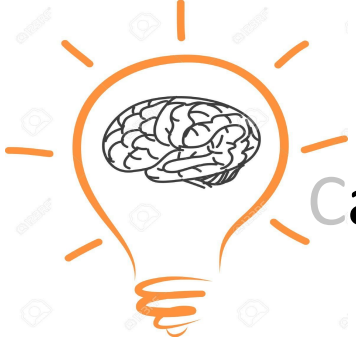
VR / AR



Can(not) you!?

Tell what is VR/AR!?

Virtual Reality

Can take you anywhere.

Augmented Reality

Can bring anything to you.

Virtual Reality

Virtual Reality is an artificial, computer generated simulation or recreation of a real life environment or situation.It immerses the user primarily by stimulating their vision and hearing.

Augmented Reality

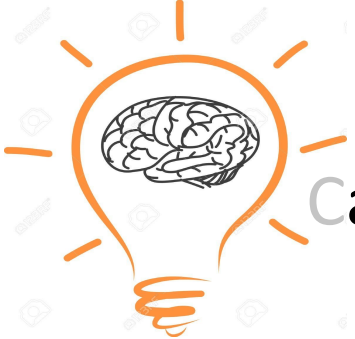
Augmented Reality is a technology that layers interactive,virtual enhancements atop an existing reality. It is developed into apps and used on mobile devices which blends digital components.

VR headsets

Google
Cardboard

Google
Daydream View

Lenovo
Mirage Solo



Can(not) you!?

Which amongst 3 headsets has higher specs, than others according to you?

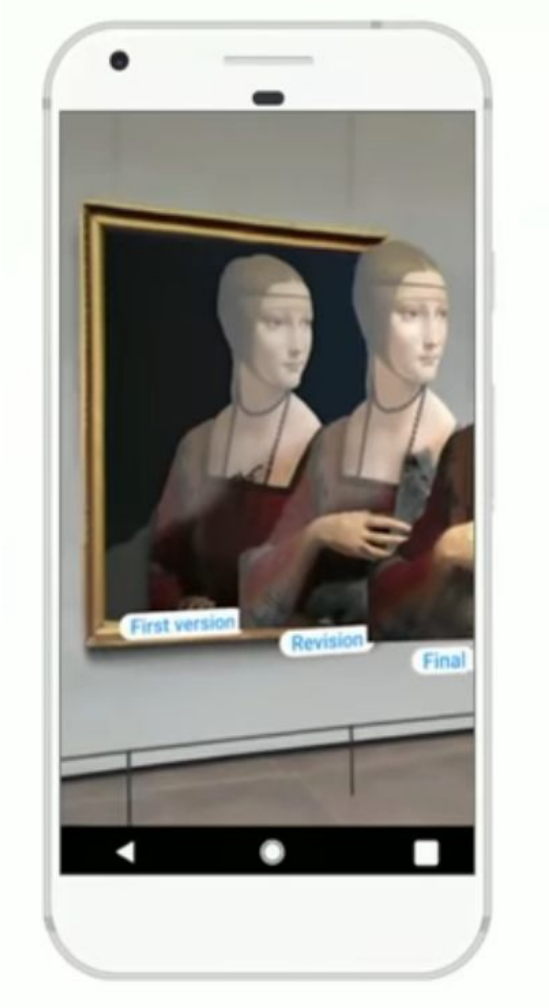
Hint: Nomenclature

Showtime!

Simple VR design: https://codepen.io/rashmi-nagpal/pen/PaQEbP
http://awwwards.unboring.net/

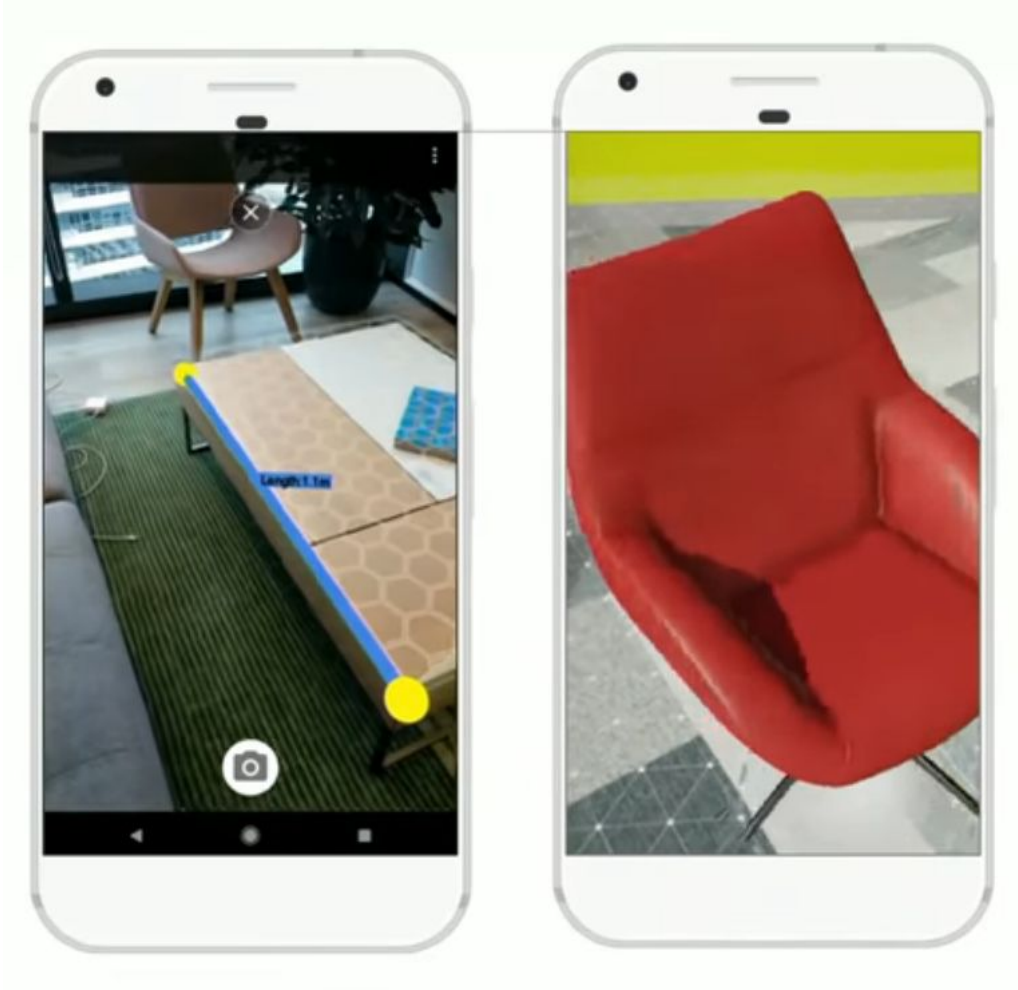
AR marks the next big shift in mobile computing

AR can **bring digital information** to you in the **context** of the real world, right where it's more **accessible** and **useful**.



AR can be useful

Build tools and shopping experiences that can understand the geometry of a room.

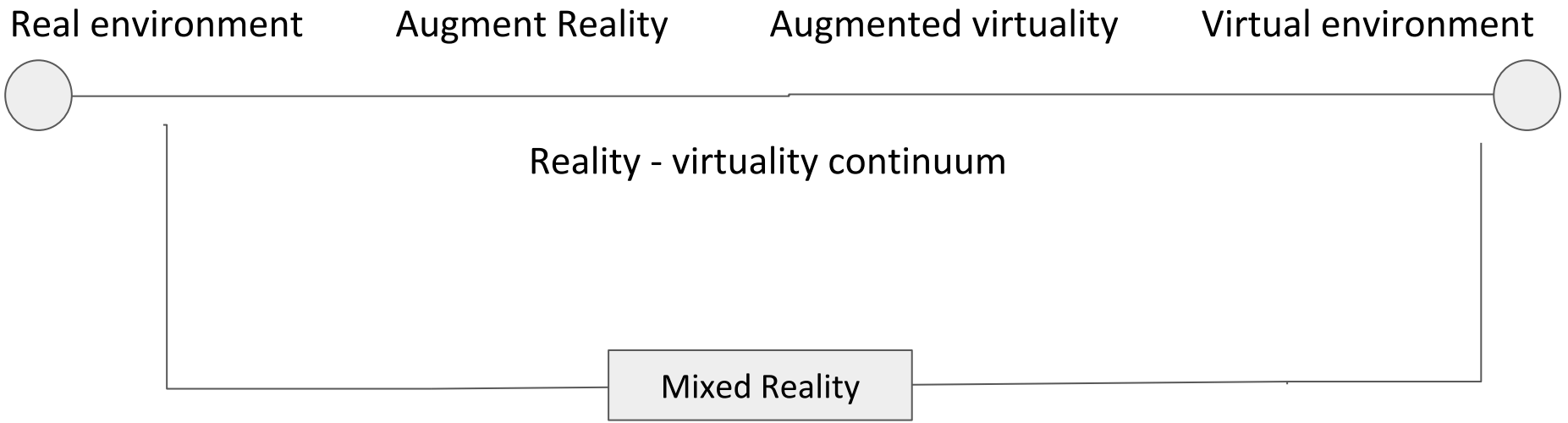


AR can be fun

Build games and creative experiences that interact with th real world.

Showtime!

Simple AR design:



State of the art

Motion Tracking

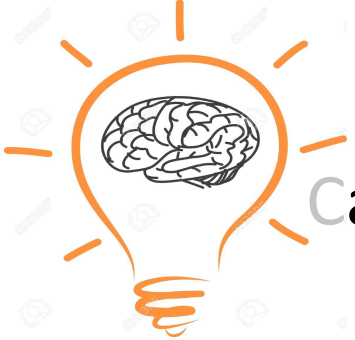
As mobile device moves through the world, AR technologies combines visual data from the device's camera and IMU to compute the position and orientation on the phone i.e we can render virtual object to match into physical environment.

Lighting Estimation

AR technologies can detect information about the lighting of its environment so you can render your virtual objects under the same conditions as the environment around them to have more immersive looks.

Environment Understanding

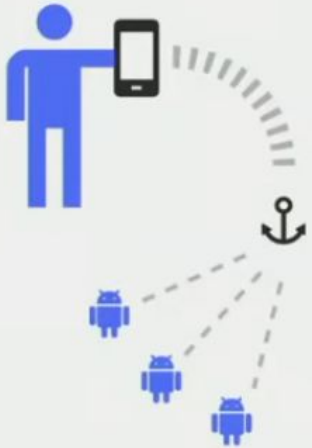
AR technologies understands the physical structure of the environment, detecting horizontal surfaces, like tables and desks, and makes these surfaces available to your app as planes.



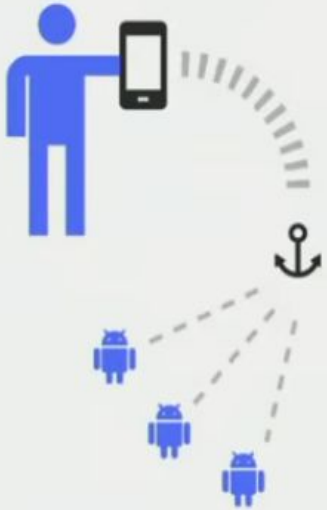
Can(not) you!?

Tell which amongst the following are AR based apps?

- Statik
- Pokemon Go
- The Lab
- Tilt Brush



In AR, anchors connect content to the physical world.



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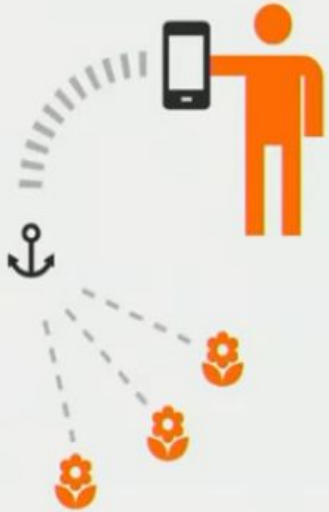
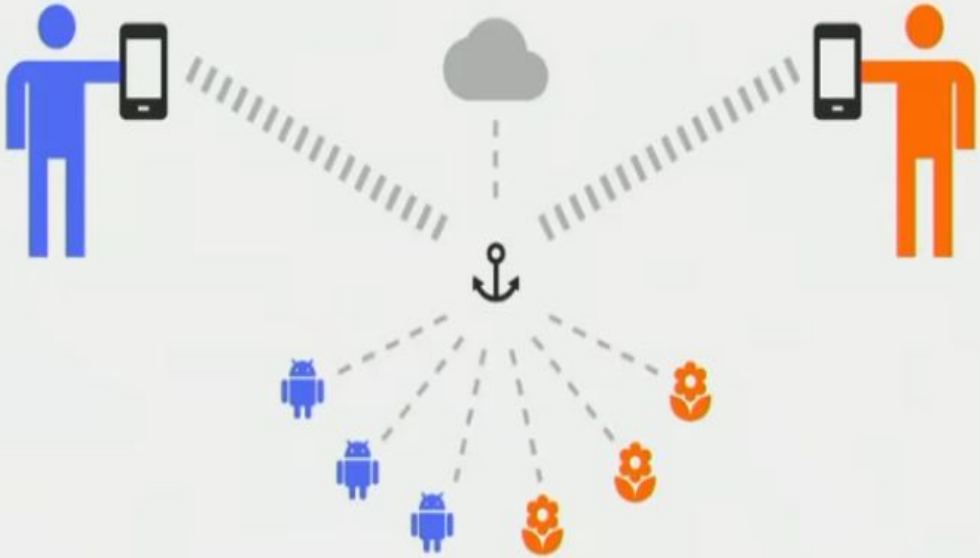


Each device has its own augmented reality



With Cloud Anchors, now, you can share AR content.


PAIRED

Use cases

- Education
- Advertising
- Products

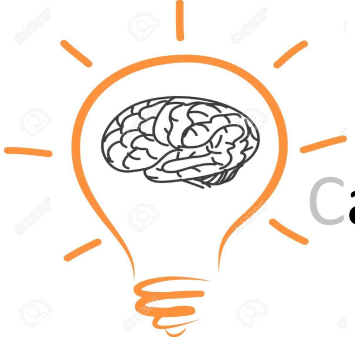

MORE TOW
3.5D TONNES
MORE AWESOME
3.0L TURBO DIESEL
TRIGGERING VIDEO
FROM PRINT CONTENT


The Different Between Virtual Reality and Augmented Reality, Digiday WTF VR, May 11th, 2016
USING AR TO MAKE
MONUMENTS SMILE


NPE
80.56
TETRA
80.56
ENTERPRISE USES OF AR


73
MAKING KILLER DIGITAL
OUT OF HOME ADS

ENTERPRISE USES OF AR

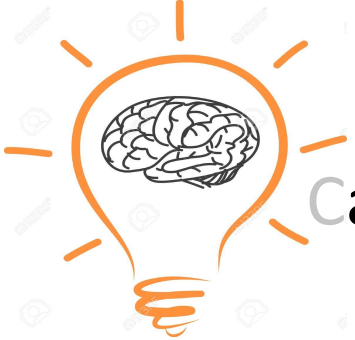


Can(not) you!?

Has VR/AR technologies touched medical services!?

Showtime!

https://www.youtube.com/watch?v=jvBH-sgPyak



Can(not) you!?

Can we use these technologies for less fortunates ones!?

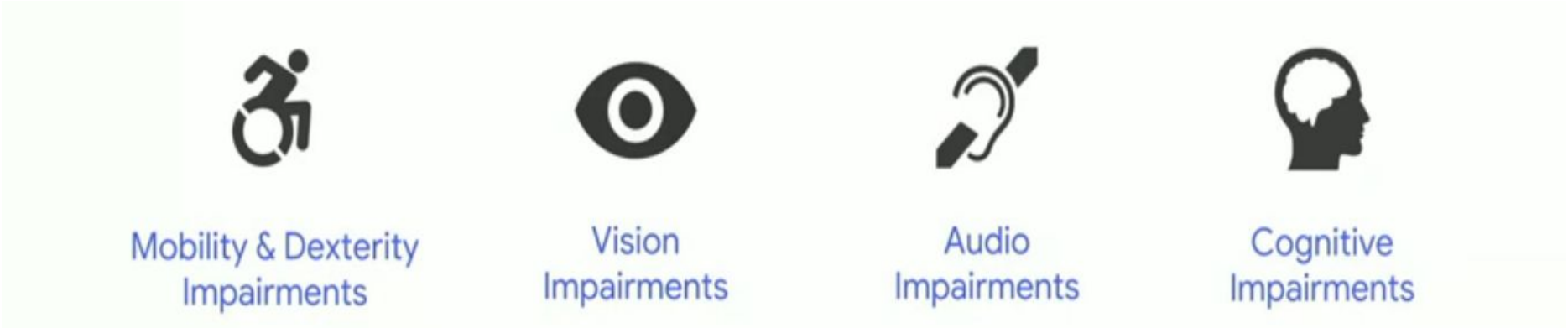
Hint: Visually impaired et al.

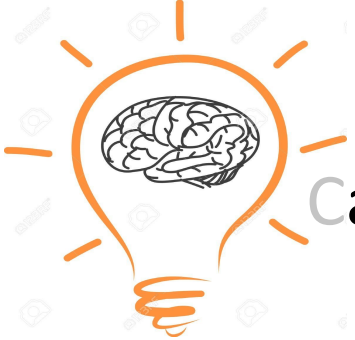
Think about the **CurbCuts**

Designed for Wheelchairs,
they're helpful for so many more

- Suitcases
- Bicycles
- Baby Strollers

Opportunities for action!





Can(not) you!?

Tell use cases of VR/AR in banking applications!?

Don’t design for yourself,

design for the broadest

possible market.

You’ll be surprised who you’ll be supporting.

Superpowers!

Augmented and Virtual Reality can give users Super powers!

These “powers” are helpful for everyone, but can be even more impactful for people with disabilities!

Showtime!

Backtrack to topics

Thanks, a bunch!

To heavy weight lifters:

- Amit G.
- Rishabh S.

All present!

Over n out!
RN