

ARGUMENTED REALITY



WHAT IS AUGMENTED REALITY ?

Augmented reality (AR) is an enhanced version of the real physical world that is achieved through the use of digital visual elements, sound, or other sensory stimuli delivered via technology. It is a growing trend among companies involved in mobile computing and business applications in particular.

Amid the rise of data collection and analysis, one of augmented reality's primary goals is to highlight specific features of the physical world, increase understanding of those features, and derive smart and accessible insight that can be applied to real-world applications. Such big data can help inform companies' decision-making and gain insight into consumer spending habits, among others.

FUTURE OF AR

Many brands will include an AR functionality inside their mobile that will allow you to point your camera at any item and not only obtain all necessary information about it, but you will also see AR images of models wearing the clothes. This way, you will have all of the information necessary to make a smart decision without even going inside the store. The retail industry is not lagging behind either. For example, Sephora has within its mobile app something called the Virtual Artist which allows customers to try on all kinds of lipstick via their front camera. If people like what they see, they can add it to their virtual shopping cart and buy it with their phone. Currently, Virtual Artist has been tried 45 million times.



This type of technology can also be useful for college students who are also studying remotely, often thousands of miles away from the campus. If they are studying a subject that is difficult to learn on their own, AR can come to the rescue as well. For example, let's say a medical student is studying a certain aspect of the human heart. Print and video material will not be as helpful because they don't offer the same level of immersion and interactivity that they could get with AR. They could use AR to get a lifelike depiction of whatever they are studying which something no textbook can offer.

REFLECTION

Simply put, Augmented Reality (AR) enhances the physical world around us with the help of technology. Technology that overlays information and virtual things on real-world scenes in real-time. It uses the pre-existing environment and adds information to it to make a new artificial environment. AR is both interactive and registered in 3D as well as combines real and virtual objects. Milgram's Reality-Virtuality Continuum is defined by Paul Milgram and Fumio Kishino as a continuum that spans between the real environment and the virtual environment comprise Augmented Reality and Augmented Virtuality (AV) in between, where AR is closer to the real world and AV is closer to a pure virtual environment.

