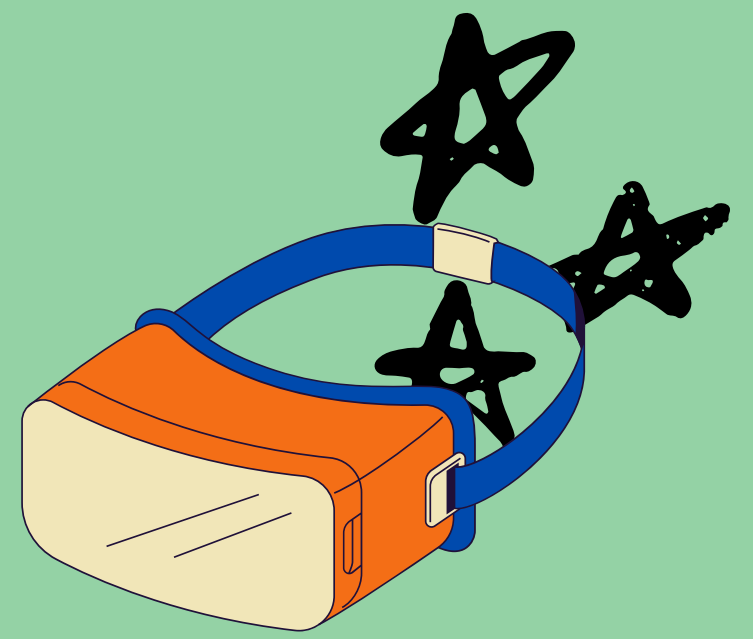


# Augmented Reality

The use of augmented reality is on the rise. Although this technology was developed in 1968, it was not named Augmented Reality until 1990. It overlays information and virtual objects over real-world sceneries in real-time, improving user engagement and interactivity. It might even be better than reality since it allows users to preview stuff more readily than in real life.



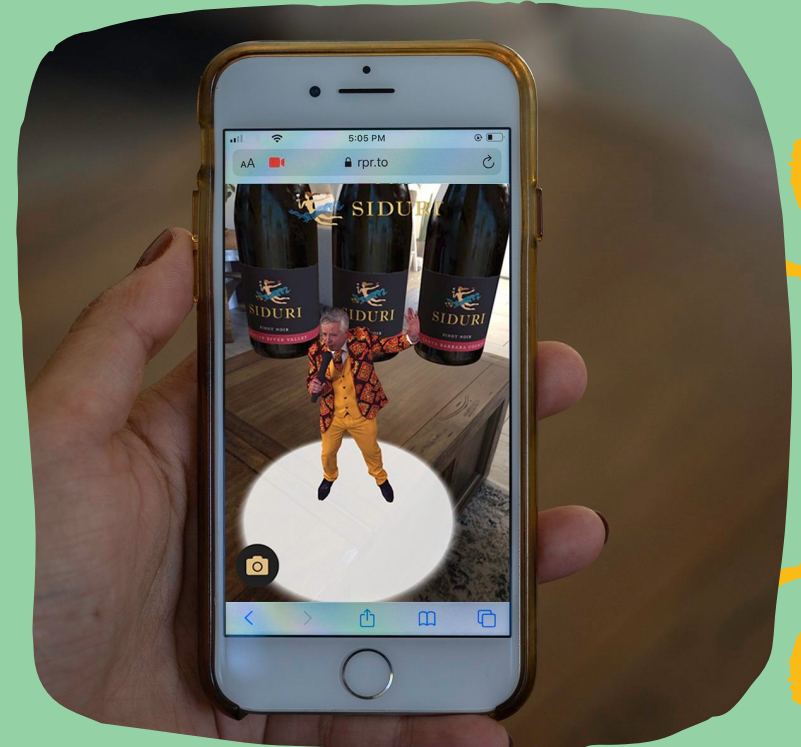
## Uses

**Augmented Reality is used in many fields such as:**

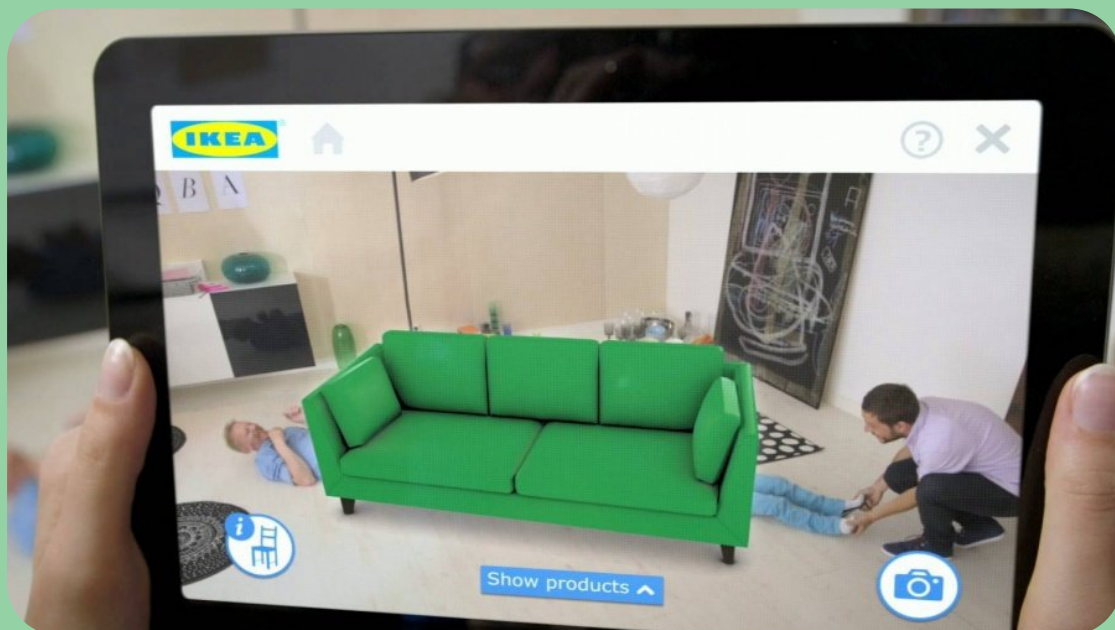
- Gaming (Pokémon go, egg inc., Jurassic World Alive, Zombies, run.)
- Medicine (Surgeons are able to view key patient data and digital data using AR headsets)
- Shopping (IKEA mobile app)
- Social Media and many others



<https://www.g2.com/articles/augmented-reality>



<https://rockpaperreality.com/ar-use-cases/ar-in-marketing/>



<https://www.gra.world/the-best-examples-of-how-retailer-use-augmented-reality/>

## Advantages

**Augmented reality has a vast valley of advantages that include the following:**

- Can be used by anyone including mentally and physically disabled individuals
- Provides Unique Customer Experiences
- Competitive differentiation (helps companies go out further with creative campaigns that will position them differently in a crowded market.)
- Presents information in neatly summarized digital snippets. It spares the user from having to process too much information to arrive at a conclusion

## Disadvantages

**Though Augmented Reality is a good and growing technology it still has some major disadvantages for instance:**

- High cost of operation and maintenance
- Lack of privacy (as user data is being collected)
- Lack of Augmented Reality App Design & Development Standards
- Health issues for people who become too dependent on it



<https://www.chronicle.com/article/pros-and-cons-of-virtual-reality-in-the-classroom/>

## Reflection

After seeing all that augmented reality has to offer, I can certainly declare that as a future teacher, this is a resource of incalculable value. Virtual reality is trying to improve the ability of children to immerse themselves in their own curiosity and wonder, which is now absent in education. I expect to see those promises put into action in the future years as we continue to explore the potential that augmented reality brings to the table for education.

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