

VR Technology and the Future of Reading Development

—Guangzhou Library's Innovative Practices at the Future Reading Hub

VR 技术与未来阅读发展

—广州图书馆未来阅读馆创新实践

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1. VR Core Features (4 Points): VR技术的四大核心特点

Immersive Experience、 Spatial Interaction、 Multimodal perception、 Contextual Storytelling

沉浸式体验、空间化交互、多模态感知、情境化叙事

01

Immersive experience

沉浸式体验

Enhance user participation
and concentration

提升用户的参与感与专注度

02

Multisensory integration

多感官融合

Strengthen understanding
and memory effects

强化理解与记忆效果

03

Hand gesture capture technology

手势捕捉技术

Enhance the intuitiveness
and freedom of operation

提升操作直观性与自由度

04

Three-dimensional spatial interaction

三维空间交互

Enhance the dynamism and
interactivity of reading

增强阅读的动态性与互动性

05

Presence enhancement

临场感提升

Enhance emotional
resonance

增强情感共鸣

06

Reading mode innovation

阅读模式革新

Shift from passive reception
to active exploration

从被动接收向主动探索转变

2. Transformation Reading Scenarios: 阅读场景的深刻变革

From static reading at a desk to immersive exploration in three-dimensional dynamic spaces

从案头静读到三维动态空间中的场景化漫游



Traditional reading: 传统阅读

Fixed "sitting and reading"

依赖纸质 / 电子屏“二维平面”;固定“坐着读”

VR reading: VR阅读

Possible "walking while viewing"

转化为“三维动态空间”;可“走着看”

3.Information Reception and Cognitive Patterns: 信息接收与认知模式的转型

(1) From Linear Decoding to Network Exploration

信息接收：从“线性解码” → “网状探索”



Traditional reading: 传统阅读
Fixed Information Path with Chapter
Sequence

章节顺序, 固定信息路径

VR Reading: VR阅读
Autonomous Exploration Path with
Network Structure

网状结构, 自主选探索路径

3.Information Reception and Cognitive Patterns: 信息接收与认知模式的转型

(2) From "abstract understanding" to "concrete perception"

认知模式：从“抽象理解” → “具象感知”



Traditional reading: 传统阅读

Historical/Scientific Content is 'Invisible', Relying on Abstract Understanding , with high comprehension barriers 通过文字想象场景，历史 / 科学等内容“不可见”，依赖抽象理解，理解门槛高

VR reading: VR阅读

Transforms into 'Perceivable' Concrete Scenes, Enhances the Depth and Durability of Knowledge Memory 转化为“可感知”具象场景，降低理解门槛，提升知识记忆深度与持久性

4. Cognitive Depth Concerns Brought by VR Reading:

VR阅读带来的认知深度隐忧

Weakening of Abstract Thinking, Reduced Interest in Paper Books, and Dissolution of Reading Seriousness

抽象思维弱化、纸本兴趣减弱、阅读严肃性消解



Cognitive Concerns 认知隐忧

1. Inhibition of Abstract Thinking and Imagination: Over-reliance on Concrete Presentation, Weakening Logical Thinking Ability

抑制抽象思维与想象力：过度依赖具象呈现，削弱逻辑思考能力

2. Reduced Interest in Paper Book Reading: 'Reading' Becomes 'Experience', Lowering Preference for Paper Books

减弱纸本阅读兴趣：“阅读”变“体验”，降低对纸本的偏好

3. Dissolution of Reading Seriousness: Obvious Trend Towards Entertainment in Immersive Experiences

消解阅读严肃性：沉浸式体验的娱乐化倾向明显

II. Practice of Guangzhou Library Future Reading Hub Construction

广州图书馆未来阅读馆建设实践

1. Overall Construction Content

整体建设内容

2. Operational Characteristics

运营特色

3. Operational Effect

运营效果

1. Overall Construction Content: 整体建设内容

Nearly 300 square meters of immersive space, 5G-A+ cloud rendering technology support and diverse interactive experience scenarios 近300m²沉浸空间、5G-A+云渲染技术支持与多样化互动体验场景



Interactive Mode 互动模式

Solo exploration, team challenges, family interaction 独自探险、组队闯关、家庭互动

Thematic Scenes 主题场景

The opening launched: 开馆即推出
Mars Zhurong Base Exploration, 火星祝融基地探险
Pyramid Capping Ceremony, 金字塔封顶仪式
Sanxingdui Bronze Casting, 三星堆铸青铜器
Jurassic Dinosaur Interaction, 侏罗纪与恐龙互动
Deep Sea Investigation of the Lost World", etc.
深海探究失落的世界等

2.Operational Characteristics 运营特色

(1) Synergistic Promotion of Physical Books and VR Content 纸质图书与VR内容协同推广

Set up a Special Book Area 设专题书区

Set up a book borrowing area with VR themes, select relevant books for synchronized recommendations
配套VR主题设置图书借阅专区，精选相关书籍同步推荐

Promote Understanding Deepening 促理解深化

Deepen understanding of VR scenes through physical reading, strengthen knowledge absorption and association
通过纸质阅读加深理解VR场景，强化知识吸收与联想

Stimulate Inquiry Interest 激探究兴趣

Guide readers to transition from experience to in-depth reading, stimulate autonomous learning and exploration desire
引导读者由体验转向深度阅读，激发自主学习与探索欲



2.Operational Characteristics 运营特色

(2) Traditional reading activities resonate with VR experiences 传统阅读活动与VR体验同频共振



Relationship: VR reading complements traditional promotion (exhibitions/lectures/storytelling/performances)
关系 VR 阅读与传统推广 (展览 / 讲座 / 故事会 / 表演) 互为补充

Effect: Concrete understanding of abstract professional knowledge, maintaining interest in the subject;
效果 Role thinking upgrade: Observer → Role immersion (thinking "Who am I?" "What would I do?")
具象化理解抽象的专业知识, 保持学科兴趣; 角色思考升级: 旁观者→代入角色 (思考“我是谁”“换我怎么做”)

Construct a 'book → activities → experience' three-in-one science popularization model
构建‘书→影→体验’三位一体科普模式

2.Operational Characteristics 运营特色

(3) Content and technology are continuously updated, covering diverse themes such as science, culture, poetry, etc. 内容与技术持续迭代更新，覆盖科学、文化、诗词等多元主题场景

Time 时间	Launch Theme/Content	上线主题 / 内容
July 2025 (Opening) 2025年7月 (开馆)	Four Scenarios: 《The Call of Sanxingdui》 《Mars Mission》 《Dinosaur Adventure》 《Return to the Pyramid》	四大场景: 《三星堆的召唤》 《火星使命》 《恐龙大冒险》 《重返金字塔》
August 2025 2025年8月	《The Lost Underwater World》	《失落的海底世界》
October 2025 2025年10月	1.XR Animated Film: 《"Little Monster from Langlang Mountain: A Journey with You》 2. Four Experience Themes: 《The Spacetime Maze》 《Space Odyssey》 《Chinese Poetry Gala》 《Encounter with Dongpo》	1.XR 动画电影: 《浪浪山小妖怪: 妖你同行》 2. 四大体验主题: 《时空迷局》 《太空奥德赛》 《中国诗词盛会》 《遇见东坡》

Iteration Goal 迭代目标: Enrich reading IPs, continuously improve interactivity and experience 丰富阅读IP，不断提升交互性、体验感



3. Operational Outcome: 运营成效

(1) Promote Paper Reading (July 10 - August 31, 2025) 促进纸本阅读 (2025.7.10-8.31)

Data Scope: Children's Books in the Hub

a. Collection Scale: 200 types and 582 copies of popular science books

b. Circulation Rate: 71.82% (418 copies borrowed out, 366 copies currently on loan)

c. Thematic Book Borrowing:

- Dinosaur Theme: 126 copies, 269 borrowings

- Archaeology Theme: 154 copies, 325 borrowings (including 119 borrowings of Sanxingdui)

d. **Key Conclusion:** After VR experience, readers are more inclined to borrow related thematic books (such as 《Big Adventure Dog Simba》 《Dinosaur Warrior》 《Troublemaker Exploration Notes》 etc.)

图书类型	序号	书名	借阅次数(不含续借)	借阅合计
海洋类	1	蓝色极光	2	2
	1	行星方程式	2	
	2	超级战航·8, 宇宙流浪	2	
太空探索	2	超级战航·8, 宇宙流浪	2	6
	3	哆! 宇宙和你	2	
	3	哆! 宇宙和你	2	
恐龙类	1	恐龙战士·第二辑·1, 生存大危机	3	19
	2	儿童百问百答·23, 恐龙	2	
	3	捣蛋星探索笔记·恐龙秘档·[7], 恐龙帝国的覆灭	2	
	4	捣蛋星探索笔记·恐龙秘档·[6], 最后的地球霸主	2	
	5	捣蛋星探索笔记·恐龙秘档·[2], 恐龙的狩猎课程	2	
	6	恐龙战士·第二辑·3, 勇闯蛮荒地	2	
	7	恐龙战士·第二辑·2, 抢夺三色石	2	
	8	恐龙战士·第一辑·5, 抵达架广海	2	
	9	恐龙岛大冒险·2, 对战机械恐龙	2	
考古类	1	大冒险家辛巴狗·争夺黄金手	4	26
	2	大冒险家辛巴狗·翡翠石板的秘密	2	
	3	金字塔顶跳舞的木乃伊	2	
	4	我就是三星堆	2	
	5	遇见古埃及人	2	
	6	卷毛漫游世界历史·远古时代卷·2, 回到古埃及	2	
	7	这就是三星堆	2	
	8	古埃及文明寻宝记·2	2	
	9	埃及寻宝记	2	
	10	阿布卡克斯历史大发现·古埃及与致命王座·3	2	
	11	法老王之心·下·II	2	
	12	藏在指尖的艺术	2	

数据范围: 未来馆少儿图书专区

a. 上架规模: 科普图书 200 种 582 册

b. 流通率: 71.82% (418 册有外借, 366 册处于借出状态)

c. 主题书外借:

- 恐龙主题: 126册, 借269 册次

- 考古主题: 154 册, 借325 册次 (含三星堆 119 册次)

d. **关键结论:** VR 体验后, 读者更倾向借阅相关主题图书 (如《大冒险家辛巴狗》《恐龙战士》《捣蛋星探索笔记》等)

3. Operational Outcome: 运营成效

(2) New reading methods Gains Popularity 新阅读方式受欢迎

Number of experiences:
10,000+

体验人次: **10,000+**

Additional highlight:
"Regulars" emerge,
signaling early signs of
user loyalty

不少“常客”，用户粘性初显



III. Thoughts on the Construction and Operation of Future Reading Hub

未来阅读馆建设与运营的思考

1. Stay true to hart, focus on reading

不忘初心，立足阅读

2. Only consistent updates keep the momentum going

持续更新，才有后劲

3. Strong alliances lead to win-win cooperation

强强联合，合作共赢

1. Stay true to heart, focus on reading 不忘初心，立足阅读

Location: Not a VR gaming venue, a tool for "technology + reading promotion"
未来阅读馆不是游戏馆，是“科技 + 阅读推广”的工具

In October, 5 new IPs were launched, with 132 related theme books promptly shelved

10月上新5大IP，相关主题图书132册及时上架



2. Only consistent updates keep the momentum going 持续更新，才有后劲

Question: Static content and no updates turned previous VR reading into a dead end

问题: 以前的VR 阅读“内容不变、无更新”，成“鸡肋”

Solution: Keep content fresh and technology updated to prevent the loss of novelty

对策: 保持内容更新、技术迭代，避免新鲜感流失



3.Strong alliances lead to win-win cooperation 强强联合，合作共赢

Cooperation Model: Guangzhou Library(L) + Metaverse/VR/XR Technology Listed Company(C)

合作模式: 广州图书馆 + 元宇宙 / VR/XR 技术上市公司

01

Play to Each Other's Strengths 发挥各自优势

Library : The world's busiest library (averaging over 20,000 visitors daily, with more than 40,000 books borrowed and over 4,000 events held annually), renowned for public trust

广州图书馆: 世界最繁忙馆 (日均 2 万 + 人次、4 万 + 册借阅、4 千 + 场年活动)

Company: Equipment、content investment、R&D capabilities

合作企业: 设备 / 内容投入、技术研发能力

02

Operational Organization Division 运营组织分工

Library: serving as a testing ground, offering book recommendations, and organizing reading activities

广州图书馆: 场地、用户测试、图书推荐、阅推活动组织

Company: Maintenance and iteration of content and technology

合作企业: 内容、设备、技术的维护与迭代

03

Sustainable Cooperation Model 可持续合作模式

Charity pricing + sales of cultural and creative trendy toys ensure partners' profitability

采用公益定价降低使用门槛，结合文创销售增加合作方收入来源，平衡其成本与收益

Welcome to the Future Reading Library

广州图书馆

未来阅读馆

欢迎您

万象共生
艺术展

Welcome to the Future Reading Library

VR 万象共生 艺术展



广州图书馆北一楼东侧（自助服务区旁）

East Side of the First Floor (North Bldg), Guangzhou Library

Thank you for watching and please
feel free to exchange ideas

感谢观看 敬请交流

