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

Augmented reality inserts content - or places it - in the real world using a device such as a smartphone screen or a headset, while virtual reality replaces what people see and experience, augmented reality adds to it in reality.

B- •Why is augmented reality so appealing to marketers?

Emotional Connection AR ads are an immersive experience, which means they help marketers establish a certain emotional connection with customers. Unlike images or long or occasional billboard ads in websites, for example, augmented reality ads are interactive and vibrant: consumers can see and interact with them.

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

1. Because it will generate more sales and provide customers with more market information like real estate, moving away from seeing the measurements and other qualities of the house will make the consumer more interested and give the real estate company more sales Being a property owner or real estate developer, you need VR and AR designs to bring out the details Your project, through this technology, you can easily show your project to everyone, and provide virtual tours for customers to see the details of the property from the inside, and this technology overcomes distances, as any customer anywhere can take a tour

•Suggest some other knowledge work applications for augmented reality

Augmented reality is a technology that allows users to experience 3D visualization in the real world. This creates an illusion as if a virtual object coexists with them in the physical world. The most popular applications are Expedition, Remote AR, IKEA Place, Augment, and Roar.