Links:

<https://www.livescience.com/34843-augmented-reality.html>

<https://mobidev.biz/blog/augmented-reality-future-trends-2018-2020>

<https://cstoredecisions.com/2018/11/01/virtual-and-augmented-reality-enter-retailers/>

<https://www.trustedreviews.com/news/what-is-apple-arkit-3286676>

<https://www.theverge.com/2017/6/6/15742736/apple-arkit-augmented-reality-platform-wwdc-breakdown>

<https://www.augmented-reality-games.com/imact.php>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6658230/>

**Augmented Reality:**

Augmented reality is when technology superimposes through computer-generated images, information, text and such, onto the user’s view of the real world. This allows for an interactive experience where objects within the real world are enhanced through the computer to generated or alter visual and auditory information.

Currently, whilst this type of technology isn’t new, the growth of augmented reality over the last few years has made it a sticking point as a result from its commercial uses, such as 3D modelling / animations / videos to make business’s ads pop out more, potentially personalize the way customers interact with a specific store, and provide a medium to simplify complex instructions by displaying said instructions in front of the user.

Whilst the uses of augmented reality a generally limited currently in the present, future implied uses of augmented reality range from further making users more easily navigate the world around them, such as directions to the closest store or to a specific item within a shop, further develop a consumer’s viewing experience upon watching an advertisement made through augmented reality by a business or company, as well as games like Pokémon Go.

With this continually developing technology, augmented reality is expected to develop a consumer’s experience when shopping as around one hundred million users are expecting the ability to utilize augmented reality to simplify and enhance their shopping experience by 2020. In addition, according to a BRP report done in 2018, 48% of consumers have conveyed that they are more willing to purchase goods from a retailer that would provide augmented reality experience, as oppose to the 32% of retailers that stated they are planning on using augmented reality technology within their stores, thus creating more of a trend of AR within retail stores.

The rise in augmented reality tools used for navigation are also expected to increase within various settings such as schools / universities, airports, malls, and hospitals. An example of this technology currently being used is ‘Gatwick Airport’ as in 2018, they have released their own smartphone solution that provides their users the option to route to the specific terminals based on their flight number as an extra feature within some of their already existing airport apps.

These various uses of augmented reality in multiple settings through the use of an individual’s mobile phone is possible through various software development kits such as ‘ARKit’ and ‘ARCore’, made by Apple and Google respectively. These augmented reality development kits such as ARKit generally perform what is called a ‘world tracking’ in order identify specific object within the real world through the user’s mobile camera or motion sensors.

This technique works by taking what the camera or motion sensors detect of the real world and pinpoints which areas are usable for augmented reality, such as flat surfaces that may be usable for the device to place augmented, digital objects or props.

However, this technology is very limited as the experience is completely tailored to the user’s phone type and camera, meaning that if the motion sensors and camera of the individual’s phone is outdated or broken, a user’s augmented reality experience may be compromised or not possible.

Thus, whilst augmented reality is rapidly developing and optimizing itself, there are current limitations to be considered upon the technological development of augmented reality in our everyday lives.

Potentially, as time moves on and augmented reality is further developed, majority of people that use mobile devices such as iPhones, Samsung, iPads, etc. could end up using augmented reality as part of their daily lives in the future. This will provide a completely new experience that will benefit not only the mobile phone holder, but other businesses and retailers as well.

Within the near future, augmented reality could replace or add onto some of modern applications, such as various navigation tools like Google Maps, which may be improved with future developed AR technology which could allow for visual arrows directing the user to a desired destination or provide the quickest route towards said destination. Augmented reality in navigation

Another area in which will have a massive impact is the medical field. The medical field is already using augmented reality for numerous purposes such as displaying complex treatment steps to helping explain difficult to understand surgical procedures. If augmented reality is developed far enough, it could potentially save a numerous amount of lives as well as simplify jobs for those working within the medical field like doctors, surgeons and nurses, OR could be used to help train aspiring doctors.

Generally, augmented reality would most likely improve a wide range of jobs, making them easier to perform, easier to train potential employees and easier to work with the surrounding environment. In addition, due to the nature of augmented reality being a form of technology that adds onto another (superimposes information onto technology), it is unlikely that it will cause individuals to lose jobs as a direct result currently, however if augmented reality simplifies jobs to an extent, some employers may not employ as many individuals to perform a task due to the simplicity that could be provided by augmented reality in the future.

Currently, I don’t believe augmented reality will change how I live all that much, being that I only use my phone to mainly to listen to music and make calls every so often.

Augmented reality could possibly changes a portion of my life, but unless it is forced onto my mobile device or there is an application that I absolutely require that uses augmented reality, augmented reality would probably remain only used in the form of navigation and maybe when shopping.

I believe this is similar for my family members as I don’t believe many of my family members will be massively affected as they don’t adapt to technology very quickly nor do they use applications that they don’t require.

However, this could and most likely will massively affect others greatly such as doctors, teachers, universities, airports and such as mentioned before, as it could provide extremely useful tools for them to use as oppose to myself and my family members.

Thus, in my day to day life, I don’t expect to personally use augmented reality all that much currently or in the near future, but such technologies will be extremely beneficial in the job industry.