Art 75

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AR essay

Augmented reality is something that I have been introduce to by the AMC cinema just few months ago before I took this class, in the cinema the augmented reality was used to purchase tickets or even play video games in the big screen before the movie would start basically allowing the person to bring their small screen game into the big screen reality. AMC is making many apps regarding this in order to bring about more customers into the movie theaters as sort of entertainment.

I also learned a lot form the reading as I did not know that the Augmented reality had any application other than that in the cinemas for purchasing ticket and playing video games. I now believe that augmented reality can be the first step into the right direction for the sci-fi holograms where you bring about a 3D projection of objects which can interact with people and surrounding environment.