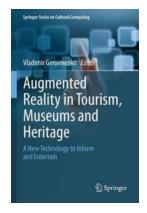
New Technology To Inform And Entertain Springer On Cultural Computing

In the world of technology, advancements are constantly being made to improve the way we live, work, and even entertain ourselves. One such innovation that has gained significant attention is cultural computing. This blend of technology and culture aims to create interactive systems that inform and entertain users in unique ways. In this article, we will explore the latest developments in cultural computing and how Springer is utilizing this new technology to revolutionize the way we consume information and experience entertainment.

Cultural computing refers to the design, development, and use of computational technologies specifically tailored to support and enhance cultural activities and experiences. These technologies leverage the power of artificial intelligence, machine learning, and data analytics to create immersive and engaging experiences that resonate with users on a deeper level. By incorporating cultural elements, such as art, history, and traditions, into computing systems, cultural computing aims to bridge the gap between technology and human expression.

One of the key areas where cultural computing is making a significant impact is in the field of education. The traditional classroom setting often lacks the interactive and personalized experiences that can truly engage students. However, with cultural computing, educational content can be presented in a visually appealing and interactive manner, making the learning process more enjoyable and effective.

Augmented Reality in Tourism, Museums and Heritage: A New Technology to Inform and



Entertain (Springer Series on Cultural Computing)

by Vladimir Geroimenko (1st ed. 2021 Edition, Kindle Edition)

★ ★ ★ ★ ★ 4.1 out of 5Language: EnglishFile size: 63284 KBText-to-Speech: EnabledScreen Reader: SupportedEnhanced typesetting : EnabledWord Wise: Enabled

Print length



: 563 pages

Springer, a renowned publisher of scientific and educational materials, has embraced cultural computing to enhance their digital content offerings. By utilizing advanced technologies, such as augmented reality (AR) and virtual reality (VR), Springer is able to transform their textbooks and articles into immersive learning experiences. Students can now explore ancient civilizations, witness scientific experiments, and interact with complex concepts in ways that were never before possible.

Through the use of AR and VR, Springer is able to break down the barriers between the physical and digital worlds, allowing users to step into virtual environments that are rich with cultural significance. Whether it's studying the works of renowned artists or experiencing historical events firsthand, cultural computing enables learners to engage with the subject matter in a deeply meaningful and memorable way.

Beyond education, cultural computing is also revolutionizing the entertainment industry. Traditional forms of entertainment, such as movies and games, are now being enhanced with cultural computing to provide immersive and interactive

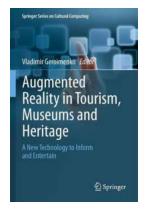
experiences. For instance, museums are using augmented reality to bring ancient artifacts to life, allowing visitors to delve deeper into the history behind these objects.

Cultural computing also enables the creation of personalized entertainment experiences. By analyzing user data and preferences, algorithms can recommend content that is tailored to individual interests and cultural backgrounds. This ensures that users are constantly engaged and entertained by content that aligns with their unique tastes.

With the rise of cultural computing, technology and culture are no longer separate entities. Instead, they are merging together to create a new wave of information and entertainment. Springer's adoption of cultural computing signifies a shift in how we consume and interact with knowledge. By leveraging the power of technology to foster meaningful connections with cultural elements, Springer is setting the stage for a more immersive and impactful future.

In , the emergence of cultural computing has brought forth a new frontier in technology, where information and entertainment are seamlessly intertwined. Springer's adoption of this innovative approach demonstrates the potential of cultural computing to revolutionize education and entertainment. By leveraging technologies like augmented reality and virtual reality, Springer is able to provide immersive and engaging experiences that inform and entertain users on a deeper level. As we continue to embrace cultural computing, we are likely to witness a paradigm shift in how we consume and interact with digital content, making learning and entertainment more immersive, enjoyable, and meaningful than ever before.

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This book provides extensive research into the use of augmented reality in the three interconnected and overlapping fields of the tourism industry, museum exhibitions, and cultural heritage. It is written by a virtual team of 50 leading researchers and practitioners from 16 countries around the world.

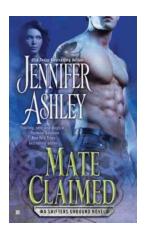
The authors explore the opportunities and challenges of augmented reality applications, their current status and future trends, informal learning and heritage preservation, mixed reality environments and immersive installations, cultural heritage education and tourism promotion, visitors with special needs, and emerging post-COVID-19 museums and heritage sites.

Augmented Reality in Tourism, Museums and Heritage: A New Technology to Inform and Entertain is essential reading not only for researchers, application developers, educators, museum curators, tourism and cultural heritage promoters, but also for students (both graduates and undergraduates) and anyone who is interested in the efficient and practical use of augmented reality technology.



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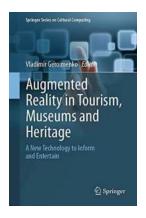


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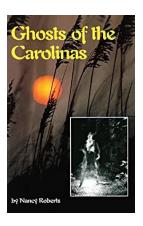
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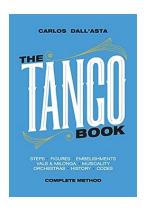
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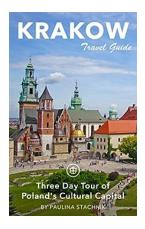
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