Augmented Reality has been around for quite some time now, and it has been evolving and developing as technology has improved. Early implementations of AR have been in projects revolving around scientific and military use (ref #1). A broad and general definition of Augmented reality is the seamless extension of the physical world with digital content (ref #11). (Ref #3) takes our understanding one step further which changes the way we see AR and its present applications and future development. According to (Ref #3) AR consists of additional components that infuse the real world with computer-generated objects that touch all human senses beyond sight, such as smell, touch, taste etc. all occurring in real-time. Research by (Ref #5) supports this claim, stating that to understand AR it is important to note that its definition should not be restricted to the senses of sight alone but embrace AR capabilities to reach other senses as mentioned above. With these, it is possible to envisage the endless potential AR technology offers across multiple industries. One major field in which AR technology has been utilised is in the advertising and marketing fields. Current marketing campaigns such as video adverts have now evolved to a more immersive experience, where customers can now interact with digital models of real-world products ranging from exotic cars to children’s toys (Ref #11). Using hand gestures, products can be viewed from different angles and sizes based on the users’ interaction preferences. (Ref #2) gives us more examples of AR applications in more medical science-based fields where the use of Collaborative AR interfaces which support remote sharing could be integrated with medical practises to perform tasks like surgeries and medical diagnosis.

Although AR technology has been in existence for more than two decades now, (Ref #11) affirms that this immersive medium is still in its infancy. Building functional and useable AR applications according to (Ref #4) requires a diverse skillset, of both artistic and technical skills. (Ref #10) mirrors this view. Indicating that the limited research around AR in education limits our understanding of what is available and attainable in the educational sector. However, (Ref #10) further proceeds to spotlight the numerous potential AR brings to both the experience of learning and learners as well. Their research focuses on the possibilities of a shift from passive learning to a more engaging and stimulating learning process using AR. An essential attribute of AR is that digital content could be from a wide spectrum of sources such as single 3D models or entire 3D scenes to images with infographics or audiovisual materials. In an evaluation of an AR learning application developed by the BBC, (Ref #4) notes how 3D models and characters triggered excitement for young learners.