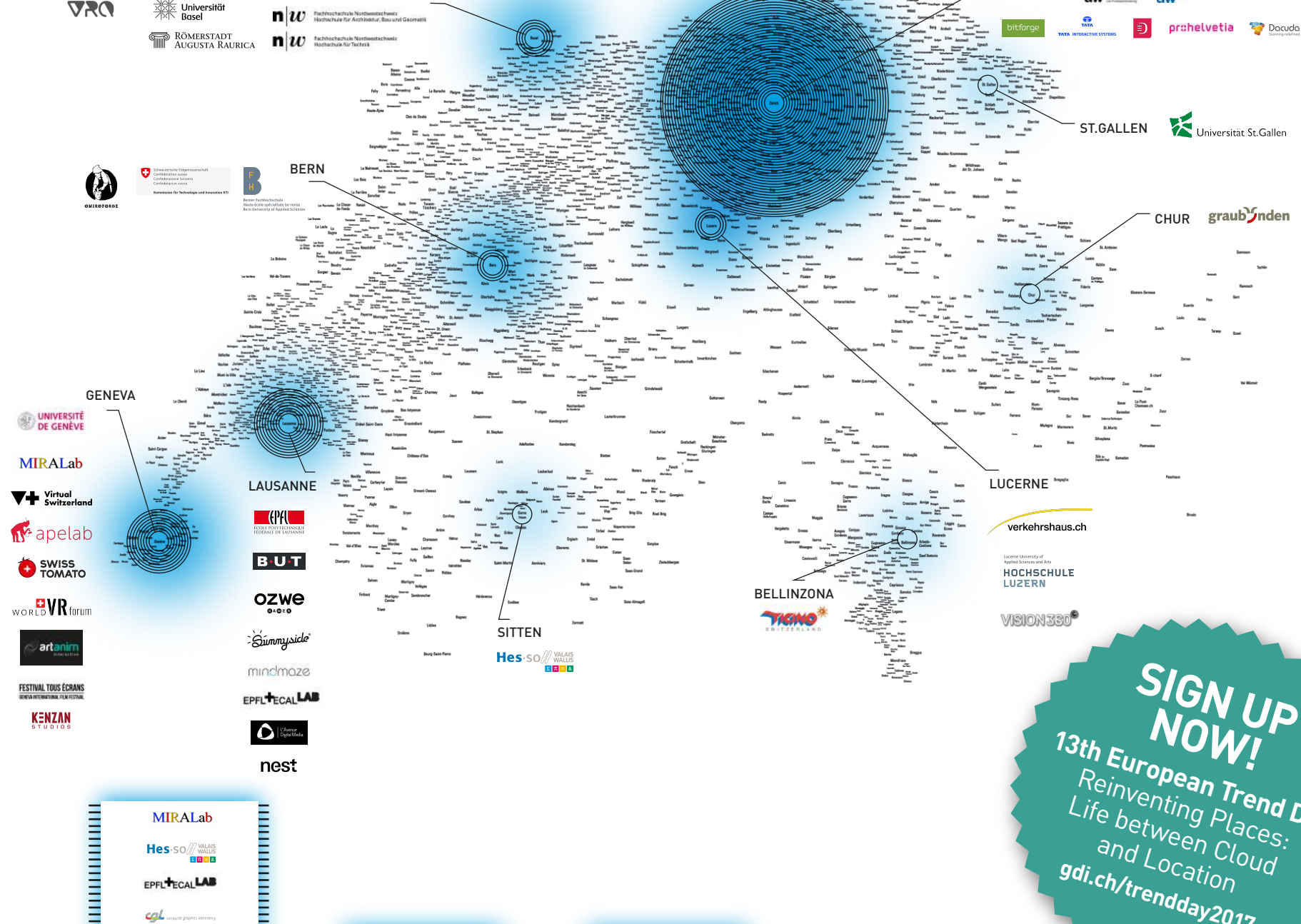


EXTENDED REALITY MAP



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RESEARCH

DEVELOPER

SUPPLIER

COORDINATION

APPLICATION EXAMPLE

RESEARCH		
Psychology	Behavioral Lab, Universität St.Gallen	Interdisciplinary laboratory for the experimental research of human behaviour in classical and virtual reality.
Neurology	Brain and Behaviour Laboratory, Universität Genf	Use of virtual reality technologies to better understand the functioning of the human brain.
Computer science/mathematics	Computer Graphics Laboratory, ETH Zürich	Designing of fundamental methods, algorithms and systems for computer graphics, geometric modeling, physics-based animation, and scientific visualization.
Imaging technology	Computer Vision Lab, ETH Zürich	Computer-based interpretation of 2D and 3D image data sets. Application of virtual reality-based techniques in medicine.
Imaging technology	cpvrLabs, Berner Fachhochschule	Analysis of image and video data, visualisation of three-dimensional data and interaction in virtual space.
Medicine	Departement Biomedical Engineering, Universität Basel	With SpectoVive, doctors can interact in a three-dimensional space with the part of the body that requires surgery.
Psychology/geography	Digital Society Initiative, Universität Zürich	Psychological basic research on the improved usage of geodata in digital assistants.
Computer graphics	Disney Research Zurich	The lab is working on computational cinematography, human and facial animation, and capture technologies.
Media studies	EPFL-ECAL Lab, École polytechnique fédérale de Lausanne EPFL	The EPFL-ECAL Lab explores how to tell stories and create content with AR.
Ergonomics	Immersive Interaction Group, École polytechnique fédérale de Lausanne EPFL	Involves users through full-body movements in virtual environments.
Design/technology	Institut für 4D-Technologien, Fachhochschule Nordwestschweiz	Virtual Reality Experience exploring the archives of the Swiss pavilion at the Venice Biennale and developing an interactive "Live Paper".
Knowledge/design	Institut für Designforschung, Zürcher Hochschule der Künste	Research on the visualisation of science in various disciplines (medicine, palaeontology, history).
Electrical engineering	Institut für Kommunikationssysteme, Hochschule für Technik Rapperswil	The HSR VR Motion Simulator combines virtual reality with motion simulation.
Design/technology	Institut Vermessung und Geoinformation, Fachhochschule Nordwestschweiz	Digital 3D reconstruction of cultural sites and the development of apps able to visualise geodata.
Medicine	Institut Wirtschaftsinformatik, HES-50 Valais-Wallis	Augmented reality for medicine: facilitating treatments using smart glasses.
Music	Institute for Computer Music and Sound Technology, Zürcher Hochschule der Künste	Investigating and questioning the relationship between technology and musical practice using scientific methods and artistic research.
Computer graphics	Institute of Visual Computing, ETH Zürich	The area of visual computing includes activities in computer graphics, computer vision, geometry processing, human-computer interaction and visualisation.
Neuro science	Laboratory of Cognitive Neuroscience, École polytechnique fédérale de Lausanne EPFL	Uses VR to place experimental subjects in pseudo-ecological conditions (illusion of reality especially of the human body).
Computer graphics	MIRALab, Universität Genf	Interdisciplinary research laboratory in computer graphics, computer animation and virtual reality.
Computer graphics	Visual Computing Lab, Zürcher Hochschule für Angewandte Wissenschaften	Applied research on the technological use of image-based analysis methods, geometric modeling and VR and AR in innovative apps.
Computer science	Visual Computing, Hochschule Luzern	Developing new methods and technologies that enable computers to extract image information. Example: 3D multiplayer tracking.
Technology	Zentrum für Produkt- und Prozessentwicklung, Zürcher Hochschule für Angewandte Wissenschaften	The 3D experience focuses on the latest 3D tools and CAx technologies.

DEVELOPER		
Game design	Apelab	Creates games, interactive stories and content in virtual and augmented reality.
Game design	Artanim Interactive	Spin-off from the Artanim foundation. Artanim Interactive creates multi-user interactive and immersive installations.
FinTech	Crealogix	Develops and implements FinTech solutions for banks. Created the virtual banking app The ARCs.
3D software	Dacuda	Dacuda improves the capabilities of cameras with real-time 2D and 3D algorithms. The aim is to make 3D content creation as easy as taking a video.
Medicine	Erdmann Design AG	The desing and usability lab creates new possibilities for the interaction between human and technology in the field of medicine.
Game design	Gbanga	Gbanga creates mixed-reality games.
Games / marketing	Kenzan Studios	Develops virtual environments and characters in augmented, virtual and mixed reality as well as holograms.
Medicine	MindMaze	MindMotionPRO: brain-computer interface using virtual reality for the rehabilitation of motor sensors.
Software engineering	Noser	Developing AR software solutions.
Game design	Oniroforge	The team of artists and game developers designs and creates virtual and augmented reality games.
Game design	OZWE	OZWE creates disruptive gaming interfaces.
Technology	SOMNIACS	Developed Birdly, the VR bird flight simulator.
Game design	Sunnyside Games	Sunnyside Games creates immersive VR games.
AR app developer	Taktil	The "Departures NYC" app shows the departure times for all public transport in New York in an augmented reality view with a smartphone.
eLearning	TATA Interactive Systems	Creates eLearning and multimedia solutions, including the app TATA 360°, the ScannApp, and the VR simulator MovingChair.
Exhibitions	TecArtLab	Tecartlab develops and distributes software for the creation of spatial augmented reality installations for museums and exhibitions.
VR app developer	WEAVR	With the easy to use web interface you can create your own virtual reality stories.

SUPPLIER		
App developer	Aeto	Designs and develops (VR-)applications. Connects game design knowledge with traditional visualisation and app development.
Architecture	Archilogic	Turns 2D floor plans into 3D models.
Marketing	Bandara	VR content studio in the marketing sector.
VR and AR app developer	Bitforge	Plans and develops apps for clients in the range of virtual and augmented reality.
Marketing	BUT	But uses VR technology for advertising and marketing projects.
Marketing	ClickOn	Developed an AR clock for Baselworld.
Marketing	ImmersiveWeb	VR content studio.
Marketing/real estate	ImmoVisual	Software company that offers virtual house or apartment viewings for market rental or purchase projects.
Rail and road infrastructure	iNovitas	Cloud-based 3D image service that augments existing and planned geodata.
Marketing	L'Avenue Digital Media	Uses VR technology for advertisement or marketing projects.
Exhibition	Red Bull Media House	Project manager of Media World at the Swiss Museum of Transport in Lucerne. Offers VR experiences to the visitors.
App developer	Swiss Tomato	Swiss Tomato develops various VR and AR apps.
Marketing	Swisscom Event and Media Solutions	Offers live virtual reality possibilities.
Marketing	Takondi	Provides AR marketing solutions for companies.
Marketing	Vision Eleven Visualization	Develops AR and VR applications for customers.
Marketing	Vision360	Specialises in 360° video productions.
Architecture	VRQ	Digital production agency specialising in virtual reality applications with a focus on architecture.

COORDINATION		
Promotion agency	Kommission für Technologie und Innovation	Swiss federal innovation promotion agency. Activities include supporting tech companies in the field of extended reality through funding, consulting and networking.
Development institution	Pro Helvetia	Pro Helvetia supports and disseminates Swiss arts and culture. Included are projects in the field of augmented and virtual reality.
Film festival	Tous Ecrans	Geneva International Film Festival Tous Ecrans explores the relationship between cinema, television, and new forms of digital creation.
Network	Virtual Switzerland Association	Supporting dialogue and knowledge transfer in the domain of immersive technologies and virtual environments simulation among academic and economic players in Switzerland.
News platform	VR ROOM	Information portal with news and reports on the topic of virtual reality.
Forum	World VR Forum	WVRF opens up the debate whilst seeking to address contemporary topics related to technology, culture, philosophy and education, which are affected by VR/AR.
Meetup	Zurich VR Meetup	Bringing together people from universities, companies and independent studios to see what collaborative VR experiences can be created.

APPLICATION EXAMPLE		
Marketing	Albis Wings	The flight school offers two virtual sightseeing flights by means of VR.
Exhibition/education	Augusta Raurica	The Roman city of Augusta Raurica can be explored virtually using VR technology.
House hunting	Comparis	The app Around Me uses AR to show where available apartments are located in a user's surroundings.
Tourism	Graubünden Ferien	Offers the opportunity to experience the men's downhill race at the World Ski Championships in St. Moritz via VR.
Tourism	Hotelplan Suisse	Virtual preliminary viewings of possible travel destinations and accommodation.
Entertainment	Kafi Freitag	Virtual travel diary from Marrakesh.
Exhibition	nest	Immersing in the world of Nestlé with virtual and augmented reality.
Architecture	SIA	With the app Swiss Squares, the most important squares in major Swiss cities can be compared live with scenarios from the past, future spatial designs or alternative plans.
Entertainment	SRF	Behind the scenes with a virtual studio tour.
Entertainment	SRF	Festival summer: virtual 360° tour of Swiss festivals.
Tourism	Ticino Switzerland	Visit the Gotthard tunnel with 360° pictures, or gaze down onto Ticino from a hot-air balloon.
Exhibition/education	Verkehrshaus der Schweiz	The exhibition Media World at the Swiss Museum of Transport also offers VR experiences.
Entertainment	Virtual Reality Center	Game Center offers VR games.
Entertainment	WeAreCinema	Virtual reality cinema on a 360° chair with a VR headset and shielded earphones.

