

The relationship between physical reality and virtual reality in product display and visualization

Prof. Samy Abdel Fattah Saleh

Professor, Department of Industrial Design, Faculty of Applied Arts, Helwan University

samy.saleh60@gmail.com

Prof. Safaa Ibrahim Hanafy

- Professor, Department of Industrial Design, Faculty of Applied Arts, Helwan University

safaaaa24@gmail.com

Researcher. Ayman Al-Huwaifi

PhD Candidate, Helwan University, Faculty of Applied Arts

elhewafya@gmail.com

Abstract:

Presenting the design idea and its content with different methods and physical tools in the presentation of industrial product documents. All ideas about the stages of the design process are transferred to those interested. Which we seek to develop using advanced technologies. As we keep pace with the third millennium, it has become clear that many modern technologies have emerged, including virtual reality and its various applications in the field of designing the design program instead of using traditional physical methods.

It is often used to describe virtual reality and a wide variety of related applications that contain high-quality visual environments in three-dimensional theory, and also scientists have been able to add a set of sensory applications that affect decision-making through the interaction of a group of user senses such as feeling (movement) and smell (smells).) And others, so that we can deliver the user to obtain the highest levels of realism.

Virtual reality should be three-dimensional and allow real reality to be embodied in its various dimensions, visual angles and interconnected elements designed to address the visual perception in the first place, so virtual reality technology is a technological innovation that provides a three-dimensional environment that provides for those interested in order to realize the designs of the products And its dimensions and interaction with its elements in a way that makes him feel that he is living part of the scene that he is following in a realistic way. Therefore, attention should be paid to the differences that resulted from technological development in our modern era. To make the additive in the field of showing the industrial product.

The importance of virtual reality in that it is like the real reality as if it is, it is considered an effective way to simulate reality, regardless of its circumstances and difficulties, through which it is possible to create different environments that tell the reality that the individual cannot access or coexist.

Keywords:

physical reality, virtual reality, product display and visualization