

Augmented Reality



What is Augmented Reality (AR)?

- A combination of
 - a real scene viewed by a user and
 - a virtual scene generated by a computer that augments the scene with additional information



Augmented Reality

- The app overlays “virtual versions of the products” onto the real-live image of customers’ living space.



Augmented Reality

- <https://www.youtube.com/watch?v=nc5DdYtIfEo&list=PPSV>



Augmented Reality (AR)

- A digital layer is superimposed on the real physical world and it mix real world with virtual world to enhance user experience



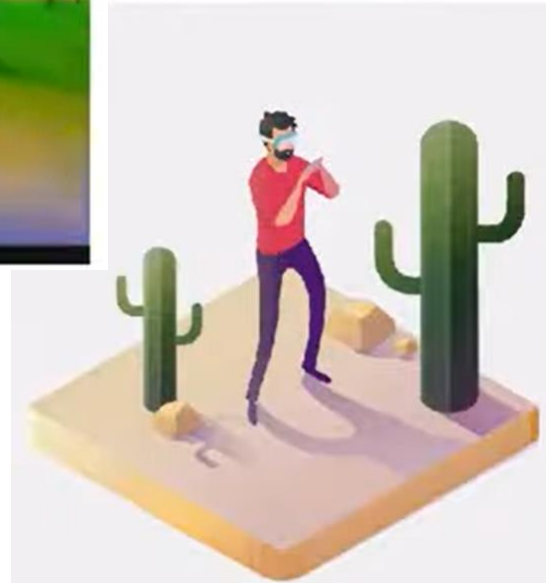
- Real world + virtual world = augmented reality

Virtual Reality (VR)

- VR is the use of computer technology to create a simulated environment and make user feel like he exist in that environment



Virtual Reality (VR)



Augmented Reality vs

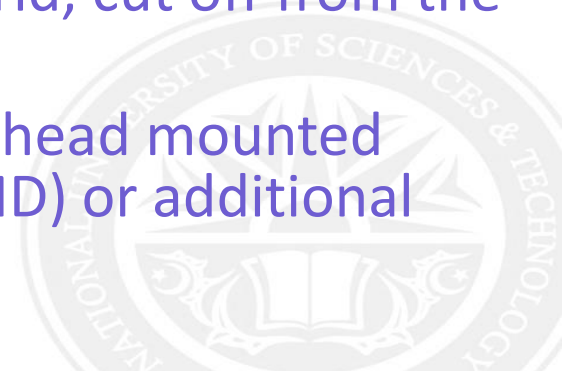
AR

VR

Virtual Reality

- A digital layer is superimposed on the real physical world
- Mix of real world and virtual world
- User can clearly differentiate between real world and virtual world
- User is not cut off from the real world
- Only required compatible smart devices such as smart phone, tablet, laptops, smart lenses etc.,

- Technology to create a simulated virtual environment
- Creates entire virtual world
- For users it's hard to differentiate what is real and what is virtual
- User is completely immersed in artificial world, cut off from the real world
- VR requires head mounted devices (HMD) or additional equipment



Applications: Healthcare Industry

AR



VR



Applications: Military Training

AR



VR



Applications: Education

AR



VR



Applications: Retail and E-commerce

AR



VR

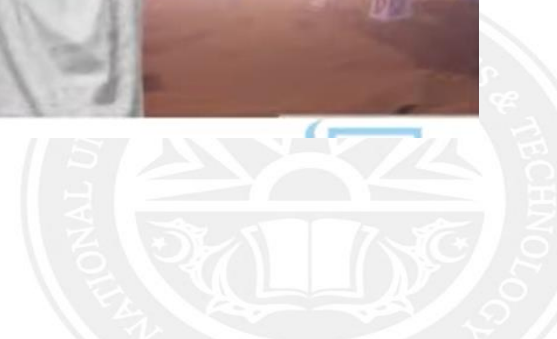


Applications: Travel and Tourism

AR



VR



Applications: Manufacturing Industry

AR



VR



Applications: Games and Entertainment

AR



VR

