

Future tech

AUGMENTED REALITY

What is Augmented Reality (AR)

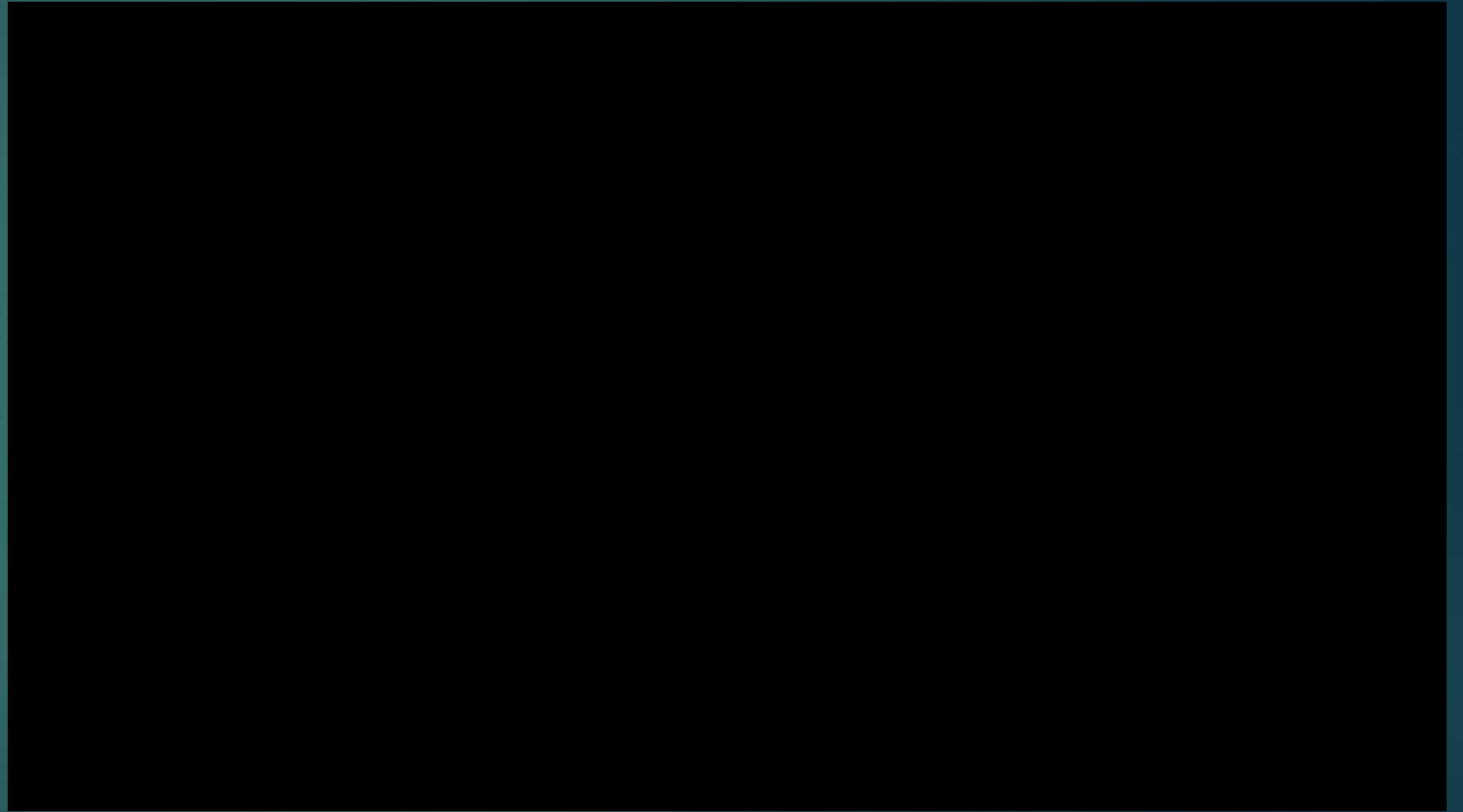
- ▶ Augment – to add, improve, change to suit us
- ▶ Information displayed in your field of vision
 - ▶ A virtual environment
 - ▶ Some numbers and other information about what your looking at
 - ▶ A way to interact with what you are seeing
- ▶ Audio and other senses enhancing the 'Reality' aspect of the experience
- ▶ Also known as 'Mixed Reality'

What can we use it for?

- ▶ Shopping
- ▶ Teaching people a new skill
- ▶ Warning people of danger
- ▶ Highlighting information
- ▶ What else ?

Current examples

- ▶ Interactive mirrors
- ▶ AR Glasses
- ▶ AR apps



Future examples

▶ Windows



Future examples

- ▶ Windows
- ▶ Car Windshields



Future examples

- ▶ Windows
- ▶ Car screens
- ▶ Crime Scenes



Where next ?

- ▶ What environment do you think it would apply best in?
- ▶ How?
- ▶ Why?
- ▶ Positives
- ▶ Negatives

Links and references

- ▶ Ikea App
<https://www.theverge.com/tldr/2018/3/22/17151440/conceptual-ar-app-ikea-furniture>
- ▶ Augmented Reality (AR) windscreen – Porsche
<https://uk.motor1.com/news/266502/porsche-augmented-reality-windscreen-investment/>
- ▶ Magic Leap AR App
<https://www.youtube.com/watch?v=LblxKvbfEoo>
- ▶ Magic Leap (Angry Birds demo)
<https://www.youtube.com/watch?v=YeopYh0lrOU>
- ▶ Magic Leap YouTube channel
<https://www.youtube.com/channel/UC2E1x3l45YUO2eOhRv-A7lw>
- ▶ American Airlines
https://www.youtube.com/watch?v=X9PpUTUX_Kk