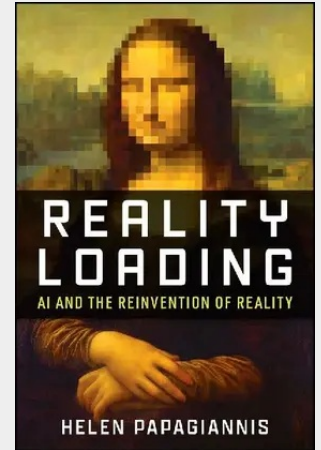


Reality Loading

Seeing the World Before It Arrives

Reality Modding: a new AI strategy for designing programmable worlds Reality Loading: AI and the Reinvention of Reality introduces "Reality Modding," a term coined by Dr. Helen Papagiannis to describe how AI merges with immersive technologies to reshape how people experience the world. Drawing on over 20 years of experience as a pioneer in spatial computing and working with companies like Google, Microsoft, Snap, and Louis Vuitton, Papagiannis provides a strategic, sensory, and cultural lens on how organizations are evolving into reality designers crafting personalized, immersive environments. The book equips leaders with an AI+ strategy framework that merges artificial intelligence with frontier technologies across retail, entertainment, banking and financial services, and travel and tourism. Through tangible industry examples rather than abstract hypotheticals, it shows how to build trust, design immersive experiences, and navigate the ethical implications of AI-constructed realities. Readers gain language, tools, and a structured mindset for proactive leadership. Readers will also find: - How AI is shifting from decision-making tools to active construction of programmable, personalized realities across industries - Frameworks for developing an AI+ strategy that integrates artificial intelligence with spatial and immersive frontier technologies - Analysis of how the human-machine relationship is deepening emotionally and spatially in commercial and cultural contexts - Real-world examples from retail, entertainment, banking and financial services, and travel and tourism sectors demonstrating Reality Modding - Strategic guidance for navigating ethical implications when organizations become designers of AI-constructed realities and experiences Reality Loading serves business leaders, C-suite professionals, product managers, innovators, and technologists who need to understand how AI and immersive technologies are merging to reshape industries. The book provides a strategic framework and practical vocabulary for leading organizations through the transition from passive technology adoption to active reality design.



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