

The effect of augmented reality in enriching the interactive experience of visitors to institutional events related to national events

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Abstract:

The research aims to assess the impact of employing augmented reality technology in enriching the components of experiential value for visitors to events related to national events (Visual attractiveness - knowledge - emotional attractiveness - ease of use), The research hypothesis that there is a relationship between the employment of augmented reality and the enhancement of the components of experiential value for visitors to institutional events. To achieve the goal of the research, the experimental method was relied on by holding an interactive exhibition which is the Saudi Foundation Day. The exhibition was designed and held within the celebration of the College of Media and Communication, Department of Graphics and Multimedia, Female Section, at Al-Imam Mohammad Ibn Saud Islamic University in Riyadh, Posters were designed that simulate the stages of the establishment of Saudi arabia and link these posters to augmented reality technology through a application ARTVIVE This is done by generating greater immersion in the experience of visiting the exhibition. The experimental value of the event visit was measured on a sample of 80 individuals by designing a questionnaire tool to evaluate the interactive experience of the exhibition and to identify their tendency towards using augmented reality technology in rooting the history of the emergence of the Saudi. The research results There is a relationship between employing augmented reality and enhancing the components of experiential value. The researcher recommended the necessity of conducting more research on event marketing by using interactive techniques as a type of corporate communication program.

Keywords:

Augmented Reality, institutional events, visitor experiences, experiential Value