

Augmented Reality

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Who

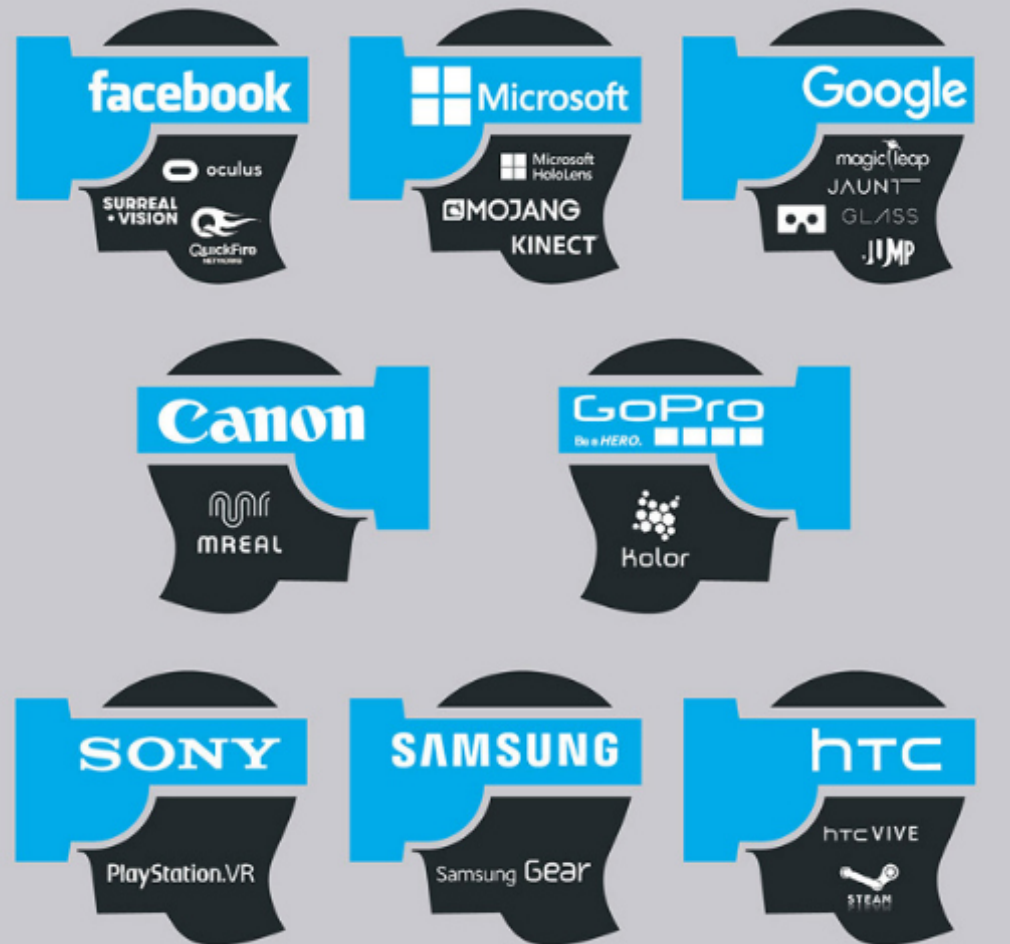
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Who's leading the pack?

ality?

Tech

- Implement Virtual V
- Augmen than Vir
- Archaeo Commer
- A lot of
- Aim to c



Short History

- Boeing's Computer Services' Adaptive Neural Systems Research and Development Project in 1990
- AR system for the US Air Force in 1992
- Dancing in Cyberspace in 1994
- ARToolKit in 1999
- ARQuake in 2000
- Mobile Apps in 2008

Hardware

- The basic hardware requirement of AR is camera, medium quality graphic unit, processor and common sensors like accelerometer, GPS, Solid State Compass.
- Augmented reality displays with optical projection systems, monitors, hand held devices and Head-mounted displays.

HMD

- 💧 HMD is a display device which worn on the head or part of human body that has a small display optic in front of the eyes. One eye version called as monocular HMD or each eye version called as binocular HMD.
- 💧 HMD's use both Augmented Reality and Virtual Reality.



HUD

- 💧 HUD is any transparent display that presents data without blocking users to look away from their usual viewpoints.
- 💧 HUD's initially developed for military aviation



Bionic Lenses

- 💧 Bionic lenses are the tech version of contact lenses.
- 💧 Bionic lenses used in US Military.



EyeTap

- An EyeTap is a device that is worn in front of the eye that acts as a camera to record the scene available to the eye.



Software and Algorithms

- A key measure of AR systems is how realistically they integrate augmentations with the real world.

Today Augmented Reality

- 💧 Advertising
- 💧 Education
- 💧 Military
- 💧 Health Care

Advertising

- 💧 The firms uses AR Tech to attract their customers.

Advertising - IKEA

💧 <https://www.youtube.com/watch?v=vDNzTasuYEw>

Advertising - Marshall

💧 <https://www.youtube.com/watch?v=-vra4Y8QW9Y>

Education

- 💧 AR Tech makes the school more fun place.

Education

💧 https://www.youtube.com/watch?v=gTU73_i8AOg

Military

- 💧 GIS

- 💧 GPS

Military



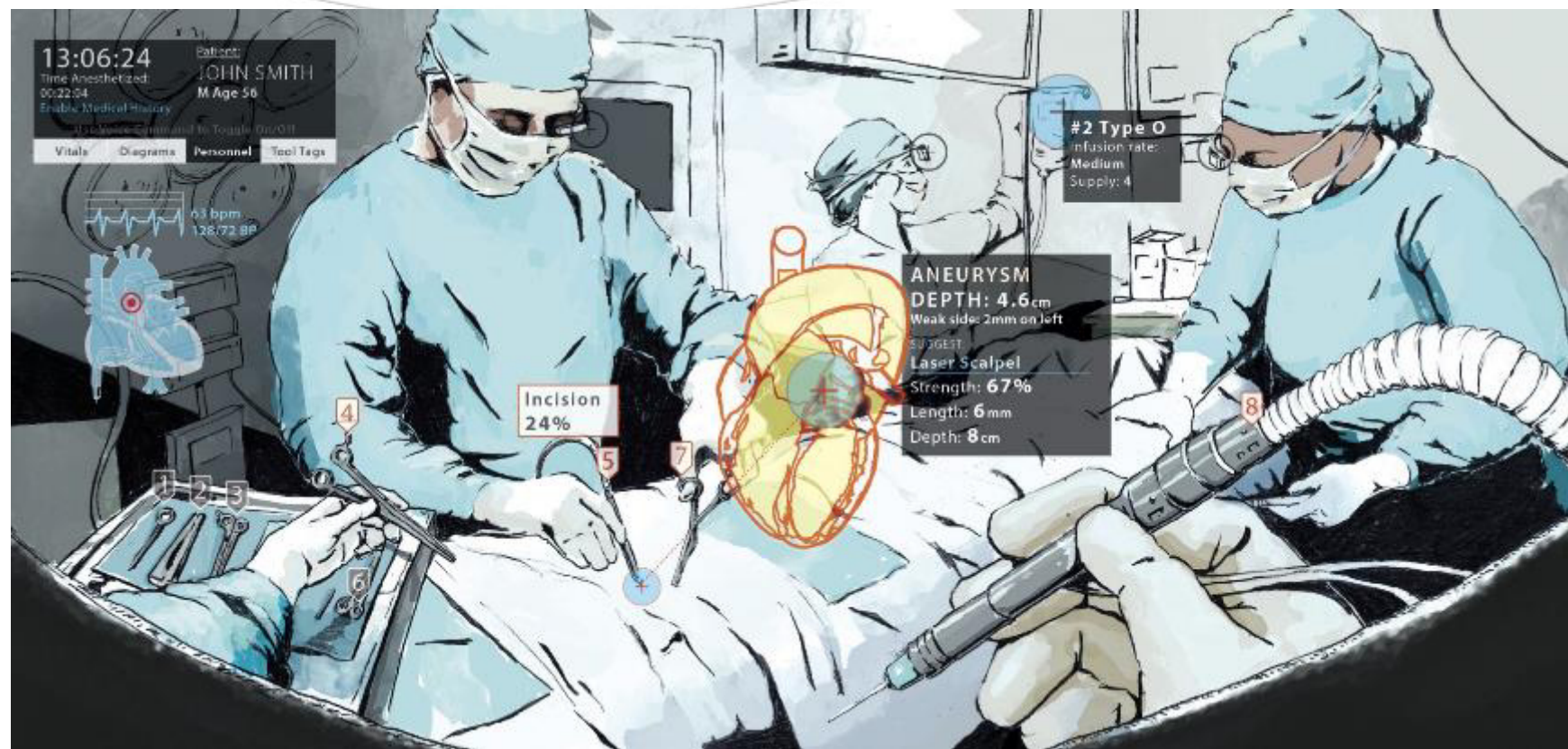
Military



Health

- 💧 More effective cure
- 💧 Surgeons

Health



Game – Pokemon Go

💧 <https://www.youtube.com/watch?v=2sj2iQyBTQs>

Game - Ingress

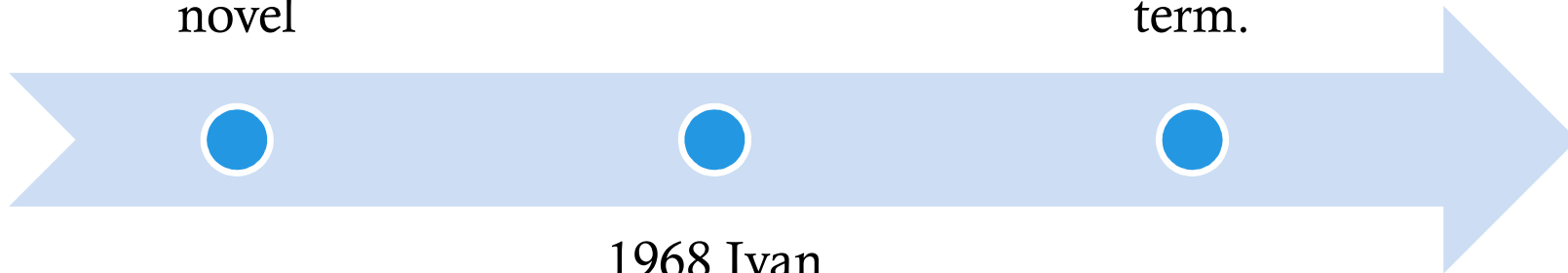
💧 <https://www.youtube.com/watch?v=92rYjlxqypM>

Timeline

1901 Frank Baum
The Master Key
novel

1990 Tom
Caudell coins the
term.

1968 Ivan
Sutherland First
HMD



AR TOOLKIT

