

# TRENDS ON AUGMENTED REALITY

## NEWSLETTER

### SUMMARY

What is IR 4.0? It shows a rapid changes in manufacturing and other related industries and values the creation process. Augmented Reality (AR) is one of the pillars of the IR 4.0. According to Wikipedia, AR is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information. Snapchat and Instagram will become the biggest user of AR with an estimate of 3.5B users as people nowadays uses the app to take selfies with effects.

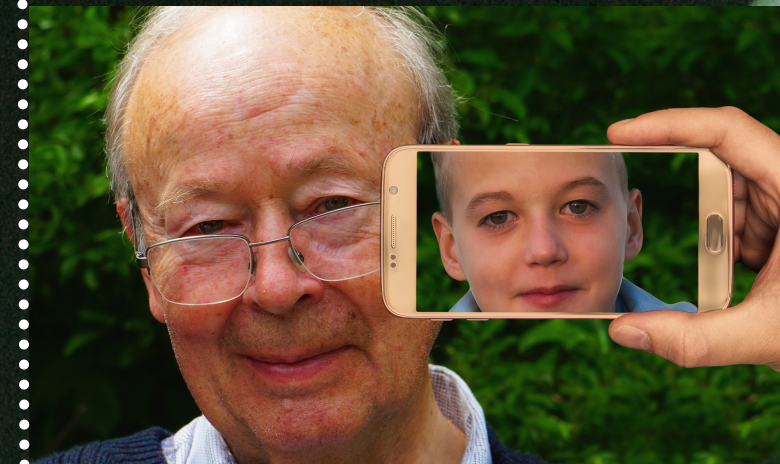


### ISSUES DISCUSSED

As we reach the age of transformation, myriads of things will undergo transformation and soon almost everything will be done through a machine. By 2025, it is predicted that most of the things that we use in our daily lives will be connected to the internet. Such as clothes, reading glasses, home appliances and etc. Even our electrical appliances will be connected to the internet, enabling us to control it just through our smartphones. However, there are also areas where machines can't compare to humans. Creative endeavors, social interaction and physical dexterity and mobility. That said, the social interaction aspect will soon be surpassed by machine as there are discussion on using AR metaverse to build social interaction.

### REFLECTION

Augmented Reality will be a huge game-changer in our lives as it will help us manage and do our activities in a much simpler way. For example, like the Egypt's IKEA, they used superimposition based AR to show us the furniture of our choice in our home space. This will help us decide whether it would be suitable for our home or not and also cut the hassle of physically going to the store to check the furniture ourselves. Furthermore, AR can be used to create a technology to help the less fortunate. Blind people will be able to tell what is in front of them with the help of AR.



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