

- Investigate different Head-Mounted Displays (HMDs) like the Microsoft Hololens, Epson Moverio and Meta 2
  - Review the market for HMDs exhaustively (including existing products as well as future projects)
  - Work out differences and similarities of the glasses with respect to categories that you have to define during your work
  - Think about possible fields of application as a dimension of comparison

- Study current use cases of AR in the business context and derive future possible areas of application
  - Firms start to use HMDs in their manufacturing process (e.g. <http://www.wirtschaft-regional.net/weidmueller-interview-maschinenbau-ist-der-vorreiter-der-digitalisierung/#more-41520>)
  - What firms and what processes? How is AR improving work processes? Is it quantifiable? What are further fields for the future?
  - Gather knowledge based on scientific publications as well as the press; if possible try to get information from firms
- Three areas to focus on:
  - Topic 2: Health
  - Topic 3: Education
  - Topic 4: Collaboration and Communication

- Investigate the *Anchoring and Adjustment Heuristic* (Tversky and Kahneman 1974) in the context of innovation attitude formation and adoption
  - Underlying questions:
    1. How do people form attitudes (also w.r.t. to limited knowledge about the technology → exemplary AR HMDs)
    2. Which role do heuristics play compared to actual knowledge about the technology in the adoption decision

- Review new business models enabled through AR
  - Analyze stakeholders, services and revenue models
  - What are the specific elements of the value proposition that could not be realized without AR

- Define and review systematically the concept of *immersion*
  - Definitions
  - Current operationalizations for measuring the degree of *immersion* of a technology
  - Which papers deal with *immersion* and in what context?
  - What role does it play for AR?

- Define and review systematically the concept of *pervasiveness and ubiquity*
  - Definitions
  - Current operationalizations for measuring the degree of *pervasiveness and ubiquity* of a technology
  - Which papers deal with *pervasiveness and ubiquity* and in what context?
  - What role does it play for AR?

- Define and review systematically the concept of *context awareness and "intelligence"* of AR systems
  - Definitions
  - Current operationalizations for measuring the degree of immersion of a technology
  - Which papers deal with *pervasiveness and ubiquity* and in what context?
  - What role does it play for AR?

- Investigate Privacy Issues of AR technologies
  - Are AR technologies more intrusive than current technologies?
  - Is there a higher privacy risk associated with AR?