

gestural and multimodal interaction (Zhu et al. 2016, Jylhä et al 2015).

The approach taken has focused on using machine learning to personalize recommendations using social media thanks to the integrative role flexible itineraries accessible in VR and AR interfaces. We believe this is however only one possible instance of utilizing machine learning and big data in MR for urban exploration.

Other large cultural data sets including pictures, videos, 3D models and texts (Lugmayr et al. 2016) can be exploited to enhance cultural experiences through machine learning techniques.

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