



X

LENS

THE CHALLENGE

“How can InSpark use the HoloSuite in combination with the HoloLens 2 to position InSpark and optimally inspire the possibilities of Mixed Reality/Microsoft?”

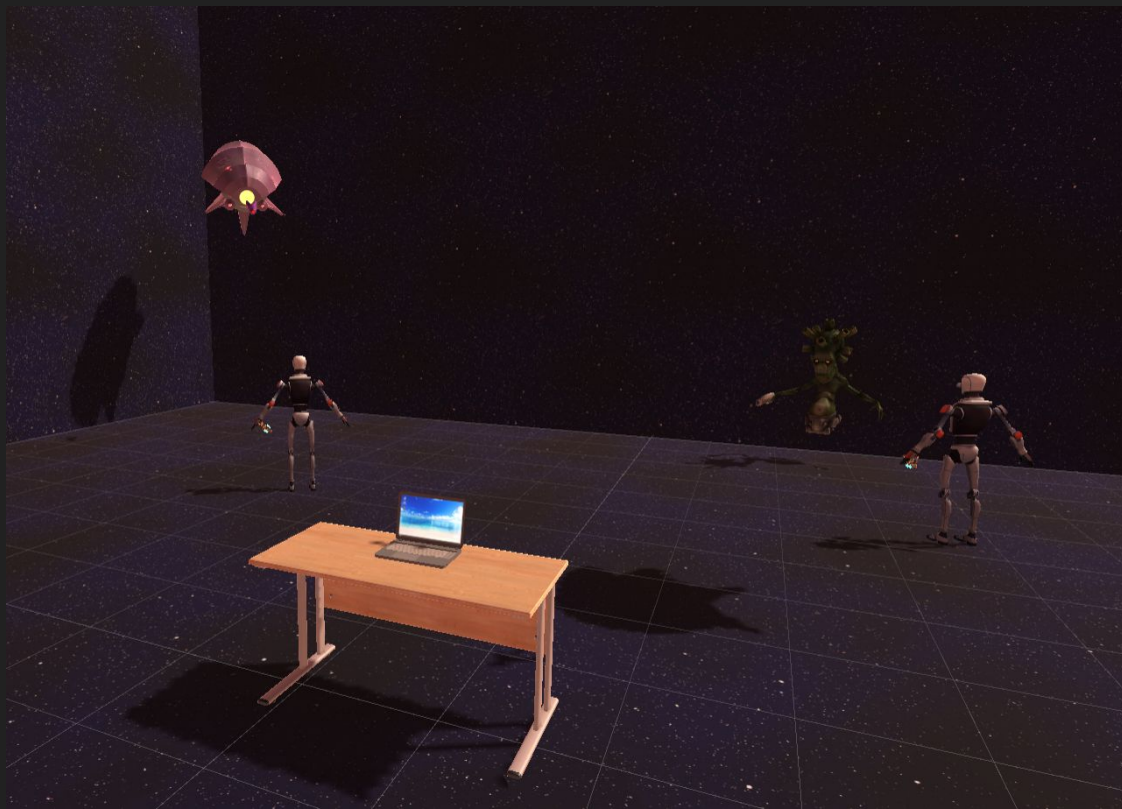
our SOLUTION

- A game
 - Fight monsters
 - One person controls the enemies
 - Players wear HoloLens
 - Spawn monsters to fight
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- Choose your class
 - Use the screens for impending effect

WHY?

- Team experience
- Inspire people
- Bridge reality and virtual world
- Different experience

PROOF OF CONCEPT



LENS FOR

**FASHION RESEARCH &
TECHNOLOGY GROUP**

HOW DO WE BUILD PERSISTENT AND SYNCHRONOUS INTERACTIVE WORLDS?

**HOW DO WE MAKE THEM INTUITIVE AND ENABLE CITIZENS TO INFLUENCE THE
WORLD AND INTERTWINE IT WITH THE PHYSICAL WORLD WE ARE LIVING IN?**

AND HOW DOES THE METAVERSE AFFECT OUR SENSE OF BELONGING?



**Amsterdam University
of Applied Sciences**



XTC

EXPERIENCE TEXTILE CREATIONS

INTO THE METAVERSE

LOWER THE THRESHOLD TO CREATING VIRTUAL OBJECTS

**IN A WORLD WHERE EVERYONE HAS THE FREEDOM TO
SHAPE THEIR TRUE IDENTITY.**

MATERIAL MODELING



HANDTRACKING



**FREEDOM IN
IDENTITY**



LENS



Gemeente
Amsterdam



The challenge

“How can you ensure that IV and CTO become more aware of our preconceptions and so become socially more diverse and inclusive?”

Our solution

- A game where choices matter
- Solving small crimes
- See the people who are suspect
 - Different backgrounds/ethnicities
 - Sometimes no difference
- Talk to two detectives
- Choose who is guilty

Why?

- At the end a rapport
- Confronted with your choices
- Open a dialogue

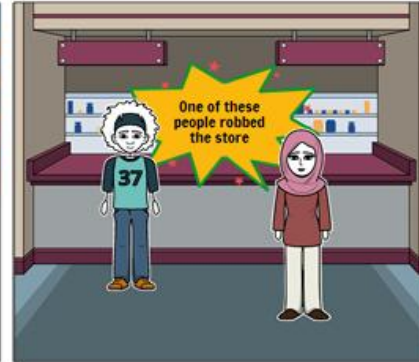
Storyboard



The game takes place in Amsterdam



You walk through the city



Suddenly you enter an environment where a crime has taken place



Each person has their own detective with a file on them



Using the information obtained, you choose the person you think committed the crime



After you have played this game a few times a profile comes out with how biased you are

LENS FOR shoeby

VIRTUAL FASHION SHOW

Challenge

How can we use VR within the physical shop floor to create an enhanced shopping experience for the customer? Keeping in mind that the core value of Shoeby is personal and close by.

Our solution

- Creating sustainable environment
- Space to be yourself
- Runway contest
- Motivate the customer

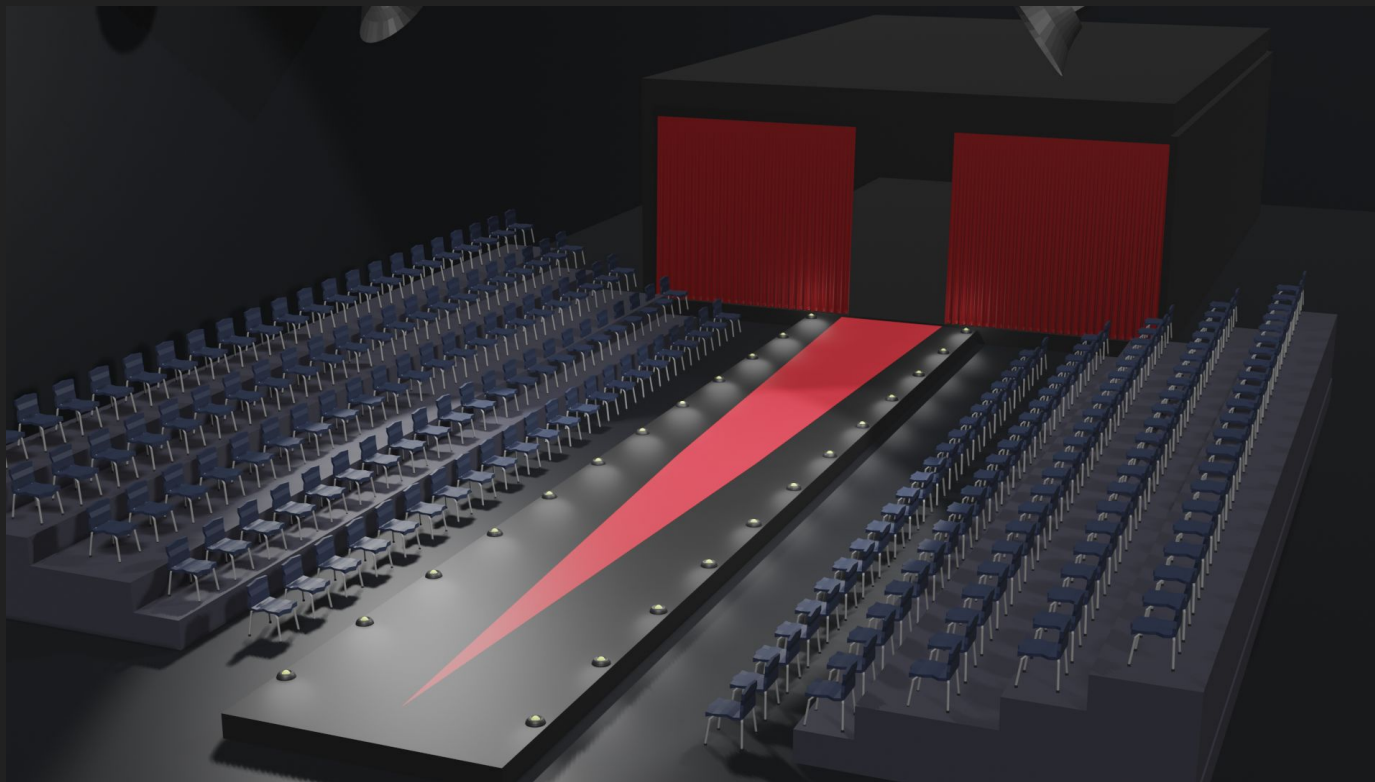
Concept

- VR glasses in store
 - Put together own outfits (current collection)
 - Customise scene
 - Choosing environment
 - Diverse models
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- Creativity & innovative
 - Shoeby's brand values
 - Votes to win discount

Why?

- Inspire customers
- New outfit ideas
- Showing collection options
- Higher buying rate

Prototype



NATURELAX

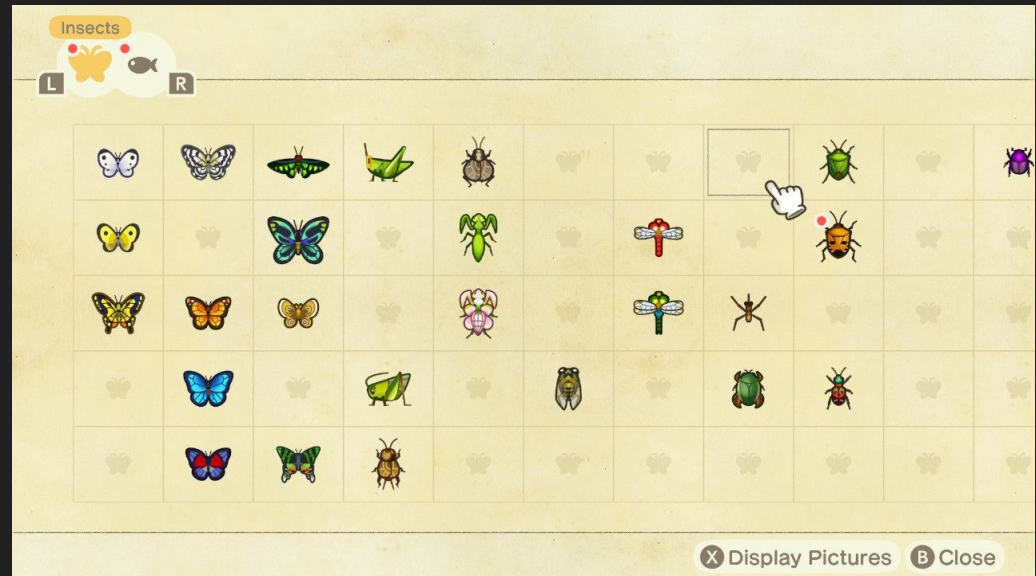
SpecialistenNet

The Challenge

How can VR/AR contribute to the prevention of psychological complaints?

Our Solution

- Creating a relaxing nature environment
- Catch insects/fishes
 - Keep track of collection
- Interacting with animals
- Plant trees and flowers
- Practice hobbies
 - Painting
 - Sports
- Buddy system



Why?

- Scientifically proven
- Plenty of relaxing activities
- Enjoying activities with friends

Prototype/storyboard