



# Current Trend of Augmented Reality in Industry

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## AUGMENTED REALITY(AR)

Augmented reality is an interactive experience of a real-world environment, in which computer-generated perceptual information enhances things in the real world. In the simplest terms, AR is like bringing the digital world into our reality. For example, the IKEA mobile app displays 3D pictures on the mobile phone, allowing users to imagine what the furniture looks like in our home, allowing customers to get accurate assumptions.

AR is also one of the components for IR 4.0 which mission is to digitalize our world. By 2025, the top 3 industry that will get the most revenue from AR is video game, healthcare, and engineering. It is because the target for this project is teenagers. In addition, the predicted biggest user for AR is Instagram and Snapchat where there are 3.5 million users. This indicates that AR will be a part of our life in the future since the benefit can be seen clearly.

## REFLECTION

Seeing How everyday we dive further into technology and mix it with our life and unlike 100 years ago everything nowadays is done with technology faster, smoother and more efficient than ever, We think Augmented Reality is the Future itself as it opens many opportunities for the humanity in every field. Augmented Reality can Help Doctors and people associated with with medicine to develop more. In the field of gaming it is already present since 2019 in some games in App store, And as long as humans exist ideas and uses of this Bright technology will never end bringing with it a better future for everyone.

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## SUMMARY OF THE TALK

Augmented Reality (AR) is a technology that mixes virtual and real-world information. It employs a variety of technical methods, including multimedia, 3d graphics, real-time tracking and registration, intelligent interaction, detecting, and others. Its guiding premise is to simulate and then apply computer-generated virtual information, such as text, photos, 3D models, audio, video, and so on, to the actual environment. In this way, the two types of knowledge complement one other, resulting in an improvement of the real world. In recent years, an increasing number of internationally famous research organisations, universities, and businesses have invested in AR research, publishing a large number of articles and scientific study findings. These findings indicate the viability and inventiveness of augmented reality as a human-computer interface technique. With the advancement of computing power in computer software and hardware, augmented reality (AR) has progressed from the theoretical research stage of the laboratory to the phase of mass and industrial application, and as a bridge between the virtual and real worlds, it provides people with a new way to recognise and experience the objects around them. Furthermore, respected organisations such as the American Times Weekly have named it one of the top ten most promising technologies for the future.

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