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## **Abstatract**

This study looks at the extent to which controlling locomotion within a virtual shop detracts from what is remembered of the shop and its contents, within immersive projection technology (IPT). The effect is analyzed by a memory test with a sample of 40 VE visitors. The test users' visited in two VE shops; in one shop an operator navigated and in another one the test users navigated by themselves using wand. Controlling one's own locomotion was found detrimental to recalling the content and impression of the VE.