**PhD Position: Using Mixed Reality for Enhanced Product Experience**

Would you like to contribute shaping the future of digitization? The AWS-Institute for digitized products and processes (AWSi) invites applications for a PhD fellowship funded by the European Training Network PERFORM, a Marie Skłodowska Curie action of the European Commission.

PERFORM is an interdisciplinary PhD program aiming to establish a European training network that prepares the next generation of digital retail managers. It is a European Training Network involving Sweden, Austria, Ireland, the Netherlands and Germany.

The AWSi is an innovative research center, works on transforming businesses and society into the digital world. We are pioneering modern technologies and developing disruptive business models. By combining research and practice we support our renowned customers with tailor-made and future-oriented solutions on their way into digital transformation. Our innovative interdisciplinary team shares its know-how and ideas, setting new standards for the digital future.

**The Project**
- Investigating Virtual, Augmented and Mixed Reality technologies in the retail domain
- Developing use cases to improve the customer experience using virtual, augmented and mixed reality (e.g. by virtually enhanced product presentations or by allowing configuration and individualization of product attributes in a mixed environment)
- The conceptual knowledge gained in the project will be supported by the development of in-store use cases, which enhance the experience of consumers and employers, as well as a prototypical implementation of the mixed reality system

**What to expect?**
- Full time, fixed term employment contract and PhD program (36 months: 01.09.2018-31.08.2021)
- Attractive salary in accordance with the Marie Curie PERFORM regulations for early stage researchers
- Be part of an innovative, international research network and take advantage of its training opportunities
- The chance to develop and apply your own ideas
- A small and dynamic team with start-up character

**Eligibility**
- Physical, transnational mobility
- No main activity in Germany for more than 12 months in the 3 years immediately prior to 1.9.18
- Acquired Master degree in Business Information Technology, Computer Science, Engineering or a similar field from the date 1.9.2014 or gain Master degree until the 01.09.2018
- Professional knowledge in (Scientific) English language (B2/C1) and ideally basic knowledge in German language
- Very good analytical skills and a proactive working attitude
- Good organizational skills and flexibility
- Team spirit and curiosity for novel IT-technologies
- Good programming skills

Sounds interesting? We’re looking forward to your application to karriere@aws-institut.de!

Application deadline: 30.06.2018

More information about the AWS-Institute: www.aws-institut.de
More Information about the Perform-Network: www.perform-network.eu