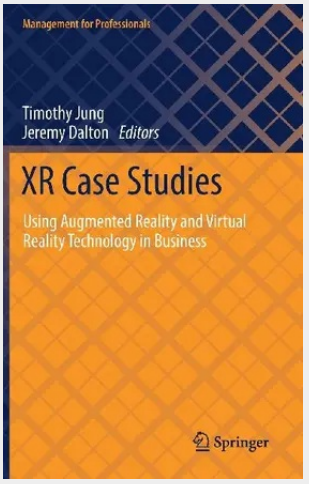
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XR Case Studies

Using Augmented Reality and Virtual Reality Technology in Business

This book presents a comprehensive collection of case studies on augmented reality and virtual realty (AR/VR) applications in various industries. Augmented reality and virtual reality are changing the business landscape, providing opportunities for businesses to offer unique services and experiences to their customers. The case studies provided in this volume explore business uses of the technology across multiple industries such as healthcare, tourism, hospitality, events, fashion, entertainment, retail, education and video gaming. The book includes solutions of different maturities as well as those from startups to large enterprises thereby providing a thorough view of how augmented reality and virtual reality can be used in business.

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