A- What is the difference between virtual reality and augmented reality?

1. Augmented reality allows for the use of real-life images with graphics or other effects and can use any of three major display techniques such as head-mounted display, spatial displays which are able to display graphical information on physical objects and handled displays.
2. Virtual reality is generated through a computer interactive which is three dimensional in which people become immersed

* Example: AR technology helps to display score overlays on telecasted sports games and pop out 3D photos, text messages, and emails.
* Examples of Augmented Reality: Snapchat, Photography and Editing, Google Glass Pitch Summary in Cricket, Pokémon Go

B- Why is augmented sreality so appealing to marketers?

1. Because it will generate more sales and offer customer more insight into the market such as with real estate, in having away to visually see the measurements and other qualities of the home will make the consumer more interested and give the real estate company more sales.

C- What makes augmented reality useful for real estate shopping applications?

It can help both the realtor and the consumer in ways that will implement more sales.

1. As a consumer becomes more dependents on their cell phones allowing an application such as this would allow for a person that is continuously on the go to view certain aspects of real estate to help make their decision on whether you would like to call and receive more information on the place.
2. It gives both the consumer and the real estate company an advantage on sales without wasting others time.
3. Suggest some other knowledge work applications for augmented reality
   1. Individual companies could use this in posting job opening.
   2. Another might be that companies can use augmented reality is through tracking clients and business associates.