**Top Applications on Augmented and Virtual realities.**

**Introduction…AR and VR**

Augmented reality is the reality with some Add-ons and Virtual reality is somewhat an artificial reality that could be experienced visually. Technology has enhanced the user experiences in various ways, and mobile devices being the main source for technological experiences, provides enormous ways of entertainment to numerous entities all around. From encountering animations and digital information over the camera view to adventuring around the simulated environment inside your devices…These Add-on and artificial realities have been indulging a huge variety of folks towards them. Whether it is Snapchat with Augmented reality or VR Street Jump with Virtual reality, technology here is becoming an addiction for this decade’s generation.

With this Covid-19 pandemic ongoing, humans have enslaved themselves spending a huge amount of their time with AR and VR. And with this current lockdown, it had been a boost in the market of the applications with these technologies of AR and VR.

**Surveys and Stats**

Let us get an eye on what’s going on in the market around the world with AR and VR.

* Goldstein research statistics: In 2016, global augmented and virtual reality accounted for 5.2 billion USD and is forecasted to expand with a CAGR of 60.9% in 2016-2024 for augmented reality and 57.6% for virtual reality.
* Statista survey forecasts:

1. In 2020, global AR and VR market size is expected to be 18.8 billion USD.
2. Consumer expenditure in 2020 on augmented and virtual reality is forecasted to be 7 billion USD worldwide.
3. Shares of AR/VR are expected to be 37.4% by 2020 end.

* 88% of mid-sized companies are making the use of AR.

**Have a look over a few top Apps using Augmented Reality**

Entertainment, Education, Photography, everything had become a lot easier and interesting with Augment Reality. Here are a few examples of how Augmented Reality Development has been fruitful for the whole globe in every stream.

* ***BBC Civilisations App*** *–* Knowledge is the key to success. Not only for its seekers but also the providers. What if you know that learning history is not so boring now? BBC civilizations app contains 30 historical items and museums that one can explore with a touch. This new app was released on Feb-2018 and in such a short time-span it had made great success with more than 50k downloads and 3.5-star rating.
* ***Google Lens*** *–* Have you ever found it hectic to recognize anything you see? Or search the name for any object or item? Google lens ensures making the search easier by just clicking an item’s image. It can now identify over 1 billion products and had made a great success after its release in June 2018 with over 100 million+ downloads and 4.5-star ratings.
* ***Houzz*** *–* Here this app is making home décor and interior designing a whole lot more attractive. This app enables you to decide furniture orientations in your house by clicking pictures of the rooms with furniture in a 3D view. Released on Dec-2018, this app had achieved over 10 million+ downloads and 4.7-star rating.
* ***Pokemon Go*** *–* Catch pokemon in your garden and fight! This is a game that enables you to catch pokemon using your camera view. Pokemon Go’s market share stood 84% in 2018 December. Over a billion downloads were made in the year 2019.
* ***Snapchat*** *-*  Is sending snaps a trend in your circle too? Snapchat allows you to apply various filters, beautify the images, and also create funny content on the images. Snapchat users were over 203 million in 2019 with 61% of global users being females.

**Let us jump over to few Virtual Reality Experiences**

Virtual Reality experiences provide a more entertaining environment for various experiences. These are a few good virtual reality experiences one might get.

* ***Google Art and Culture*** *–* With the partnership with over 1,200 international museums, institutions, and galleries over 70 countries, this had made history learning a great experience around the globe.
* ***Google Expeditions*** *–* Are you a traveling lover? This app enables VR tours over distinctive landmarks with a 360-degree image view of the whole location. This app is 3.9 stars rated with over 1 million downloads.
* ***Jurassic Land*** *-*  This VR experience enables you to get close to the dinosaurs.
* ***VirtualSpeech*** *–* Up for any speech recently? Are you nervous? VirtualSpeech enables you to gain confidence by practicing facing a virtual audience with the app. Practicing presentation made easier with Virtual Reality. It is already in use with over 300,000 people around 130 countries.
* ***VR Tank Training*** *–* Well, this is a battlefield game for having experience of commanding canon on wheels. You are required to destroy as many tanks as possible, coming in your way. This app valued 10.87 billion USD in 2017 and was forecasted to grow at CAGR of 4.2% from 2018-2025.

**Augmented and Virtual Reality Benefits in Real life**

Augment reality and virtual reality development had made a lot of success in many fields. Most of the daily work is now more interesting because of AR/VR development. Few benefits of AR/VR on our lives are:

1. GPS trackers use augmented reality to make navigation and travel easier.
2. Studies through AR devices can be better result and longer-lasting.
3. VR also enables making training more interactive and entertaining in the education sectors.
4. VR can also enable better retailing. Customers can get a better glance over the company’s products before online orders too with the help of VR.
5. VR and AR also allow experiments to be done with an artificial environment providing more experimental knowledge other than the textual one.
6. It helps to create rich, impressive, and attractive user experience.
7. Detailed analysis is provided with the use of AR/VR for any product for its better understanding.
8. AR/VR can help create scenarios and situations which in real life would be slightly difficult to be carried out.

**Why Game App Studio for Augmented and Virtual Reality Development?**

Game App Studio has an experienced team in technology development. We can provide you information here about various types of uses of any technology and possible outcomes.

Game App Studio’s Developers will Design, create documents, program, and then provide you the final outcomes with cost-effective models. Virtual and Augmented reality development can be effective with us as:

* We have experience and expertise in various technological developments.
* We can provide you cost-effective models with greater qualities.
* Device testing and maintenance would also be provided.
* 100% transparency is there during development.
* Client satisfaction is our sole concern.
* We are available here 24/7 for you.