AUGMENTED REALITY

Augmented Reality, commonly referred to as AR, is the use of technology and graphics to project/overlay digital images or information into real world experiences. The uses for AR are changing every day and the information below will help explain some of the uses found in the industry .

AR App

Applications have become the main use of AR using the camera and processing power of smartphones to combine in to a user experience. Examples of this are seen in all fields from home decorating to fashion. Any app that allows you to see what an item might look like if your life without it actually being there is an example of an AR app.

AR Gaming

Gaming is a popular use of AR to help the game blend the reality of the game and real life. This allows the gamer to feel as if they are in a new immerse into the world. One of the best examples of this is the game Pokemon Go. This was the first major game to incorporate AR.

AR Platform

The AR platform is the computer program where all the 3D graphics and information is created by designers. These AR platforms are the same programs used to make computer games and special effects in movies. Examples of these programs include Unity, Vuforia and general AR software development kits (SDKs) from companies such as Apple and Google.

AR Projection

Using Smart Glass technology, AR Projection allows the user to see Augmented Reality through the users natural vision. The smart glasses project into the users field of vision and display information hands free and without the need to look at a smartphone screen. Leaders in the AR smart glass projections are Microsoft with the HoloLens and Vuzix with their Blade and M400/4000 products

AR Presenting

Presentations are another aspect where AR has the ability to not only enhance a presenta-tion but also keep the attention of the audience. AR can assist to deliver moving visuals and immerse the audience into the world the presents would like to portray.