

SOCIAL MEDIA PRODUCT MANAGEMENT

ASSIGNMENT 1

Augmented Reality in Social Media

What is Augmented Reality?

Overlaying digital images onto the real world to enhance them with digital details.

It is a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.

Example- PokemonGo, when we look through our smartphones, the world gets superimposed with these digital characters.

Snapchat Filters, to augment our looks (like Bunny ears).

HISTORY

1968: Computer scientist **Ivan Sutherland** created **The Sword of Damocles**, said to be the world's first head-mounted display and use of AR and VR.

1990: The phrase augmented reality was conceived by Boeing researcher **Tom Caudell**.

1998: NASA tests the use of AR in navigation by employing it for their X-38 spacecraft.

2000: **AR Quake** is released! AR Quake was the first mobile augmented reality video game. The protagonist plays '**Ranger**', who was sent through a portal to stop a mysterious cryptonym named Quake.

2012: The first ever cloud-based AR app was released by **Blippar**.

2016: Nintendo launches **Pokémon Go**! Suddenly AR is no longer a fringe technology; it's now a mainstream experience enjoyed by millions worldwide.

At its early peak in 2016, Pokémon Go's daily users averaged at 45 million worldwide per day.

Why it came up in the Market?

It's Mobile-Happy, improves learners engagement.

It Taps into Gamification, applying game mechanics to non-gaming environments making the game so fascinating.

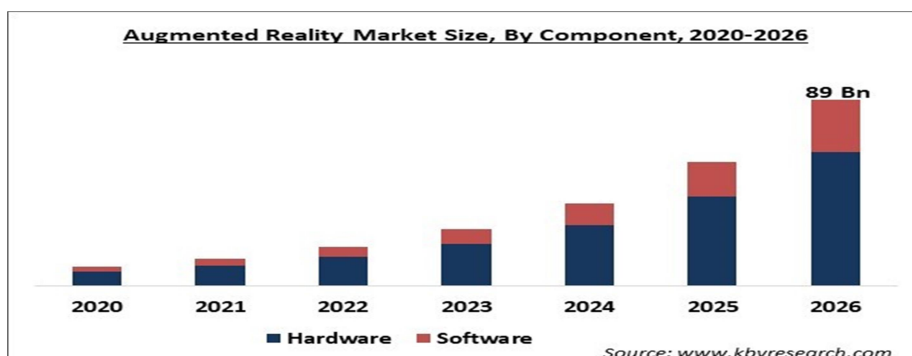
It can help you to minimise risks by providing a safe learning environments.

It promotes experience-based learning in a very engaging way.

It drives new levels of visual attention in the Brain, drives higher level of attention.

It sends a 'Surprise' response to the Brain, making the things more memorable.

GROWTH



The Global Augmented Reality Market size is expected to reach \$89 billion by 2026, rising at a market growth of 46.3% CAGR during the forecast period. The factor boosting the growth of the augmented reality market is the rising penetration of advanced technologies across industries like retail, consumer electronics, and automotive. Also, the growth of the market is boosted by the growing adoption of mobile devices around the world, because it seems to be the most suitable form of augmented reality.

IMPACT ON THE MARKET

The concept of augmented reality affected each and every field, for instance, education, entertainment, content-creation, gaming, etc. Augmented Reality changed how many jobs are performed. Technicians in the field will be able to receive live support from remote staff, which can indicate markings, point out issues, and superimpose models over items like vehicle engines and the like, and more.

The rise of augmented reality (AR) technology presents marketers with promising opportunities to engage customers and transform their brand experience. The global augmented reality market size was estimated at USD 25.33 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 40.9% from 2022 to 2030.

Relation with Most Advanced Yet Acceptable (MAYA Concept)

In my view, the concept of Augmented Reality is built gradually. In 1901, L. Frank Baum in his novel, The Master Book, mentioned this idea where he sees every person he met with a number on their forehead corresponding to his/her character. So slowly and gradually this idea built in our minds and then smartphones came into existence through which the concept of Virtual world became familiar and with passing time. Invention of Google Glasses turned out to be game-changer in this aspect. Smaller innovations in this field enhanced our familiarity and with gradual time augmented reality became an important part of Social Media with no surprise.

PERSONAL OPINION

Innovation of the concept of Augmented Reality has changed the whole scenario. Though its introduction isn't so fast but still a bigger section of our society is yet to accept this feature i.e. the senior generation is still struggling to bring it in their lives which seems completely reasonable. But several innovations in this aspect made it easy for them to visualise this feature. From games to e-commerce (for instance, placing order for spectacles from Lenskart, choosing the right frame by adorning it on your face through this beautiful concept).

Playing Real-time games which connect us to our surrounding can excite anyone.

Augmented Reality Concept brought a revolution in social media world.

Snapchat, PokemonGo!, Instagram (inculcated AR in their interface) have indeed changed each and everyone's social-life.

