

## WHAT IS AUGMENTED REALITY (AR)?

(Augmented Reality Definition, 2021)

Augmented reality (AR) is a technologically augmented version of the physical world. It involves overlaying digital visual, auditory, or any other digital sensory stimuli onto the real-life environment. AR enhances the present world, unlike virtual reality, which creates its virtual world. Augmented reality (AR) is one of the most popular technology innovations right now. It will only become more popular as AR-ready smartphones, tablets, and other devices become more widely available. The most well-known examples of AR technology are from video game revenue, which includes the Pokémon GO apps and Harry Potter: Wizards Unite.

## FUTURE OF AR (10 USES CASE)

1. Education
2. Appliance/Furniture
3. Clothing & Fashion
4. JARVIS-like Virtual Assistance
5. Creation of Metaverse
6. Outdoor & Indoor Navigation
7. Healthcare
8. Automotive Industries
9. Sporting Events
10. Virtual User Instructions & Assembly Instructions



(Shaye Weaver, 2020)

TYPE OF AR

Marker based

Projection based

Super-imposition based

The majority of augmented reality jobs now are existing job titles with an AR descriptor. Positions that are commonly entitled:

- Designer, animator, or sound artist specialized in AR
- AR content developer and strategist
- AR community and project manager

Industrial Revolution 4.0 (IR4.0) is projected to alter our way of life, work, and communication. One that is already visible is the change in the business world and employment trends. Hence, what does this mean for today's students? They need to hone specific skills to get employed, and here are the skills included:

- Emotional intelligence
- Creativity
- Critical thinking
- Solving complex problems
- Judgement and decision making
- Service orientation

## REFLECTION

(Arno Sosna, 2019)

As AR technology evolves and becomes more affordable and user-friendly, more positive impacts have surfaced. One that we can witness is from the healthcare sector. For example, it maps a patient's body and shows the exact location of veins so that medical personnel can get it right the first time when collecting blood or beginning an IV before surgery. By presenting complicated ideas in interactive formats, AR technology also helps retain and interpret information for doctors and patients. Hence, with AR abilities already in place, more life sciences businesses should explore using AR as a crucial tool to communicate, educate, and enhance patient treatments and outcomes.

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