

Augmented Reality

Summary

The 4th industrial talk introduces Augmented Reality, types of Augmented Reality, uses of Augmented Reality and job opportunities in the field of Augmented Reality.

What is Augmented Reality?

Augmented Reality (AR) is a technology that allows people to superimpose digital content for example sounds, texts, or images over a real-world environment.



Types of Augmented Reality

1. Market based

-> Market-based AR is using mobile device applications to scan physical images, and present a 3D model, image, video, or scene and interact with it using your mobile devices.

2. Projection-based

-> Projection-based AR is described as a video projection technique, which can extend and reinforce visual data by throwing images on the surface of 3D objects or space; this belongs to Spatial Augmented Reality in a broad sense

3. Superimposition based

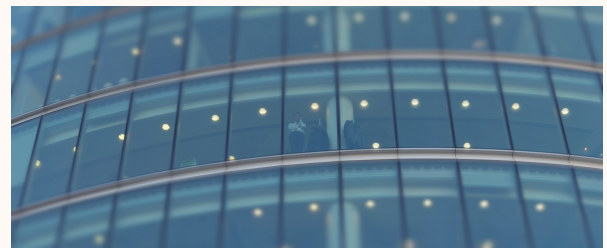
-> Superimposition-based augmented reality utilizes object recognition techniques. The augmented image will either fully or partially replace the original images.

Uses of Augmented Reality in Various Field

1. Education
2. Clothing & Fashion
3. Healthcare
4. Automotive Industry
5. Video Games
6. Sport Events
7. Appliance, Furniture & other large products

Job opportunities of Augmented Reality

1. AR content developer
2. AR content strategist
3. AR community manager
4. AR project manager
5. AR user experience designer



Reflection

Absolutely, Augmented Reality is imperative in improving the interaction between marketers and customers and users' experience. Thus, we need to well utilise this technology to benefit mankind.

What is motivation did you gain on how the chosen examples help human life in a particular aspect?

Augmented reality is imperative in improving the field of businesses for example retail because AR plays a vital role in allowing marketers to easily reach customers' prospects and desires.