

NEWSLETTER

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INDUSTRIAL TALK 4 AUGMENTED REALITY

Augmented Reality (AR) is the blending of interactive digital components into our real-world settings. The core concept of augmented reality is to superimpose visuals, audio, and other sensory upgrades in real time over a real-world environment. The technology is far more advanced than anything you've ever seen on television.

Pattie Maes and Pranav Mistry, members of the MIT Media Lab's Fluid Interfaces Group, presented a pioneering augmented-reality system in February 2009 called SixthSense. The gadget operated by examining the surrounding world with the camera and mirror, passing that picture to the phone, and then projecting information from the projector onto whatever surface was in front of the user. SixthSense supplemented anything the user looked at since the camera was worn on his chest. For example, if he picked up a can of soup in a grocery store, SixthSense searched and projected information on the soup's ingredients, price, and nutritional value onto the soup.

However, there are three key areas where humans outperform machines that are critical to future job creation: creative endeavours, which include everything from scientific discovery to creative writing and entrepreneurship, social interaction, as robots simply lack the emotional intelligence that humans possess, and physical dexterity and mobility, which humans have developed over millennia of hiking mountains, swimming lakes, and dancing practise.

Bonsor, K. & Chandler, N. (2001, February 19). How augmented reality works. HowStuffWorks. Retrieved November 27, 2021, from <https://computer.howstuffworks.com/augmented-reality.htm>.

Types of augmented reality jobs

- AR content developer
- AR content strategist
- AR user experience designer
- Designer, animator or sound artist specializing in AR
- AR community manager
- AR project manager

The skills required for augmented reality jobs

- Developing AR content ideas
- Working with AR platforms
- Creating assets
- Software development



HOW AUGMENTED REALITY HELPS HUMAN'S LIFE

- **Military** - U.S. Army uses AR tools to create digitally enhanced training missions for soldiers.
 - Wearable AR glasses and headsets may well help futuristic armies process data overload at incredible speeds, helping commanders make better battlefield decisions on the fly
- **Health care**
 - A company called Tissue Analytics is honing an app that helps doctors and nurses use their phones to quickly identify specific types of wounds for faster diagnosis and more efficient care
- **Google SkyMap**
 - Overlays information about constellations, planets and more as you point the camera of your smartphone or tablet toward the sky
- **Wikitude**
 - an app that looks up information about a landmark or object by your simply pointing at it using your smartphone's camera.
- **IKEA Place app**
 - provide an overlay of a new couch for that space before you buy it so that you can make sure it fits

REFLECTION

What we can learn from the industrial talk given by Dr Ruzimi Mohamed, the founder of OZEL Sdn. Bhd. is augmented reality industry is still growing globally, so we as students need to work hard to develop necessary skills that are needed for future jobs. We need to develop our creativity skills as it is one of the key are that humans are better than the machines. We need to aim so that we can achieved the World Economics Forum 2015 predictions mentioned in the talk by 2025



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