce

Cécilia Lejeune
The Rakuten Institute of Technology in Paris, France

Cécilia Lejeune is Research Engineer at the Rakuten Institute of Technology in Paris, France. She is a developer specialised in Human Computer Interfaces and Virtual Reality, and she seeks to imagine the future uses and technologies for Rakuten members in their daily life. She designed and is currently leading the development of a prototype of shopping in Virtual Reality: the Rakuten Virtual Boutique. Her experience in the immersive technologies area gives her the background to propose innovative interactions and to contribute to the democratization of virtual reality. She is also co-founder and former president of the Virtual Association, the first Parisian non-profit organization dedicated to sharing knowledge and create events for its strong community around virtual and augmented reality topics.

Abstract

In this session, we will review current trends around virtual reality for the e-commerce area. We will share our experience of market acceptability and reception to immersive shopping experiences. And finally we will talk about user expectations and how current technology can commit to those. Based on two case-study projects we conducted in our research group, we will see how we designed virtual reality experiences for real world customers and what we learned from that.

Keynote Session

"Large Space" and "CHILDHOOD" Developed in Empowerment Informatics Program

Hikaru Takatori
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Hikaru Takatori received his B.S. Engineering degrees from the University of Tsukuba, Japan, in 2014 and is now a student in its Ph.D. Empowerment Informatics Program. His research interests include computer graphics, immersive display, and interactive virtual reality experiences.

Abstract

The Ph.D. Program in Empowerment Informatics (EMP program) is funded as part of Japan's Ministry of Education, Culture, Sports, Science and Technology (MEXT) Program for Leading Graduate Schools. In this session, we will talk about a device and interactive arts that are being developed while taking advantage of the systems and equipment of the EMP program. We will introduce the development of the world's largest virtual reality system, the "Large Space," which is installed in the Empowerment Studio, and will describe the artworks implemented within this VR system as usage examples. In addition, we will explain about the "CHILDHOOD project," which is developed using the EMP program's grant system.