

# IMMERSIVE EXPERIENCES

Bringing Augmented Reality  
and Virtual Reality  
to the Liferay Platform

**Pier Paolo Ramon**  
Head of Digital, SMC

**Giulio Zausa**  
Researcher, SMC

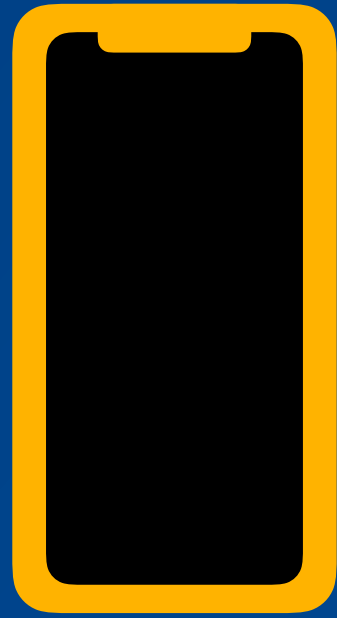
# IMMERSIVE EXPERIENCES







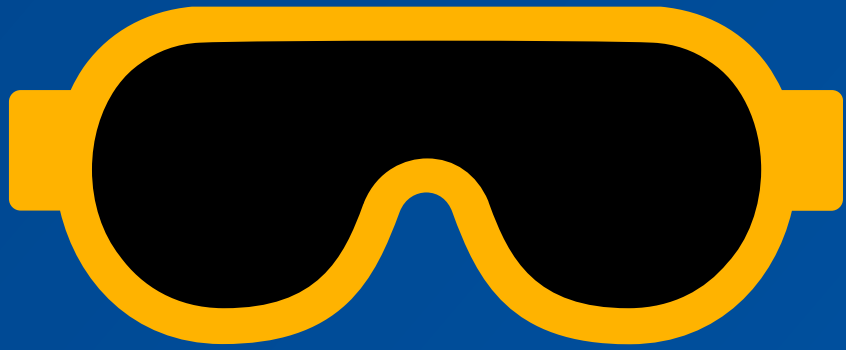
Niantic  
**Pokémon Go**



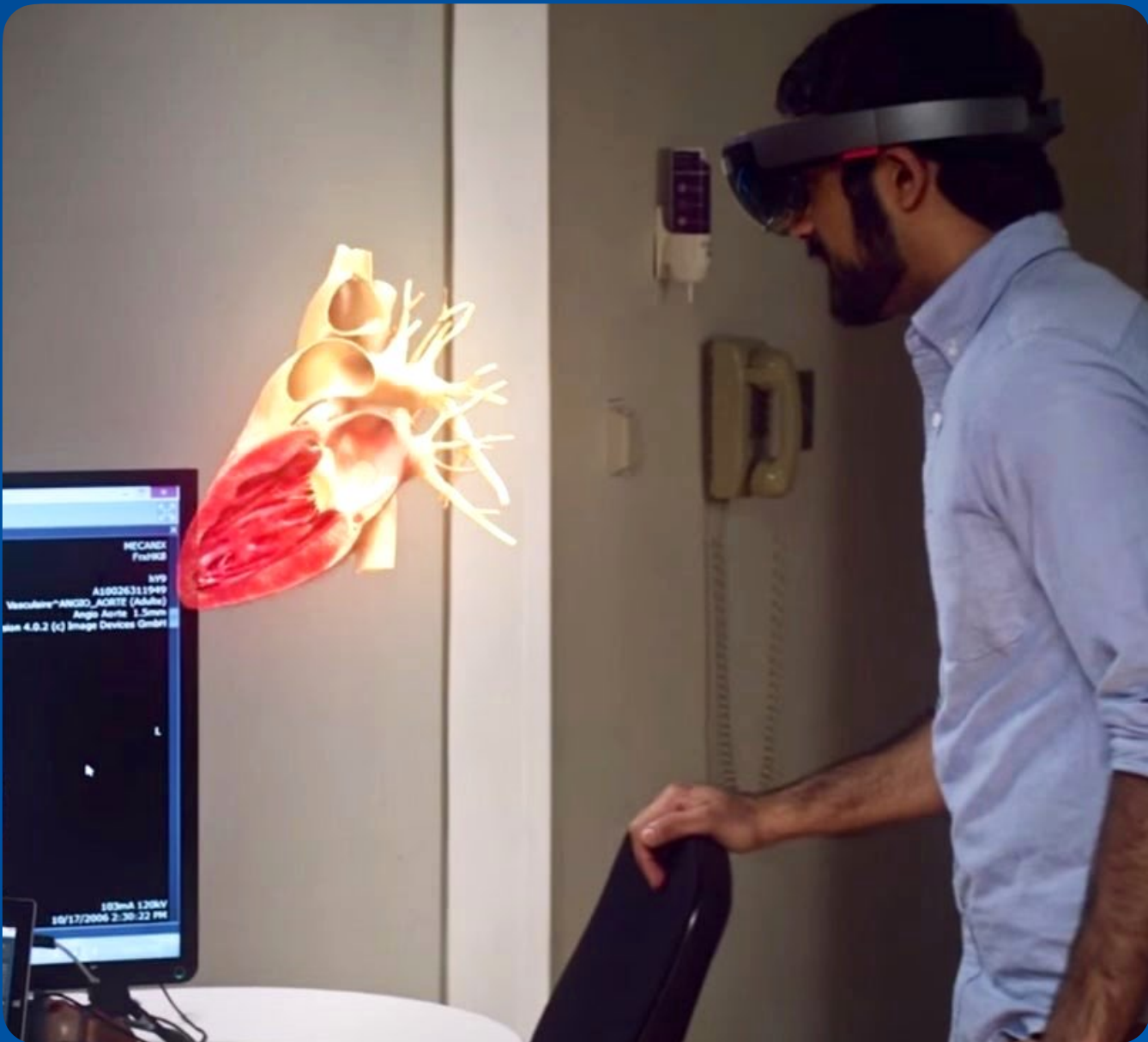
AR  
Augmented  
Reality



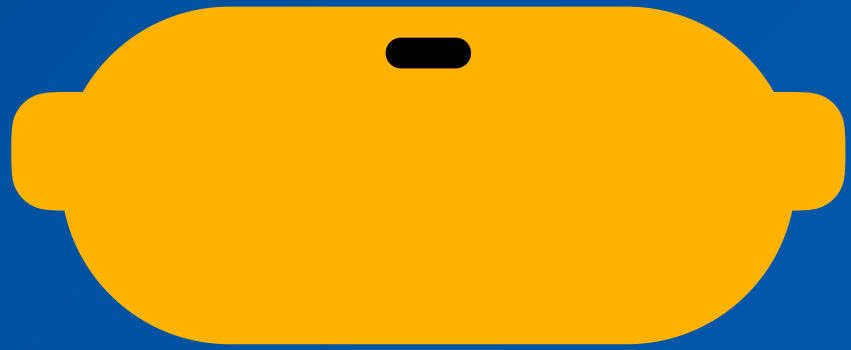
Microsoft  
**HoloLens**



MR  
Mixed  
Reality



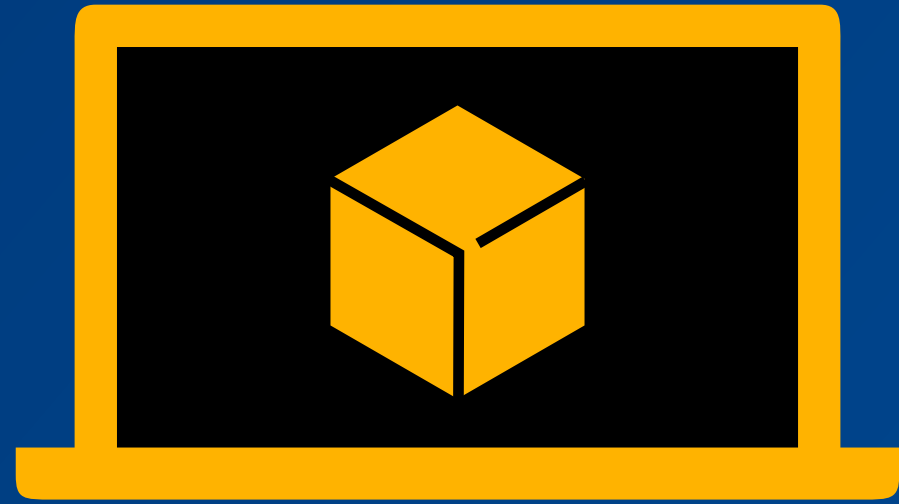
Facebook  
**Oculus**



VR  
Virtual  
Reality



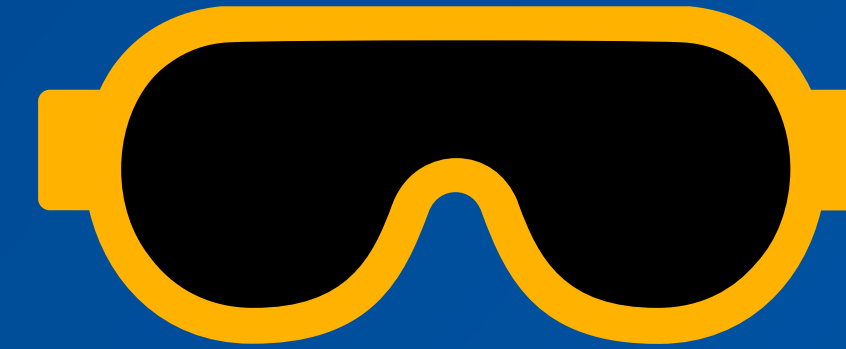




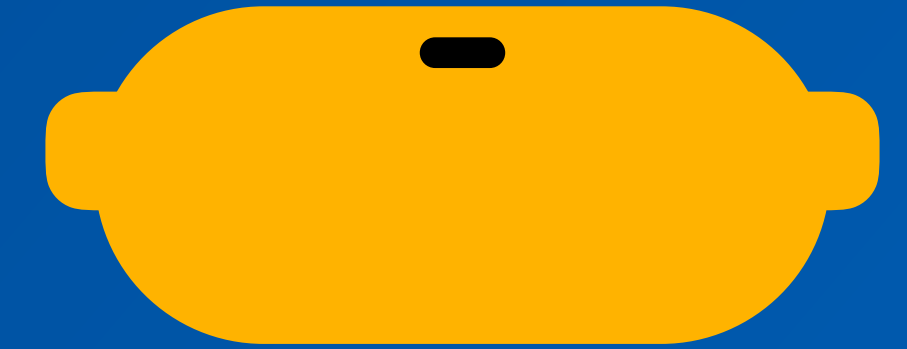
Immersive  
Web



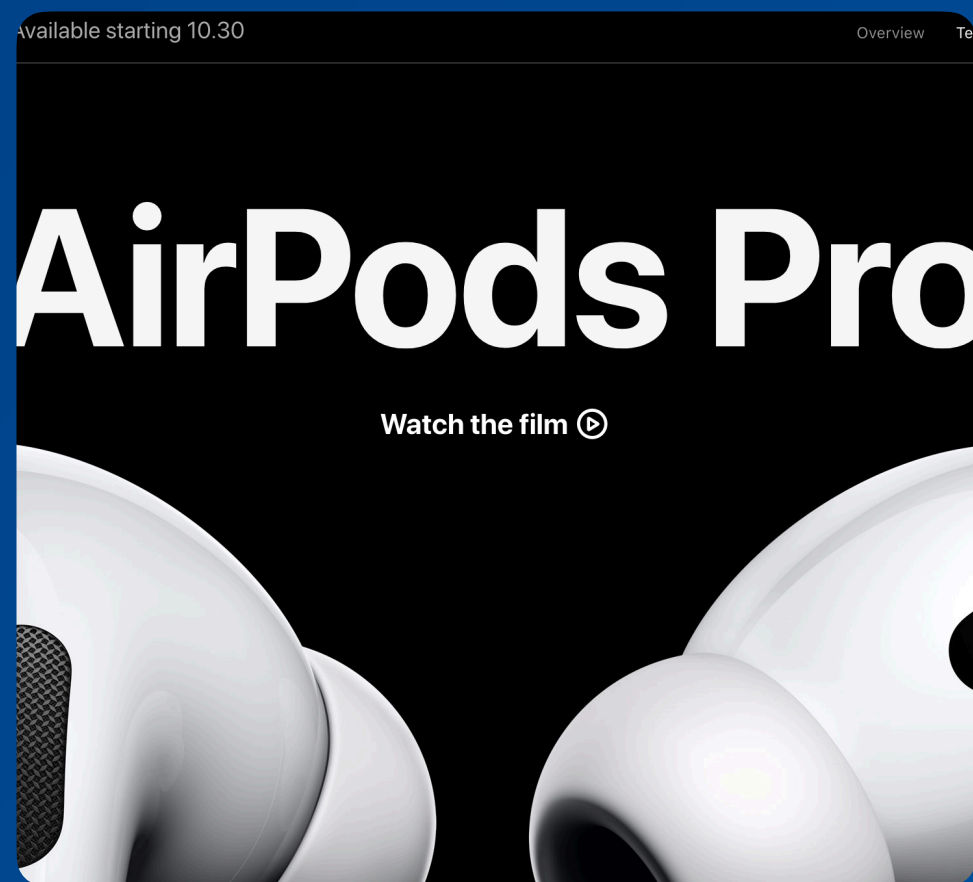
AR  
Augmented  
Reality



MR  
Mixed  
Reality



VR  
Virtual  
Reality





Intimate

Tangible

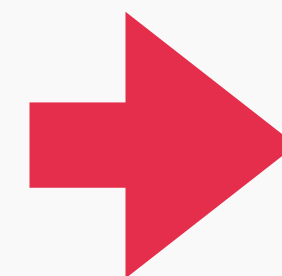
**Empowering**

**Efficient**

**Fluid**

Facebook <b>Oculus</b>	2016	300€
Apple <b>ARKit</b>	2018	Native
Microsoft <b>HoloLens</b>	2019	3.5K€ / leasing
Android <b>ARCore</b>	2019	Native
Amazon <b>AR</b>	2020	Native

state-of-the-art



commodity





# How can Liferay Platform **enable** us to create Immersive Experiences?

(without waiting for a planetary conjunction)



# How does an **Immersive CMS** look like?

Authoring

Collaboration

Composition

Commerce

Web Facilities

Internet of Everything

# How does an **Immersive CMS** look like?

Authoring

Collaboration

Composition

Commerce

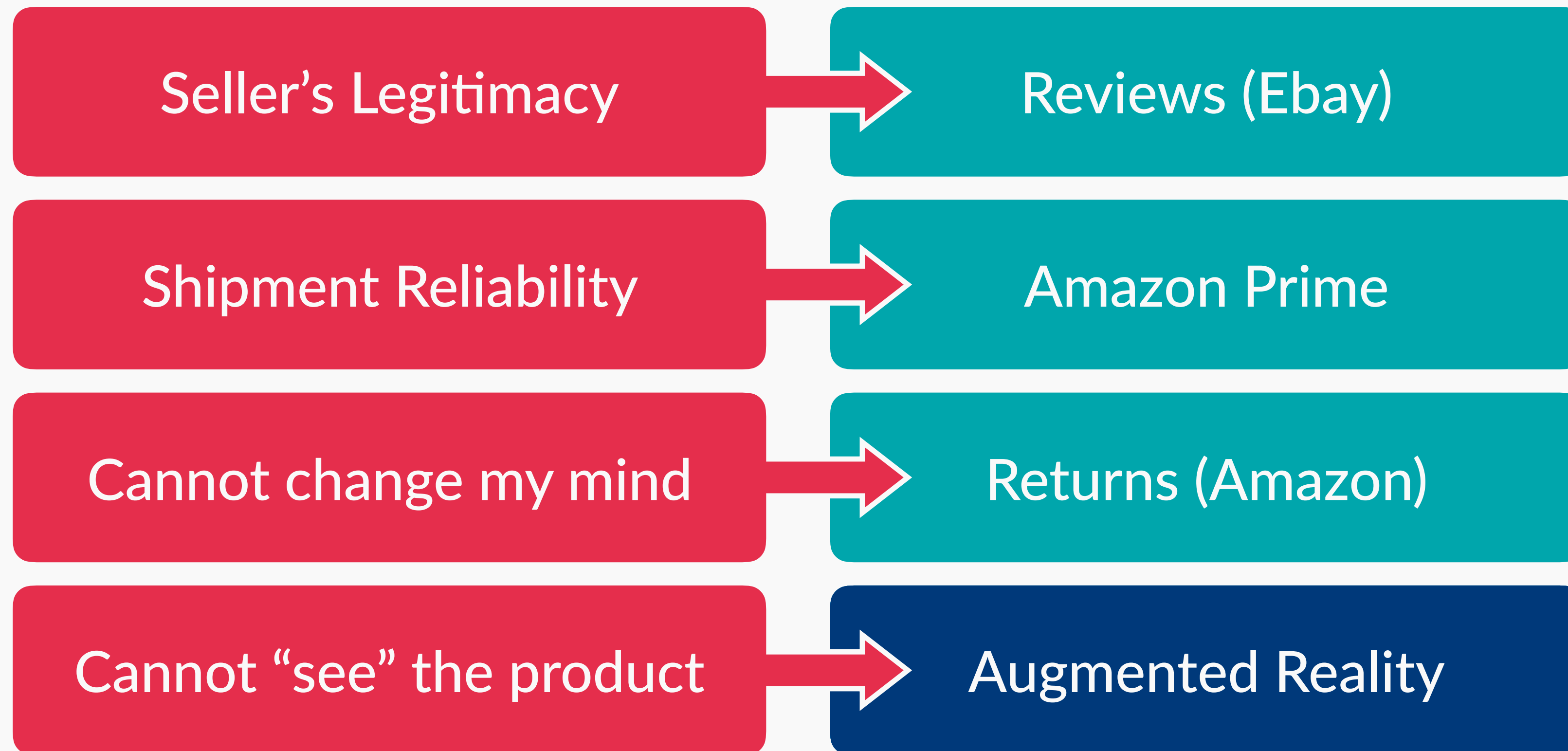
Web Facilities

Internet of Everything



## Online Commerce Challenges

# Buyer **Fears** and Platform **Answers**





Shopify AR  
2018

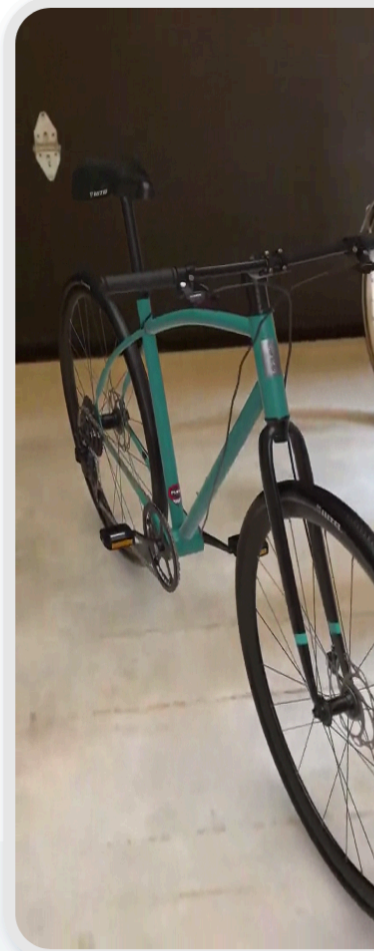
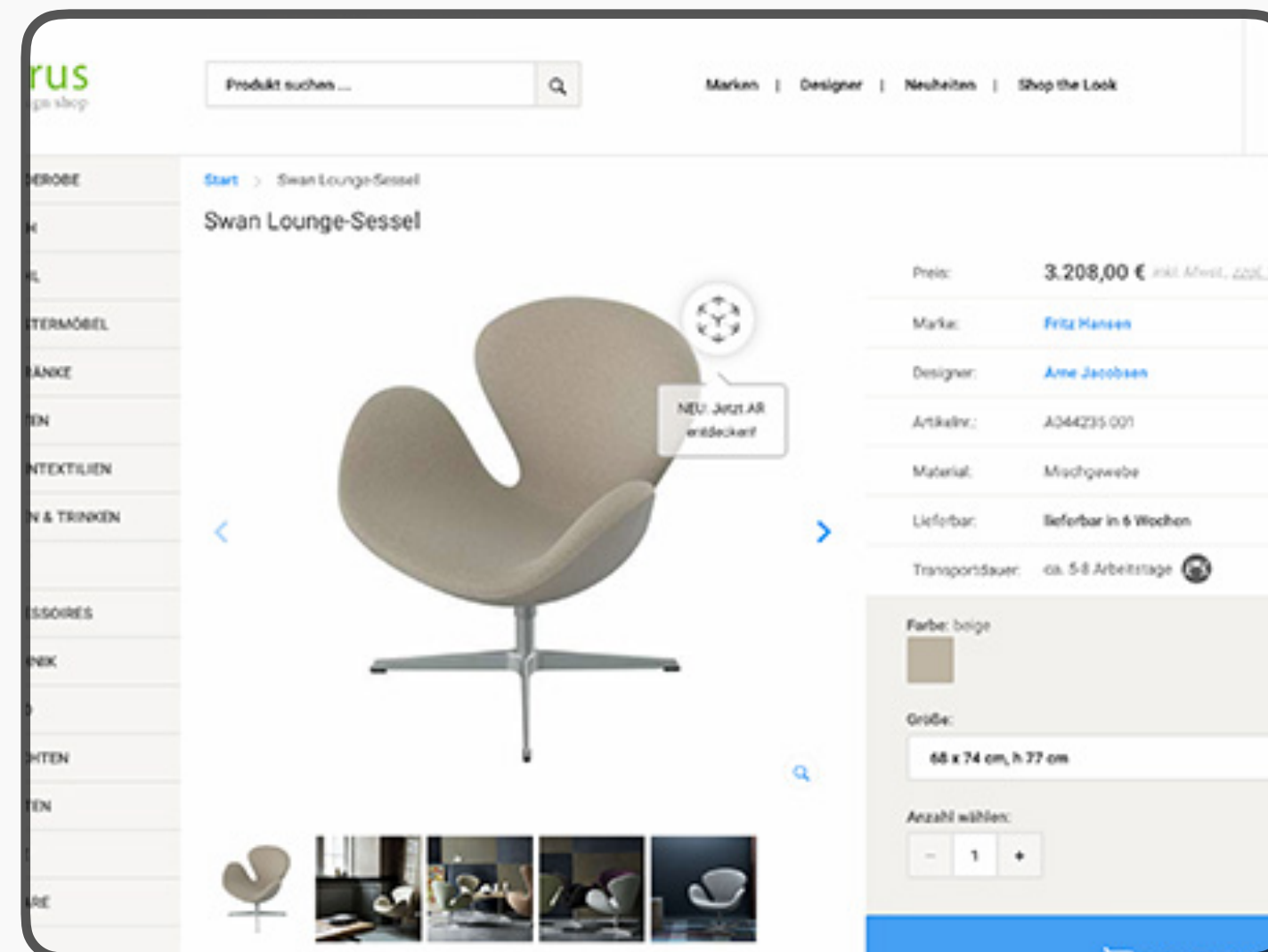
Magento AR  
2019

Amazon AR View  
2020

**Create immersive shopping experiences with Shopify AR**

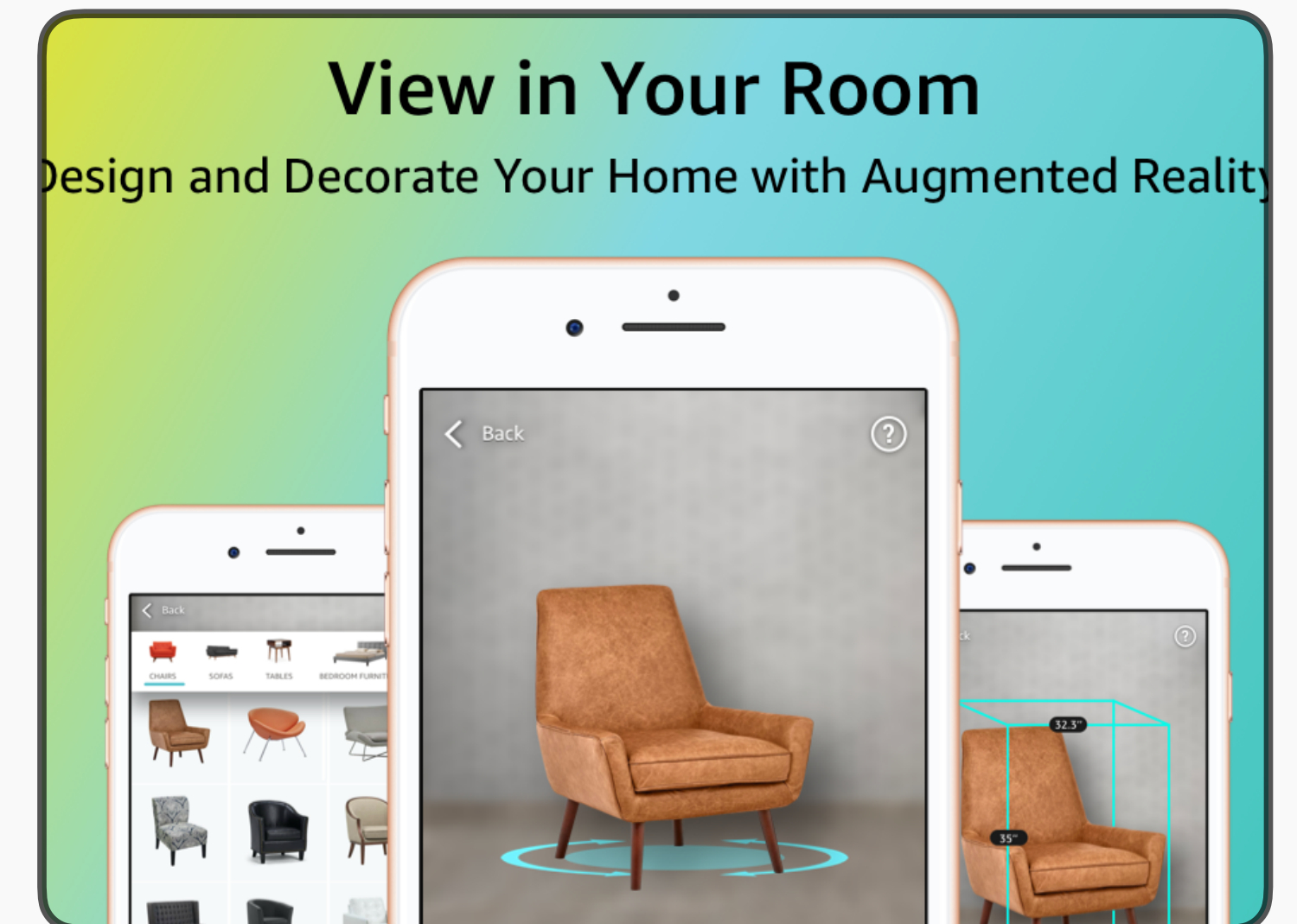
Give shoppers a new way to experience your products when you add augmented reality (AR) to your online store.

[Learn about Shopify AR](#)

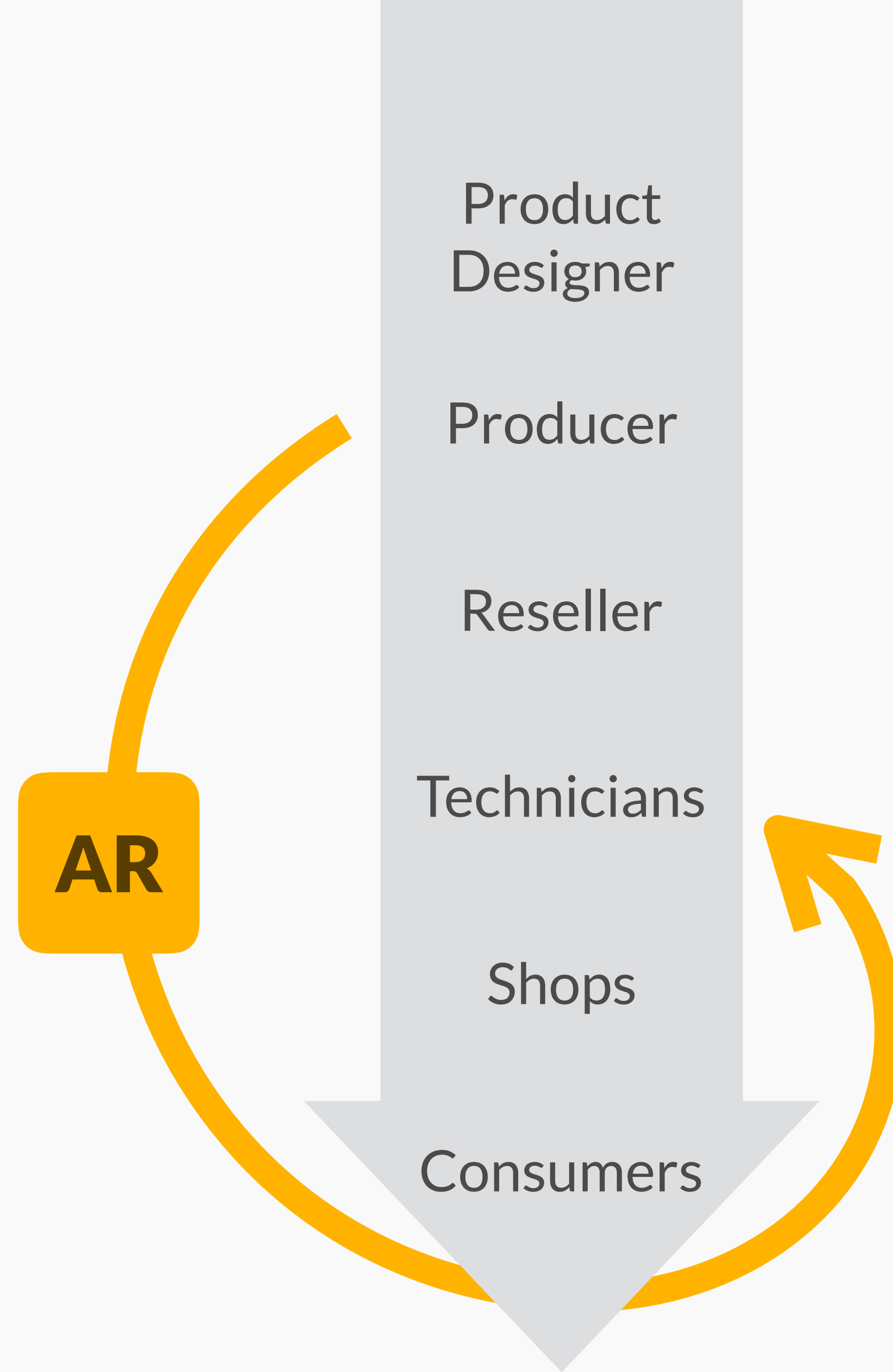



**View in Your Room**

Design and Decorate Your Home with Augmented Reality











A dark gray silhouette of a person in a running pose, positioned behind the text.

# Sportswear Online Shop

*demo*



# Liferay Immersive Experience

## Authoring

- Conversion
- Optimization
- Fixing and editing
- Preview
- .....



## Composition

- Scene composition
- Marker placement
- Behaviours
- Animations
- .....

## Web Exp.

- Visualize
- Compose
- .....



- Native (ARKit, ARCore)
- .....

“taglibs”  
& utilities

## Integration

## Facilities





# Rate Our Session!



Download the Liferay  
Events Mobile App Today!

**Pier Paolo Ramon**

Head of Digital, SMC

**Giulio Zausa**

Researcher, SMC