

**CORPORATE AFFILIATE PROGRAM SEMINAR**  
**NEW OPPORTUNITIES**  
**FROM FINNISH-JAPANESE COLLABORATION**  
**IN VIRTUAL REALITY AND 360 VIDEO III**

Date: 14th of March 2017    Time: 13.30 - 16.00

Site: Helsinki Think Company, Vuorikatu 5

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***Cyber-sickness and Quality of Experience  
in Virtual Reality and 360 Video***

With advancement and expansion of virtual reality (VR) and 360 video technologies, social interests in user aspects are rapidly increasing.

Our 3rd corporate affiliate program seminar aims at reporting latest results on VR human factors from Finnish and Japanese researchers.

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**Speakers**

**1. Opening address**

Jukka Häkkinen from University of Helsinki

**2. Image quality in VR**

Marja Salmimaa from Media Experiences at Nokia Technologies

**3. Behavioral and psychological characteristics in short time  
viewing of 360 video content**

Takashi Kawai from University of Helsinki / Waseda University

**4. Being sick in VR: Recent results of our cyber-sickness  
experiments with Samsung Gear VR**

Jukka Häkkinen from University of Helsinki



**NOKIA**



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**Organizer:** Visual Cognition Research Group, University of Helsinki

**Co-organizer:** International Ergonomics Association (IEA),  
Technical Committee "Ergonomics in Advanced Imaging"

**Contact:** Tuomas Leisti, tuomas.leisti@helsinki.fi, +358(0)50 5458034

