

## Mixed Reality Hub – Digitally supported interpersonal service experiences

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The researchers of Mixed Reality Hub (MRHUB) are prepared to present A) sales, B) training and C) educational applications by using a virtual reality headset. MRHUB is a research laboratory for service concepts that utilize virtual reality, augmented reality and mixed reality in sales, customer service, and training. The team concentrates on digitally supported cases where interpersonal interaction is a focal element of the service design. By generating and validating measurement tools, the research is focused on user experience, user value, and user engagement.

The research group (formerly VRForest) behind MRHUB is established in 2015 and has conducted user experiences research with over thousand users. More than 15 services and service prototypes in various fields have been analyzed. The team aims at lowering the barrier to companies for creating and testing new, digitally supported service concepts. The hub integrates information from application developers, customers and business managers to accelerate the business ecosystem development. The team cooperates closely with industrial partners in various fields and in cross-scientific science community. MRHUB can be found in the new Think Corner (Tiedekulma, Yliopistonkatu 4) of the University of Helsinki.

[www.helsinki.fi/mrhub](http://www.helsinki.fi/mrhub)