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## Interactive

Experience in the Digital Age explores diverse ways of creating and evaluating interactive digital art through the eyes of the practitioners who are embedding evaluation in their creative process as a way of revealing and enhancing their practice. It draws on

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## Interactive

research methods from other disciplines such as interaction design, human-computer interaction and practice-based research, and adapts them to develop new strategies and techniques for how we reflect upon and assess value in ...

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Experience in the  
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Experience in the  
Digital Age. Provides

unique insights into  
the incorporation of

evaluation into

interactive art

practice from

different perspectives

including HCI.

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## Interactive

Includes case studies and examples of testing the research methods. Examines the way in which digital technologies are impacting a diversity of creative disciplines.

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Interactive

Experience in the

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enhancing their  
practice. It draws on  
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from other disciplines  
such as interaction  
design, human-  
computer interaction  
and practice-based  
research, and adapts  
them to develop new  
strategies and  
techniques for how  
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such as interaction design, human-computer interaction and practice-based research, and adapts them to develop new strategies and techniques for how we reflect upon and assess value in ...

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Experience in the

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## Interactive

### Digital Age on Apple Books

Just like in-person conferences and gatherings, digital meetings can still provide immersive, interactive

touchpoints that bring attendees on a journey with you. Even in these uncertain times, using technology

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thoughtfully and deliberately can help you create digital experiences that stay with attendees long after they log off.

On Cultural

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Create more immersive digital meetings and experiences ...

For educating your audience,

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## Interactive

demonstrating a product or engaging a customer in your sales presentation, interactive experience design is the way to go. Interactive experiences can be deployed on screens of all sizes—from iPads to large TV walls. Touch screen capability draws in your audience and

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gives them control  
over the experience,  
so they 're creating  
memory points of  
your brand with  
every touch.

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DIGITAL  
EXPERIENCES •

Ketschi

The need for the hour  
is an analytics backed  
360-degree view of

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consumers while  
guiding them  
throughout the digital  
... experiences around  
the digital consumer  
... Interactive is a  
online ...

On Cultural

Computing

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Centring purpose-  
driven experiences  
around the digital ...  
Through technology,  
brands can create



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Immersive, interactive experiences that engage customers. It's a sensory thing At Seeper we believe strongly in the power of truly immersive, multi-sensory experiences.

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Why people love immersive, interactive experiences – and ...

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Incorporating digital technology within the physical gallery space is one such way to do this, providing more interactive and engaging platforms from which visitors of all ages can learn.

Whilst it appears that most galleries have a lot to catch up on in this regard, a handful stand out as pioneers

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Interactive

of integrating  
traditional art forms  
with modern digital  
culture.

Art Practice

Springer Series

How museums are  
using immersive  
digital experiences ...

Interactive

Experience in the  
Digital Age explores  
diverse ways of  
creating and

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Evaluating interactive digital art through the eyes of the practitioners who are embedding evaluation in their creative process as a way of revealing and enhancing their practice.

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Interactive

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Interactive

Digital Age eBook by

Accenture Interactive

We believe in the

business of

Experience

In a world

of uncertainty,

today ' s leading

brands are creating

promises not to just

shareholders but to

customers, employees

and societies.

Promises of

*Page 29/38*

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Interactive

consequence that  
drive purposeful  
change for everyone.

Art Practice

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Digital Customer  
Experience  
Consulting |  
Accenture

The experience also  
includes special

‘ Audi moments ’ ,  
such as the Le Mans  
24 Hours race,

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## Interactive

whereby users can witness the pit-stop atmosphere. Through VR technology, Audi is able to offer consumers a dynamic and interactive buying experience, transferring the process from a digital tablet to something much more immersive.

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12 examples of digital technology in retail stores ...

An Interactive Wall Can Create A Unique Visual Experience. An interactive wall has incredible potential in creating a unique and memorable visual experience. And it is only limited by the imagination of you



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and your AV integrator, providing excellent impact as a branding or informing tool. They are even finding their way into art museums and galleries, where they provide an experience unlike any other exhibit.

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An Interactive Wall

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## Interactive

Can Create A Unique  
Visual Experience  
You can be a  
technologist, an  
engineer, an artist, a  
storyteller on a  
platform that delivers  
interactive  
experiences like no  
other. All of this is  
now possible with  
amazing marriage  
between interactive  
hardware and

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software to deliver  
more humane brand  
experiences. Read  
more about WebAble  
Digital technology  
and innovation here.

On Cultural

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Interactive  
Experience: The  
Future of Brand  
Activation in ...  
Offering a truly  
engaging and

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effective interactive digital experience in a physical space depends upon one or more of the following:

- real-time connection to external data.
- variety of interactive options.
- attractive and functional form factors.
- flawless integration with external devices.

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Interactive

Experience In

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The 5 best interactive  
digital signage  
examples made with

Art Practice

Digital facilitates the  
real and the real  
facilities digital: Our  
world is digital, but  
real world  
experiences fuel the  
digital world, and visa  
versa. Embrace that  
fact and stop thinking

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of the two things  
separately, see them  
as one continuous  
journey.

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