

Virtual and Augmented Reality



Created at: 27.02.2019
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Modified at: 23.05.2020
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Description

Augmented reality (AR) technology describes a computer-aided link between real and virtual worlds: a mixed reality that places a digital layer over the physical reality. The real environment is superimposed over digital applications in real time with graphics, auditory or textual information, for example, navigation displayed in the field of vision via smart glasses.

Users can interact with virtual objects via click, voice or gesture control as they look through the smartphone camera, through special headsets such as Microsoft's HoloLens or, in the future, through connected contact lenses. Personalisable applications in navigation, advertising, learning and working complement our visual sense with all kinds of relevant information, tips and recommendations for improvement.

Tags

Augmented Reality **Key Trend** **Virtual Reality** **google lens**

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Links

INFORMATION

Google Testing Augmented Reality Navigation in Maps

Hands-on with an Alpha build of Google Maps' Augmented Reality mode | TechCrunch

Research and Markets Report Reveals Key Augmented Reality Trends in Transportation

TRENDS

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