

Zhicheng Long
Art75
24 February 2020

AR applies virtual information to the real world and is perceived by human senses, thereby achieving a sensory experience beyond reality. Real environment and virtual objects are superimposed on the same picture or space in real-time. Augmented reality opens a window in your real world, or when the perspective is large enough in the future, make a superimposed annotation to your real world. The potential of virtual reality is to become a mental drug, and augmented reality is a good product that enriches people's lives.

All areas of media, art, culture, and communications are affected by digital transformation. Previously, different areas were isolated from each other for technical and economic reasons. However, the current situation is different, and all areas cross each other. Since all media are digital media, there are no boundaries that cannot be crossed. At least on the technical level, TV, video games, social networks, cinemas and future AR applications for the masses have crossed: the Internet provides movies and videos. Social networks and search engines have captured most of the advertising, watching TV on smartphones or computers, watching the news and publishing video games on some of these devices, some of which also offer services or interactive art experiences.