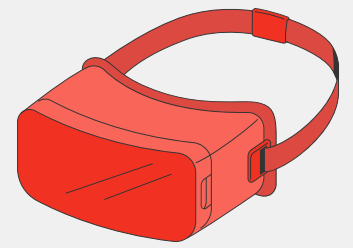




CURRENT TRENDS OF AUGMENTED REALITY IN INDUSTRY

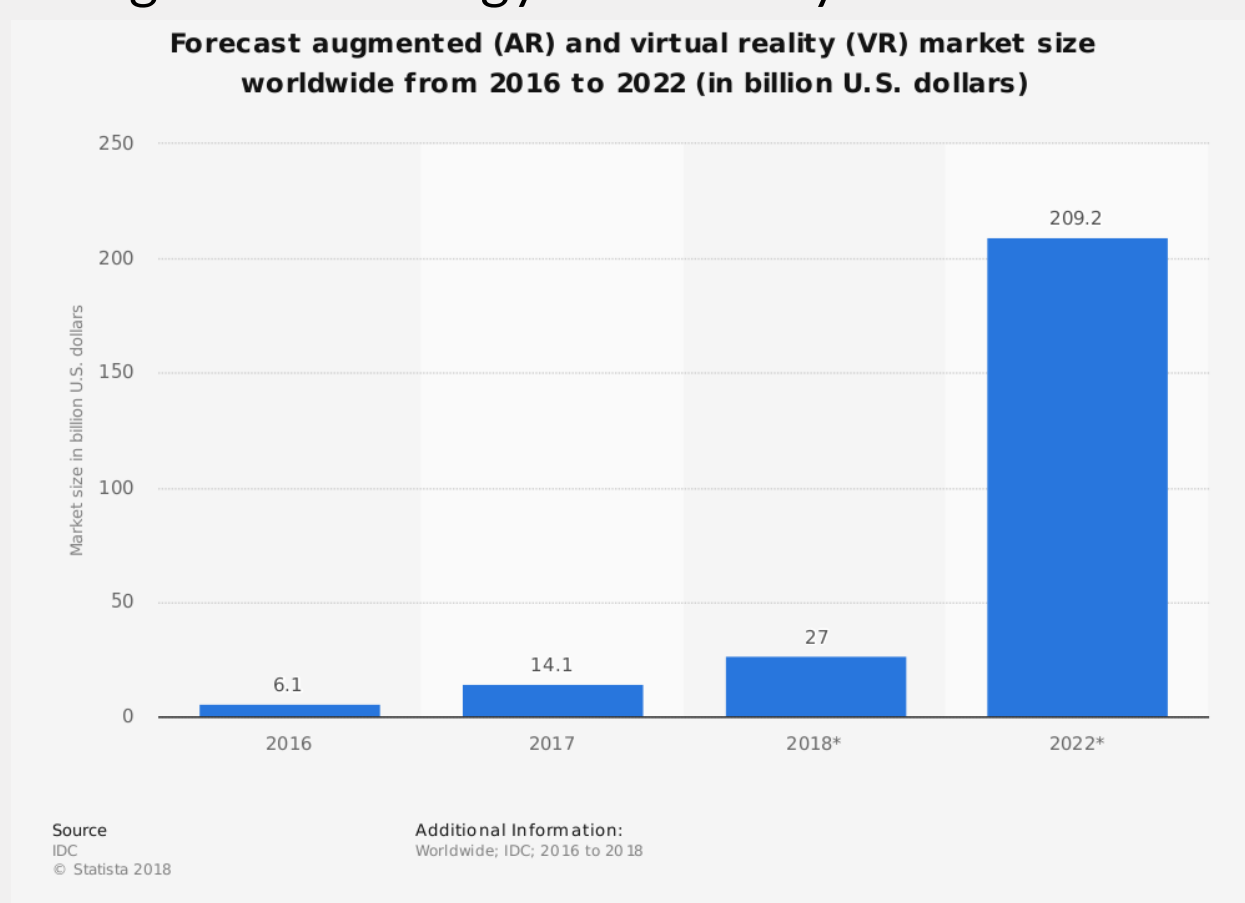


In every field, technology has advanced significantly, and it has become an integral part of our daily life. It is estimated that 10% of the world's population will wear internet-connected clothing by 2025. From the invention of the first computer in 1938 to the present day, tremendous progress has been made that has had a profound impact on our lives. There are other technological subjects and ideas that can be discussed, but we will focus on Augmented Reality. let's see what's Augmented Reality (AR) is? It is one of the fastest-growing technology, with a wide range of applications. It can be used in a variety of applications, including games, fashion, shopping, education, and so on. The term "augmented reality" refers to a technology that incorporates visual objects or a virtual world into a real-time display. Augmented reality is a new technology that has recently gained popularity; the origins of such a project may be traced back to the first industrial revolution.

Industry

In 2020, as many as 32% of users have used AR for shopping.

AR offers a rare opportunity to find consumers and to direct the buyer's focus on selling points of your products. Famous furniture company IKEA even started realying on AR selling. In September 2017, during the iOS 11 keynote, Apple announced IKEA as a launch partner for ARKit. Having the ability to see and measure the furniture you want to buy on your phone screen in seconds without having to buy it is a brilliant job. Apple Store has even begun to create AR for its items to be viewed. According to the Forrester report, it is projected that 14 million American employees will likely use smart glasses on a daily basis in their workplaces by 2025. AR changes the way you work, learn, play, shop, and interact with the world. Sales will increase while customers buy actions will be made easier by merging and using AR technology in a variety of industries.

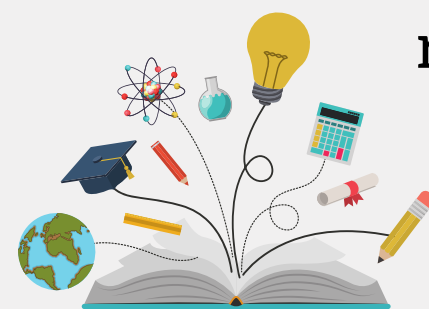


Game

Gaming

By 2023, the "AR Gaming Market" is estimated to be worth \$284.9 billion.

When you hear the words augmented reality and gaming together, your mind immediately jumps to Pokemon Go. The first pokemon game was made in 1996 and in 2016 just after 20 years we had augmented game in Pokémon go game that grabbed millions of attention. To give you some context, the game has been downloaded over one billion times and is expected to generate \$1.2 billion in sales. Furthermore, during the anticipated period 2017–2023, the global AR gaming sector has a compound annual growth rate (CAGR) of 152.7 percent.



Education

Education is necessary for society, but it is not free. It takes time, effort, money, and resources to complete. In teaching, vr technology is the first step toward enormous progress. We will be able to perform a lot more things quicker and simpler thanks to the technology featured in educational augmented reality apps. Teachers can use augmented reality to present virtual examples of ideas and incorporate gaming aspects to supplement textbook material.