**Submitted on March 25, 2020**

**Briefly explain your idea for an e-commerce based effect**

AR Advertisement, posters

**Elaborate on the e-commerce based effect**

We all know how immersive, and commercially crucial ads are for brands and startups.

What if we could have immersive digital ads brought over when the product is brought to the camera?

That would be incredible right!When I mean ads we are not succumbed to just the ADS as such it could be movie quick look / trailers or review column and so on...

**Briefly explain your idea for a game based effect**

3D chess.

**Elaborate on the game based effect**

The modern chess has evolved from the ancient Indian game of Chaturanga over the course of centuries.The chess variant we play today was invented in 16th century. Although there has been improvements in chess regarding standardization of time formats, new chess theories and bringing in AI into chess. The chess still remains to be a 2D game.Thus chess despite its enormous potential remains to be famous yet hasn't garnered players compared to immersive chess like strategic,war games like PUBG,Battle field and so on.

Bringing in a dimension, i.e 3D would definitely garner a huge number of gamer all around the world.This would mean we will have new chess federation, rules, and most important of all new champions.

While our current champions triumph over 2D chess, we will have the youth, newbies ranked in our innovative 21st century gaming solution.

For more info, visit this link to have some insight about how AR will help adding a new dimension to chess.

<https://www.youtube.com/watch?v=6YA2iJ4ZcUo>

**Briefly explain your idea for an entertainment based effect**

AR for the quarantined

**Elaborate on the entertainment based effect**

Studies have shown that people who require single room isolation while in hospital often feel lonely, sad, worried, bored and in need of information. Children feel lonely, are scared of the personal protective equipment and feel bored. And this can even lead to affecting child’s brain development. An Interactive AR to entertain kids using a display placed in front of users’ view point and leading user to actively move around in real world helps them to overcome their fears even while undergoing treatments. The AR display can either be interactive or static depending on the way kids are meant to be entertained during the treatment.

**Briefly explain your idea for an effect for a social cause**

AR Books cum Dictionary

**Elaborate on the effect for a social cause**

For a very long time, we have been using old outdated textbooks written by an author. So what if I said the age of those books we over.

So what if we could just power the e-book and it comes to life. The book starts reading and showing us all kinds of visual output.But wait..what am I talking out? These books won't come cheap, apart from manufacturing cost, copyright costs would be so much it would cost as much an Amazon Kindle.Well that ain't affordable for just a single book. Then what to do?

The main issue with these books is we sometimes won't get the meaning of certain words or phrases. So what if we just scan the word we get a visual demonstration perhaps even an exciting story over layed over/played over the word.That would make a students life easier. Moreover this visual demonstration in a subject like science,math or even a boring subject come to life.This would mean the student doesn't miss tracks on web while browsing for the meaning. Thus... Augmented reality is an incredible visual aid in education. It brings lessons and textbooks to life by combining video, photos and audio in an interactive platform. This ultimately provides students with an engaging way to learn that can make complex subjects and topics easier to grasp and understand. Here students can use tablet to scan images of the textbook there by displaying videos, interactive images.