What are Potential Uses of Augmented Reality in Commercial and Recreational?

In the field of augmented reality, there is a lot of potential for businesses to utilize the technology within their infrastructure and commercial fields that have yet to be properly explored. Several ways for businesses to utilize augmented reality have already been idealized in the retailing field and the gaming industry.

Online shopping frequency has been going up ever since the start of the 21st century. In the modern day, with technological advances increasing, producers need to think of how to advertise and sell their product more efficiently. Relator brainstorming teams idealized a brand awareness system that can connect to a phone’s network via a cloud-based board. Another idea includes furniture shopping in which a consumer can point their mobile device camera at an empty space in their house to see exactly how the couch or recliner seat would look.

Some companies that are involved in the gaming industry have already begun to use augmented reality. These games, to little surprise have been a great success. The reason that the games are so successful is because augmented reality works best in a controlled environment. For example, a controlled environment may be in a bedroom and living room which is where playing video games usually takes place. This idea has been used by several game developers that made the game *The Eye of Judgement* where the console’s eye allowed 2-D characters on playing cards to be projected onto a TV as 3-D characters via augmented reality.

In conclusion, there have already been several successful businesses who specialize in infrastructure and in the gaming field that have made a huge impact on the way that Augmented Reality will be implemented into the world. Furthermore, it can be expected that small businesses and companies will implement Augmented Reality into their work in hopes of becoming like the world sensation *Pokemon Go*. With this in mind, it is important for these businesses to keep experimenting with the amazing technology.