

AUGMENTED REALITY

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SUMMARY

This talk was able to clarify on the digital industry technology known as **AUGMENTED REALITY**. We now know that augmented reality is a type of digital representation of the real world that uses digital visual elements and other sensory stimuli to create a more immersive environment. This is known to be a growing trend among mobile computing companies. From the future projections of this industry to the requirements needed to be apart of it, this talk covers all basic knowledge a student needs to know on augmented reality.



ISSUES DISCUSS

From the talk we are able to answer the question what is the Industrial Revolution 4.0, the talk then narrowed to focus on augmented reality and what does the future holds for this digital industrial technology. Mainly the talk highlighted on the expected revenue of industry by 2025 which is close to 11.5 billion in the video game sector, 5.1 billion in healthcare, only 7 million in education and much more from different sectors. We also touched the topic of cases where augmented reality would be used in the future such as outdoor and indoor navigation, healthcare, sporting events and etc. Up next is the type of augmented reality where there are three types which are marker based, projection base and superposition base. The talk also highlighted on the position of augmented reality work and the skills needed for scholars to succeed in this industry. We also learn the three key areas where humans beat machines because it is stated that these are the future of job creation. This includes creative endeavours such as future innovations and scientific discoveries, social interaction that requires emotional intelligence, and physical dexterity and mobility which is in the range of physical activities.

REFLECTION

From the talk, we have gained so many insights that gave us plenty knowledge about one of the IR 4.0 which is Augmented Reality. The rapid development in Augmented Reality which combine the real and virtual world have aroused many people attention. The application of augmented reality have change the way people view the world. This new technology have ease users' imagination especially during this Covid-19 pandemic. For example, in the e-commerce sector, buying furniture for your home will be more easier as augmented reality shows how it will look like in real life which also enhanced customer shopping experiences. Other than that, during the pandemic as the classes are conducted online, the use of Augmented Reality can help student to understand and visualise better since they can't be physically in class.

MOTIVATION

Through the talk, it have enhance our motivation to be more creative as Augmented Reality have a wide range of application. This technologies have provides new way of interacting with the real world. We realised that the evolvement of Augmented Reality has create new opportunity in career especially for animators and developers to contribute their talents to the world. We hope that in the future, Augmented Reality will be implemented more as part of our daily life such as in education or industry. Besides that, we also hope there are more AR will be develop for disable people to virtually overcome some physical limitations. Recently, Mark Zuckerberg renamed his company to Meta which allign with his plans to build the 'metaverse' that merge virtual life with the real life.