



Lecture Series 2025 - IEEE SMC Italy Chapter
Shaping VR Experiences: Designing Applications and Experiences for Quality of Experience Assessment

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Friday 28.03.2025 @3pm

On line: [LINK](#)

Abstract: In the evolving field of virtual reality (VR), the design of applications and immersive experiences that privilege user satisfaction is of high relevance. This talk provides an in-depth examination of the complexities involved in creating VR experiences, with a focus on the critical aspect of quality of experience (QoE) evaluation. State-of-the-art methodologies for evaluating QoE in VR environments will be explored, highlighting the importance of immersive design, user engagement, and technical performance. Participants will gain insights into best practices for creating VR applications that ensure a satisfactory user experience.



Bio: Marco Carli is a Full Professor in the Department of Industrial, Electronic, and Mechanical Engineering at Università degli Studi 'Roma TRE', Italy. He holds a Laurea degree in Telecommunication Engineering from Università degli Studi di Roma 'La Sapienza' and a Ph.D. from Tampere University of Technology, Finland.

He has served as a Visiting Researcher at the Image Processing Laboratory, UCSB, CA, and currently, he is a Senior Associate Editor for IEEE Transactions on Image Processing and Area Editor for Elsevier Signal Processing: Image Communication. An IEEE Senior Member, his research focuses on digital signal and image processing, with applications in multimedia communications, including digital watermarking, multimedia quality evaluation, and information security.

PhD students attending the lecture can request a certificate of attendance by sending an email after the lecture to: laura.giarre@unimore.it and graziana.cavone@uniroma3.it