One of the most promising applications of AI in VR/AR is in the field of gaming. AI-powered virtual characters and enemies can provide more realistic and challenging gameplay, while also allowing for greater personalization of the gaming experience. In addition, AI can be used to create more realistic and immersive virtual worlds, as well as to improve the performance of VR/AR devices.

The best example here is of “Pokemon GO” –

A key differentiator for “Pokemon Go” is that it takes commonplace technologies such as GPS, mapping and satellite services and combines them with location services, landmarks, and Nintendo’s familiar characters.

“Pokemon Go” is built on the backbone of Google technology — which isn’t surprising since Niantic Labs, the start-ups that created the game, was spun out last year from Alphabet, the parent of Google. Many of the creators of “Pokemon Go,” including Niantic CEO John Hanke, helped to develop Google Earth and Google Maps.

Now called Niantic Inc., the firm made the popular augmented reality game Ingress, which also uses GPS, augmented images and allows players to engage at real location

ns. Ingress is popular, but it didn’t have the scale that “Pokemon Go” enjoys. In many ways, “Pokemon Go” builds on the platform that Ingress uses. For example, data submitted by Ingress users of local spots they thought should act as portals in that game served as the basis for determining Poke stops and gyms in “Pokemon Go.”