Pros and Cons of Augmented Reality in Commercial and Recreational

Augmented Reality is becoming increasingly more and more popular. Currently, the technology has spread to homes however, businesses are starting to recognize what they can use augmented reality for. With this, there are some benefits and some downfalls of using the technology.

Such benefits include making the workload easier to handle, using it to find or locate certain objects and areas, and provide real-time feedback for analysis of the company’s data. When companies start utilizing augmented reality, there are countless possibilities of what could happen. Augmented reality can help companies with real time feedback by providing instant results and analysis of given data. This will enable more sophisticated feedback to trainees while they are doing their job. This will in turn increase efficiency for the company. For example, if a company sent out their ideas for a new product in an app that utilizes augmented reality, then the users can instantly view the product, rate it, and submit any questions and comments about the product.

On the contrary, some downfalls of companies using augmented technology are that the company’s personal information could be at risk, invasion of privacy could take place, and it would be difficult to recognize what is reality and what is fake. It has yet to be discovered of a way to determine what is real and what is fake when dealing with augmented reality, the same thing also applies to invasion of personal information. In the future, one could only hope that there will be a security feature to all apps related to augmented reality.