Augmented Reality

Relies on computer vision to superimpose or add sound, video, graphics, etc. First, I see AR most commonly used in mobile games. Before the pandemic, plenty of gaming companies were trying to create apps that would help people be more active, go outside and meet new people. Secondly, I see AR most common in marketing such as the QR codes. Most of the time those codes will take users to different websites to sell a product. Other times they are there to provide extra information about something to a person. Plenty of furniture companies provide this feature with their furniture so that people can see if it fits in their house. As more business decide to invest in Augmented Reality we might be able to see more of this used in our day to day lives.