

Open Innovation and Applied Interactive Technologies

Identifying project partners and interdisciplinary synergies with the Applied Interactive Technologies (APITs) networking matrix. Development, components and structure of interactive industrial applications for Augmented Reality, Mixed Reality and Virtual Reality.

Wolfgang Höhl
Augsburg University of Applied Sciences
wolfgang.hoehl@hs-augsburg.de

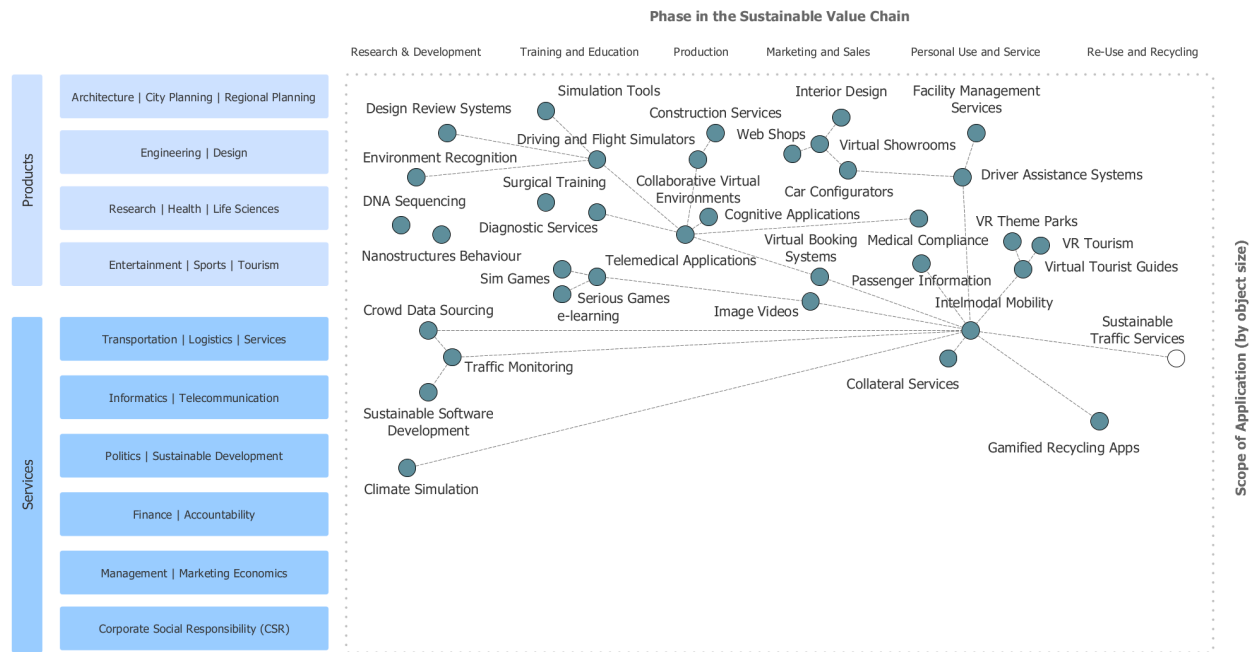


Figure 1 | APITs networking matrix

ABSTRACT

Applied Interactive Technologies (APITs) are developed interdisciplinarily. Intersectoral and smart crosslinking are essential in this field. Which sectors and which applications could be combined in synergistic networking projects? This paper deals with the design of an advanced APITs networking matrix. This matrix thus enables strategic planning, advantageous cross-industry synergies and technological advantages in applied software development. Applied Interactive Technologies combine at least three so-called “Emerging Technologies”. They join Cognitive Sciences, Information and Communication Technologies (ICT), Artificial Intelligence (AI), Economic Sciences and particular know-how of the referring industrial sector.

CCS CONCEPTS

- Computing methodologies → Computer graphics → Graphics systems and interfaces → Virtual reality

KEYWORDS

Open Innovation; Emerging Technologies; Applied Interactive Technologies; Networking Matrix; Virtual Reality; Mixed Reality; Augmented Reality; Game Studies; Game Design;

APITs use participatory systems such as user generated content, crowd data sourcing, early and open access. Thus the model of “Open Innovation” delineates interesting solutions. The advanced APITs networking matrix is organized by individual industries as well as by products and services, the scope of application, and the phase in the value chain. This systematic presentation will serve to identify project partners and interdisciplinary synergies in the development of applied interactive technologies for business and industry. The matrix thus enables strategic planning, advantageous cross-industry synergies and technological advantages in applied software development. It shows in an understandable way, how we can benefit from the convergence of “Emerging Technologies” using “Open Innovation”.

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