MANUFACTURING THE FUTURE: ASSESSMENT AND GOVERNANCE OF AUGMENTED REALITY AND VIRTUAL REALITY IN THE PHILIPPINES

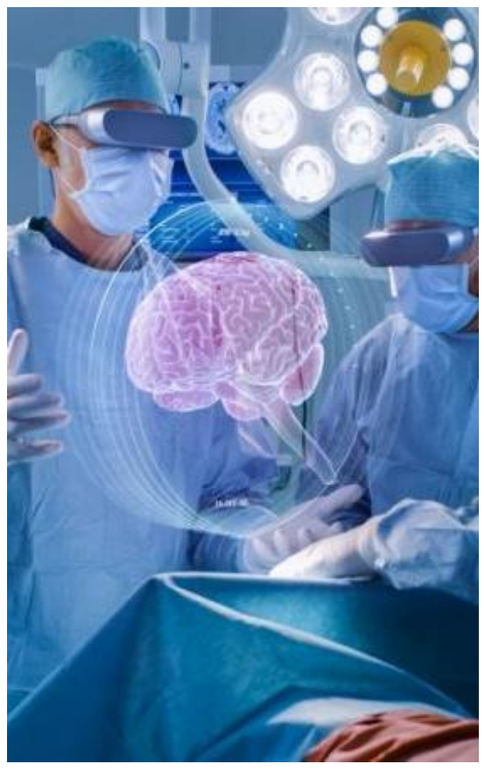
Emerzon S Torres[1*]

[1]De La Salle University Taft Avenue Manila, Philippines

[*]emerzon_s_torres@dlsu.edu.ph

INTRODUCTION

- **COVID-19** pandemic **disrupts** the lives of the people and create a global recession
- We learn to **adopt** various technology to cope up with the "**new normal**"
- **AR/VR** are FIRe emerging technologies that show significance during this time of crisis
- How can we **assess** these technologies so it can further help our country today and beyond?



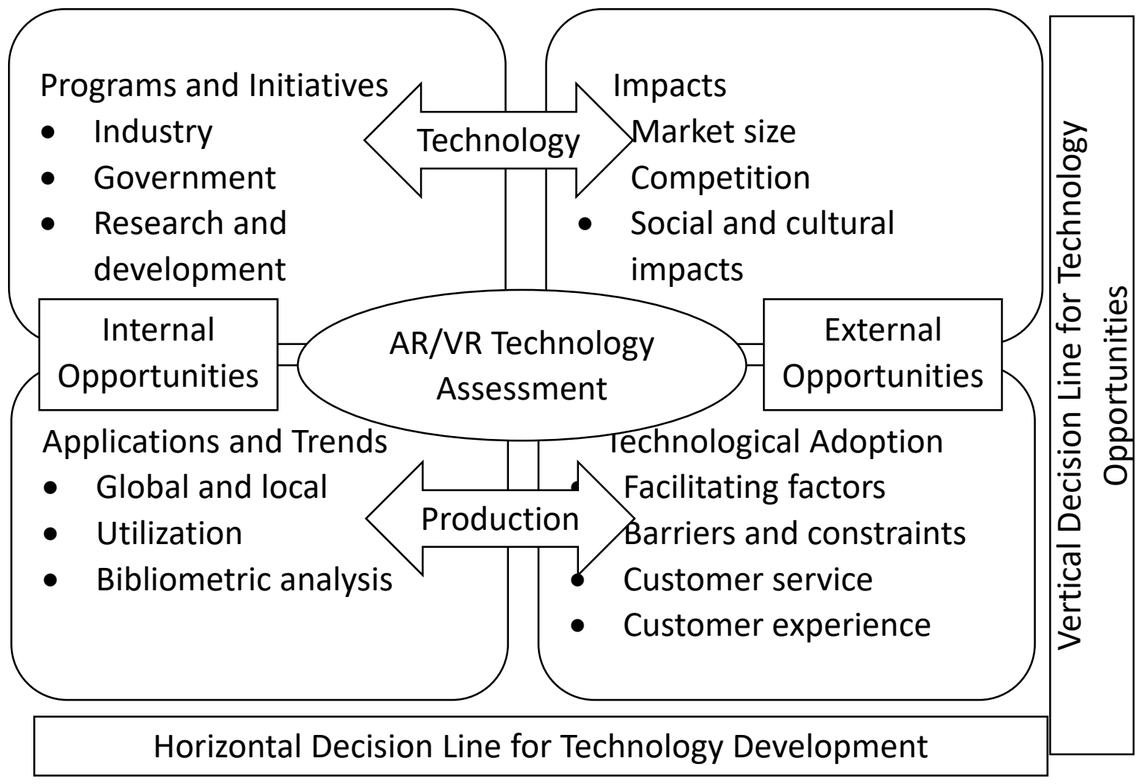
Source: Google images

"A hand-in-hand push from the government and the stakeholders is essential to leverage from the disruptive adoption and development of AR/VR as catalyzed by the pandemic."

CONCLUSIONS

- **Filipino** end-users are enthusiastic towards AR/VR.
- Barriers include uncomfortable user-experience, **reluctance** of business-owners, and **expensive** and complexity in augmentation.
- Researchers found the role of AR/VR in terms of human-computer interactions, **remote control**, and **man-machine systems**.
- A **national roadmap** for immersive technologies is highly suggested.

METHODOLOGY



RESULTS AND DISCUSSIONS

- Barriers and constraints – **user experience**, reluctance of business owners, **data privacy** and safety, complexity in augmentation
- Customer service and experience – bulky headsets, **expensive** devices
- Bibliometric analysis - human-computer interactions, remote control, and man-machine systems