

Realities 

Completely virtual?



Replica of the real? Or extra dimensions?

facebook  Search



Berry Eggen

Wall Info Photos

Share:  Post  Photo  Link  Video Filters

 **Michelle van Overdam** Dankjewel neef! :) x
Yesterday at 8:19pm · Like · Comment · See Friendship

RECENT ACTIVITY

-  Berry likes The Ear Reader. · Like
-  Berry and Jasper van Kuijk are now friends. · Like · Comment · Add Jasper as Friend
-  Berry and Erik Olierook are now friends. · Like · Comment · Add Erik as Friend
-  "Mooie stemmige boom!" on Carlijn Compen's photo.
"Gefeliciteerd met je verjaardag!" on David Menting's Wall.
"Hoi Arthur, van harte gefelicite..." on Arthur Lijten's Wall.
-  Berry likes Bruce Springsteen and 2 other pages.
-  Berry and Gerard Schouten are now friends. · Like · Comment · Add Gerard as Friend
-  Berry likes » Crowdsourcing Kids' Creativity – A Project To Be A Part Of on WIRED.
· Like this link

 **Walter Van Hulst** hoi berry, bedankt!
December 8 at 10:12am · Like · Comment · See Friendship

Information

Birthday:
May 18, 1960

Mutual Friends

54 friends in common See All

 Matthias Rauterberg

 Yuan Lu

 Yuechen Qian

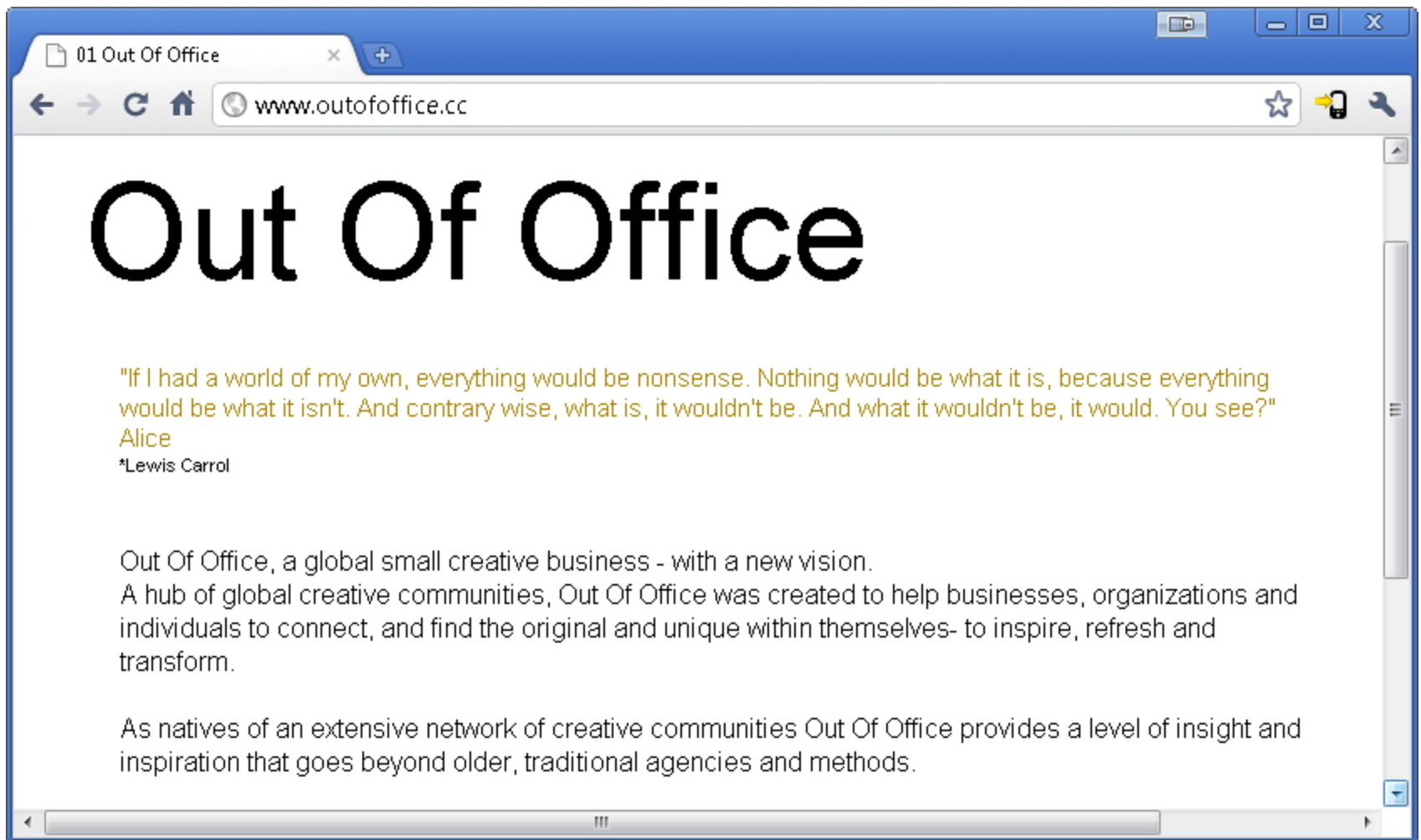
Friends

350 friends See All

Need help in living digital?



Where is the real office?



Public spaces as new offices



Inspiration precedes the desire to create...

It's the world where we connect with others...

The main focus for Out Of Office is about refilling a creative consumer insight 24/7. If we suddenly get a big idea, we hop over to the nearest public library or coffee shop. Pull out our laptops, log on to Internet and get busy

New Realities

Facebook as their new city?



New Realities

New Social Currencies

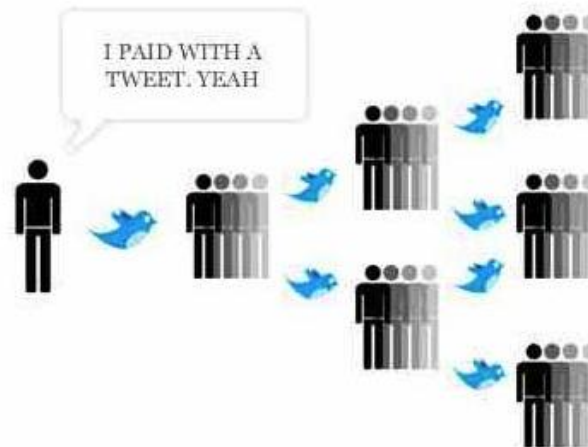


Sell your products for a tweet.

In today's world the value of people talking about your product is sometimes higher than the money you would get for it. 'Pay with a Tweet' is the first social payment system, where people pay with the value of their social network.

It's simple, every time somebody pays with a tweet, he or she tells all their friends about the product. Boom.

[Click here to create your download button.](#)



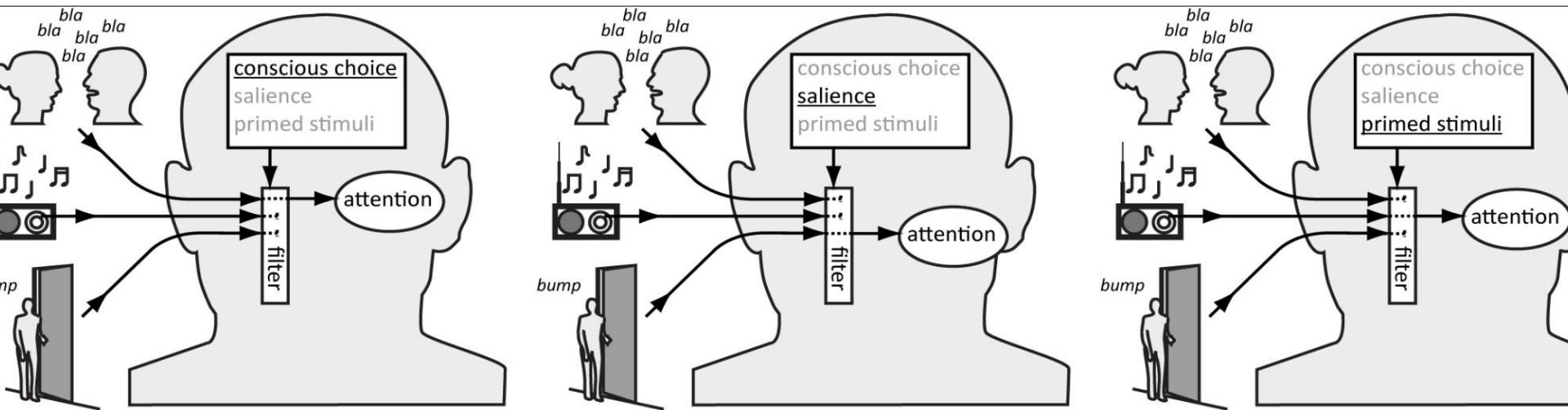
SELL FOR A TWEET



Test 'Pay with a Tweet':
Download our book for free,
if you pay with a Tweet.

A button with a blue dollar sign icon and the text 'Pay with a Tweet'.

Attention! Here, and there



“...the ubiquitous and adaptive systems that our students design weave themselves into the fabric of everyday life. This implies that the boundaries between the real and the virtual are blurring. But what are the implications of this merger? How to respond to these new challenges and opportunities?”

Eindhoven Designs, volume four

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- by
 - Blurring
 - Augmenting
 - Mixing
 - Connecting
 - Crossing
 - ...

Blurring



Augmenting



Augment the digital memory



Augment the physical environment

Mixing



Connecting



Crossing



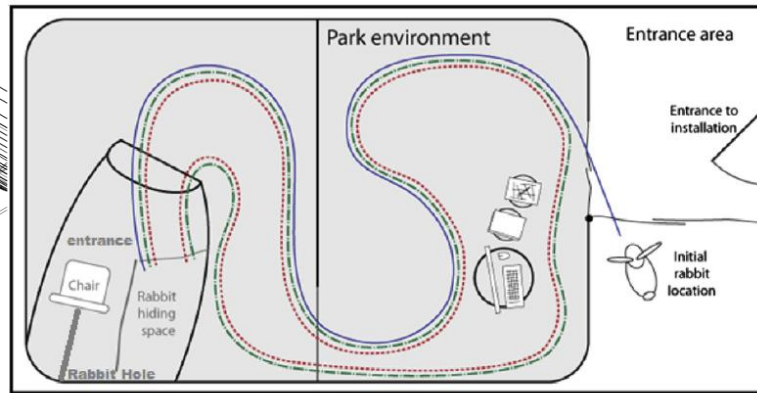
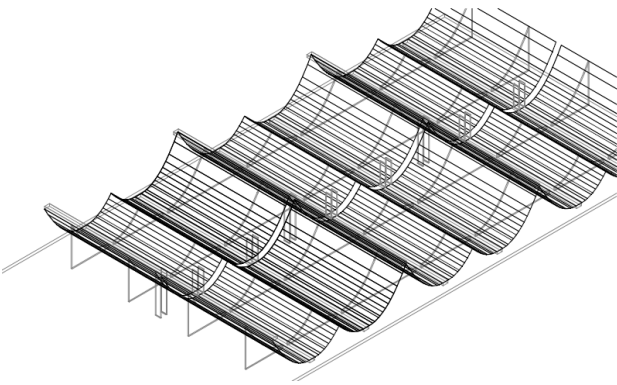
Education and Research Integration

- Facilities/Test-beds
- PhD Research

Facilities/Test-beds



- ALICE Lab



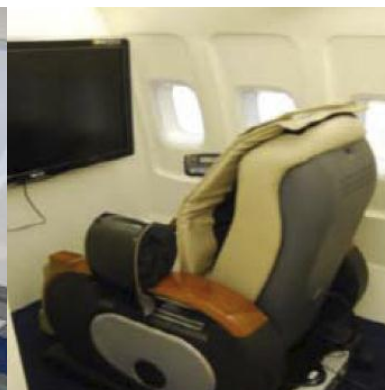
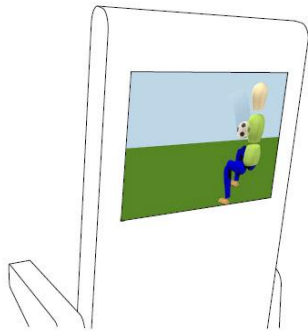
- 1st round, smooth and easy gait, "Oh my dear I shall be late!"
- - - 2nd round, fast but interrupted gait, "Oh my dear I'm really going to be late!"
- · · 3rd round, fast, interrupted and meandering gait, "Will you please follow me?"



Facilities/Test-beds

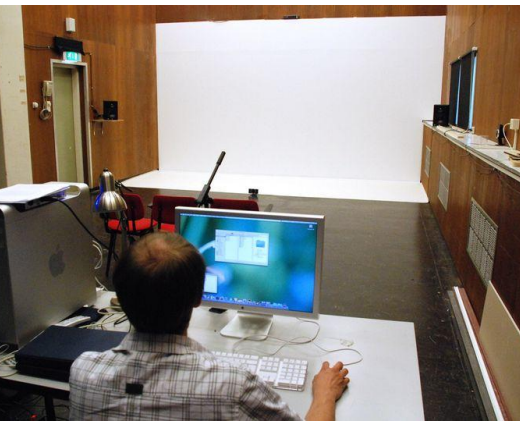


- Flight Simulator (Simulation Lab)



Facilities/Test-beds

- Vision Studio





PhD Research

- Metaverse1

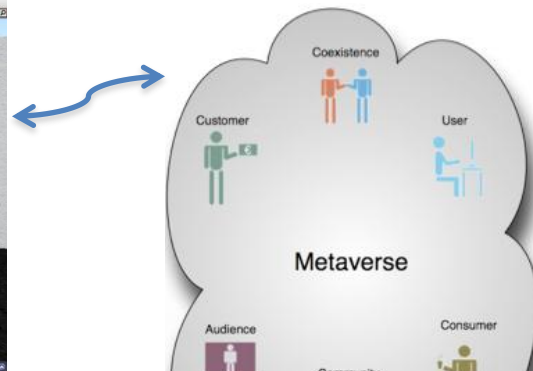
External student project (collaboration with DevLab): Replication of real and virtual spaces



Virtual worlds



Exchange of information



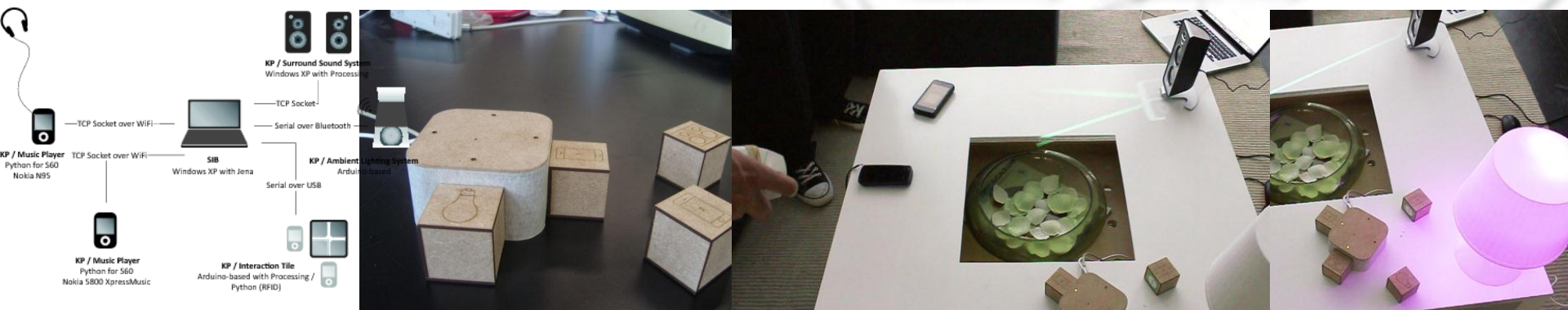
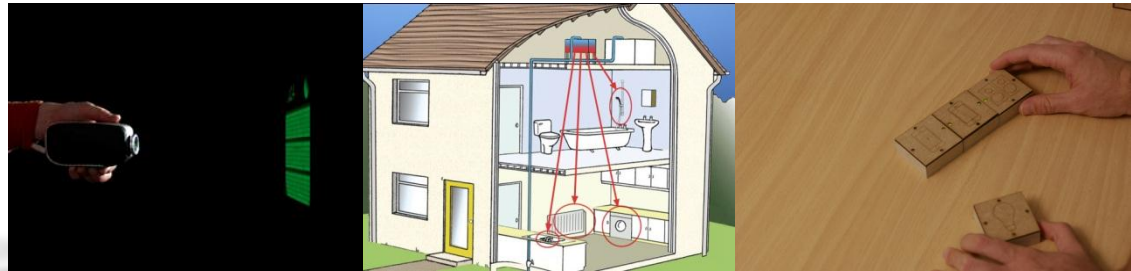
Real devices





PhD Research

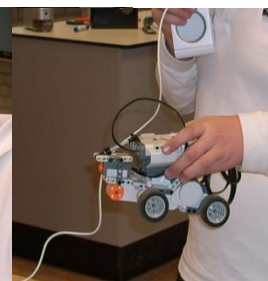
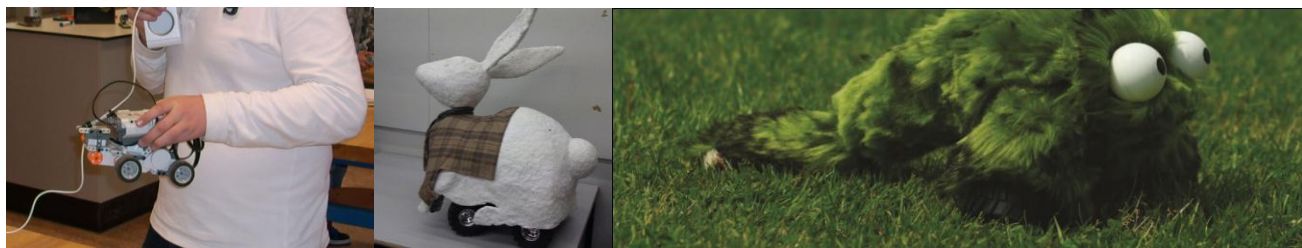
- SOFIA





PhD Research

- ROILA





PhD Research

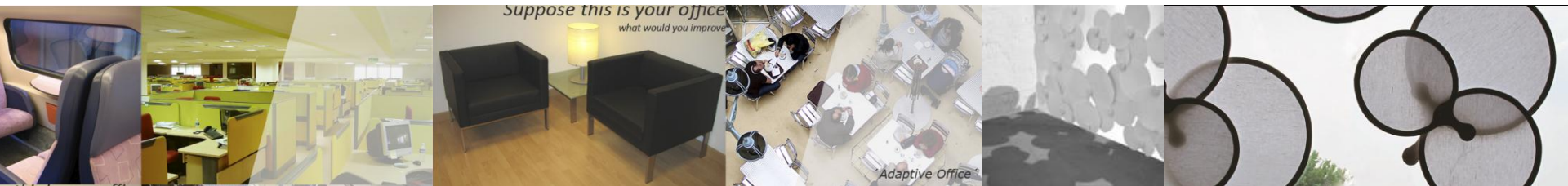
- Talking Tangibles



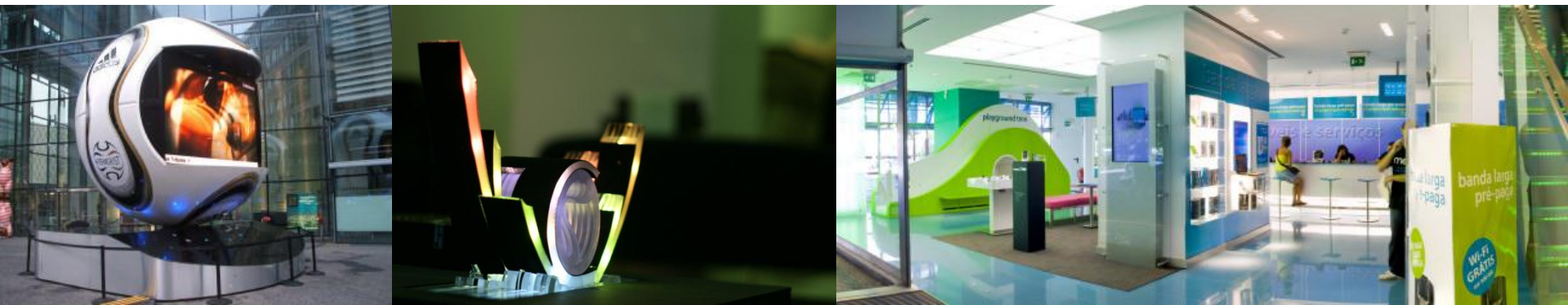


PhD Research

- Responsive environments (TU/e & UvA)



- Merging Architecture, Design and Media, focusing on the design of experiences/situations



Output - exhibitions

ID'X Dutch Design Week

- Reshaping exhibition design, by enhancing experiences
- Translating ID's innovative vision into its showroom during DDW
- Rethinking information display, spatial storytelling and trans-local media



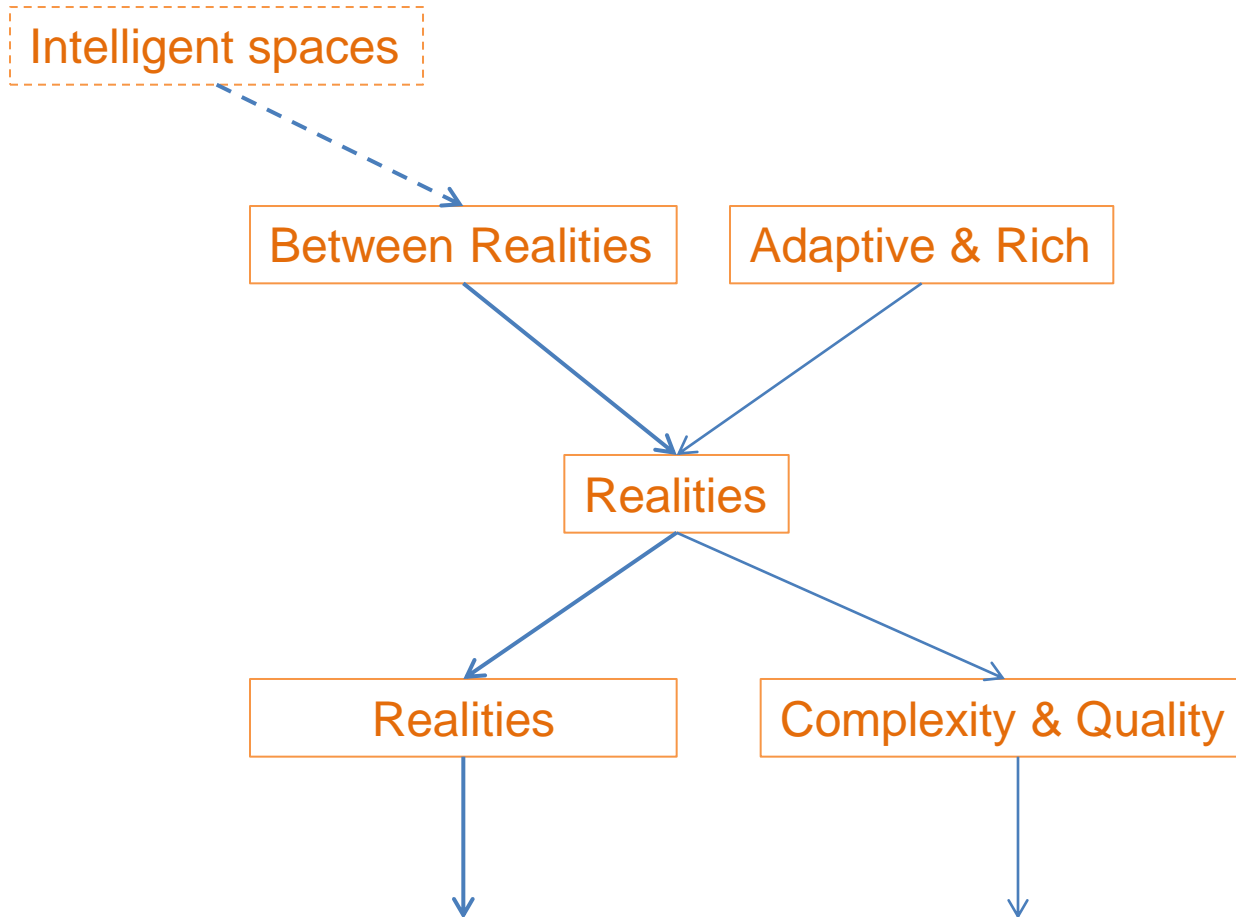
Output - publications

- [R. van de Westelaken](#), J. Hu, H. Liu, and M. Rauterberg, "Embedding Gesture Recognition into Airplane Seats for In-flight Entertainment," *Journal of Ambient Intelligence and Humanized Computing*, vol. (accepted), 2010.
- [J. van Aart](#), C. Bartneck, J. Hu, M. Rauterberg, and B. Salem, "How to behave as Alice in Wonderland – about boredom and curiosity," *Entertainment Computing*, Volume 1, Issues 3-4, December 2010, Pages 125-137.
- [Golsteijn, C.](#) and Hoven, E. van den. Facilitating Communication About Books Through An Online Community. In Personal and Ubiquitous Computing, Online First, DOI 10.1007/s00779-010-0301-0.
- [Faber, J.P.](#), and Hoven, E. van den (accepted). MARBOWL: Increasing the Fun Experience of Shooting Marbles. In "Tangibles and Children" a special issue of Personal and Ubiquitous Computing.
- Bakker, S., [Antle, A.N.](#), and Hoven, E. van den (accepted). Embodied Metaphors in Tangible Interaction Design. In "Tangibles and Children" a special issue of Personal and Ubiquitous Computing.
- [M. Kwak](#), G. Niezen, B. v. d. Vlist, J. Hu, and L. Feijs, "Tangible Interfaces to Digital Connections, Centralized versus Decentralized," *Transactions on Edutainment*, vol. V, pp. (accepted), 2010.
- [Kimman, F.](#), [Weda, H.](#), Hoven, E. van den, Zeeuw, T. de and Luitjens, S. (accepted). Spinning in Control: Design Exploration of a Cross-Device Remote. In proceedings of TEI'11, January 23-26, Funchal, Portugal.
- [Bhömer, M. t.](#), [Helmes, J.](#), [O'Hara, K.](#) and Hoven, E. van den (2010). 4Photos: A Collaborative Photo Sharing Experience. In proceedings of NordiCHI'10, October 16-20, Reykjavik, Iceland, pp. 52-61.
- Bakker, S., [Berg, R. van den](#), [Pijnappel, S](#) and Hoven, E. van den (2010). Sounds Like Home: Sonification and Physical Interaction in the Periphery and Center of the Attention. In proceedings of ISON 2010, April 7, Stockholm, Sweden, pp. 55-58.
- J. Hu, and [S. Offermans](#), "Beyond L\$: Values across the Virtual and the Real," in International Conference On Advanced Infocomm Technology Xi'an, China, 2009, pp. 1-4.
- [Antle, A.N.](#), [Corness, G.](#), Bakker, S., Droumeva, M., Hoven, E. van den and Bevans, A. (2009). Designing to Support Reasoned Imagination through Embodied Metaphor. In proceedings of ACM Creativity & Cognition '09, October 26-30, Berkeley, USA, pp. 275-284.
- [J. van Aart](#), B. Salem, C. Bartneck, J. Hu, and M. Rauterberg, "Designing for Experience: Arousing Boredom to Evoke Predefined User Behaviour," in 6th Design and emotion conference, Hong Kong,
- [R. van de Westelaken](#), J. Hu, H. Liu, and M. Rauterberg, "Integrating Gesture Recognition in Airplane Seats for In-Flight entertainment," *Technologies for E-Learning and Digital Entertainment*, Lecture Notes in Computer Science Series, 5093/2008, Z. Pan, X. Zhang, A. E. Rhalibi et al., eds., pp. 353-360, Nanjing, China: Springer Berlin / Heidelberg, 2008.
- ... more at <http://realities.id.tue.nl/resources/literature/>

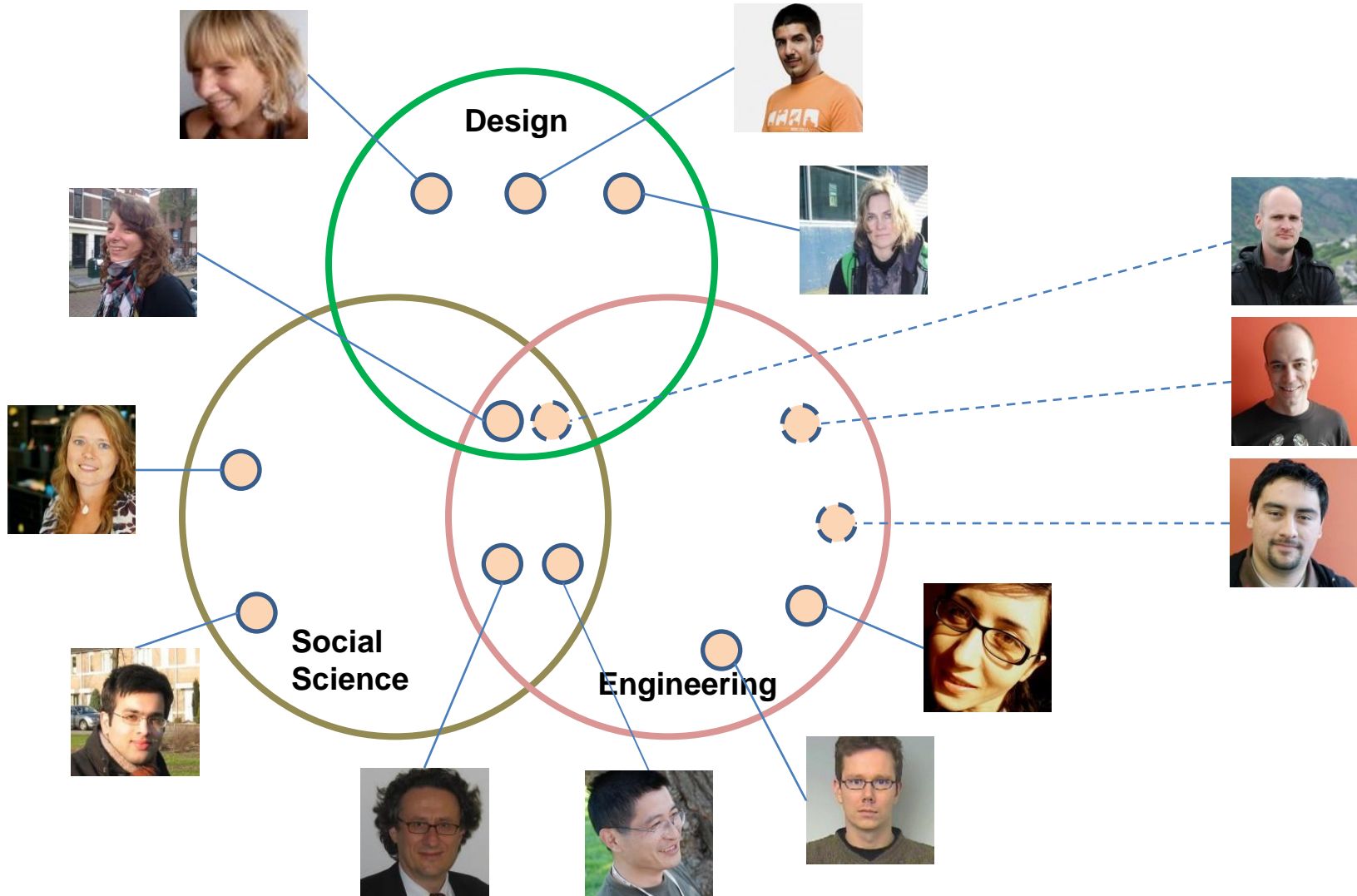
Clients

- amBX, UK
- Asuro, Eindhoven
- 250K
- Digital World Research Centre, Univ. of Surrey, United Kingdom
- Philips Research Eindhoven
- Meraka Institute, South Africa
- Stichting Jeugd & Gezin
- Lumens groep
- AB-Ire
- Kempenhaeghe
- Conante, Germany
- Philips Research Shanghai, China
- Maraxis
- MMC
- Schokoladenmuseum Köln
- Ondal Industrietechnik GmbH, Hünfeld
- ARCES, Bologna, Italy
-

History

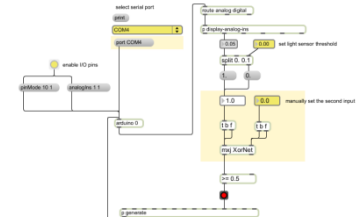


People



Activities

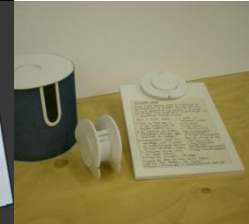
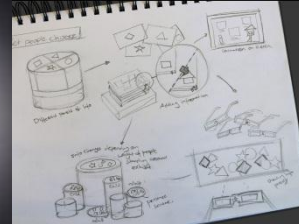
- Lunch meetings
- Realities.id.tue.nl
- Invited talks
- Hands on workshops
- Skills market / Q&A
- Elevator-pitch presentations



Thinker versus Tinker

"There is nothing so practical as a good theory."
Karl Popper (1902-1994)

"Don't worry about what anybody else is going to do. The best way to predict the future is to invent it. Really smart people find a way to do just about anything that doesn't involve too many of Newton's Laws."
Alan C. Kay (1941-1971)



Cooperation

- Co-coaching with “Adaptive & Rich”
- Projects across themes
 - “learning & time”, together with Health care
 - “cabin design”, Automobility (simulation lab)
- Cross theme workshops (adaptive & rich => Complexity & Quality)
- “Visions of future” assignment (BPD) at Vision studio
- Sharing equipment, Vision studio ↔ GameLab at Playful interaction
- Presented the theme at Jiangnan University & Zhejiang University
 - Co-project over internet planned
 - Exchange expected
- Internship/exchange expected at University of Bologna
-

To be improved

- Strong industrial partner(s)
- Integration across research groups
- Focus area(s): **(digital) well-being**
 - Cultural computing
 - (Mobile) augmented/mixed reality
 - Social networks
 - Tangibility

Next steps

- To improve “to be improved”
 - Introduce “Realities” to research groups.
 - Informal talk at DI done.
 - Informal talk at DQI has been scheduled.
 - Other groups to follow.
 - Continue the effort in searching for strong industrial partnership
 - Focus through the white paper
 - Theme oriented/cooperated funding proposals
(First streams, Metaverse1, SOFIA => More submitted => More to be planned)
- Besides the test-beds, a playground integrated in the space
 - Projected VR; Mobile AR; Microcontrollers/sensors/actuators for AR, VR, Tangibles; Software libraries; Demos/Examples;
- Strengthen/expand International Connections

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