CURRENT TRENDS OF AUGMENTED REALITY IN INDUSTRY

INDUSTRY TALK 4 BY DR. RUZIMI MOHAMED, FOUNDER OF OZEL

01 SUMMARY

Augmented Reality (AR) is a 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.

02 ISSUES DISCUSSED

1) 9 Digital Industrial Technologies
2) World Economics Forum
3) The Future of Augmented Reality
4) 10 Skills for Future Jobs - IR 4.0
5) 6 Common Positions in AR Work

"By 2022, Snapchat and Instagram are expected to be the biggest user of AR." – Dr. Ruzimi Mohamed

REFLECTION

Augmented Reality (AR) helps human life in many particular aspects. In education, the application of AR may improve student learning motivation and academic accomplishment. Besides, AR also helps assisting consumers to shop more effectively and engagingly. When it comes to daily AR user, video games and interactive games win first place such as PokemonGo which was the most popular game back then.

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