

Introduction to Augmented Reality (AR)

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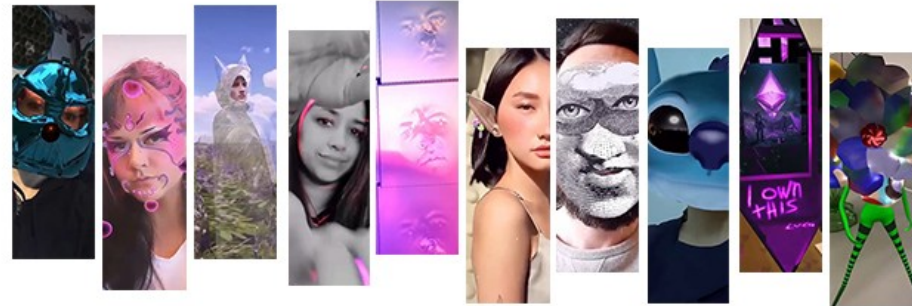
Introduction to Augmented Reality (AR)



Introduction to Augmented Reality



Introduction to Augmented Reality

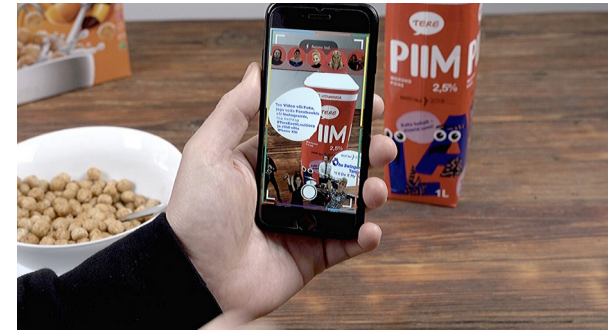
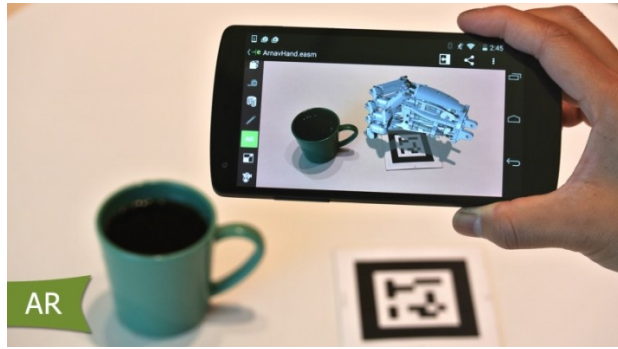


How it Works (Types of AR)

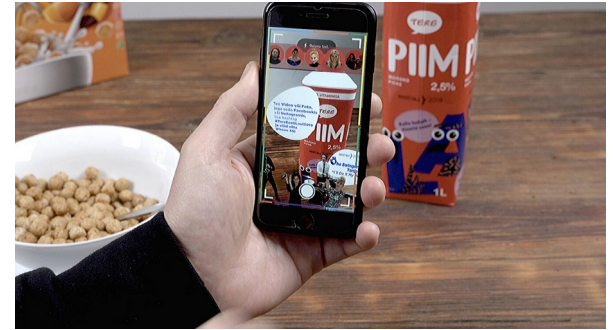
Projection-based AR



Recognition-based AR

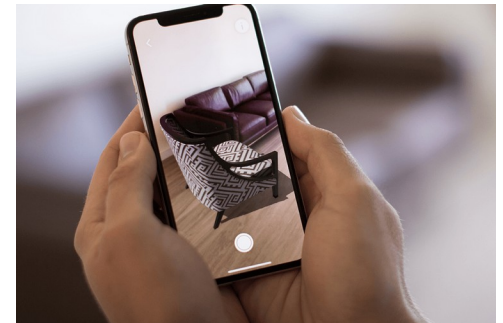
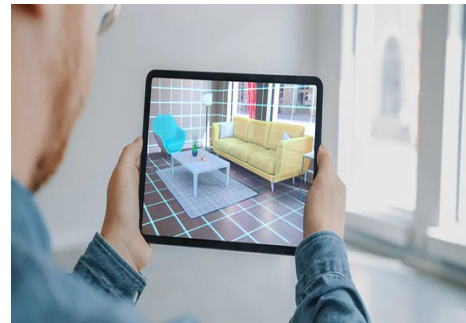
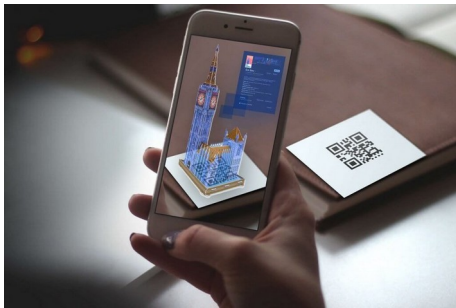


Recognition-based AR



Marker-based

Markerless-based

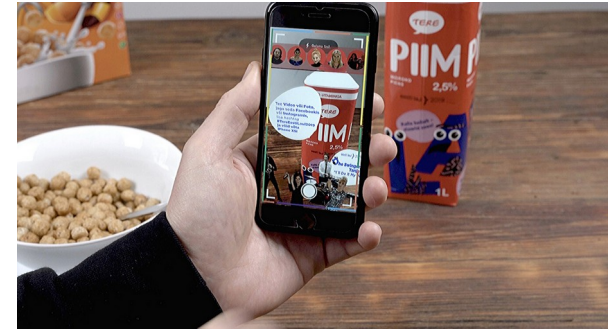


SDKs – ARKit (Apple) and ARCore (Google)

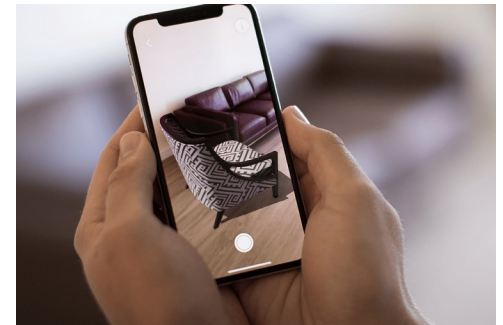
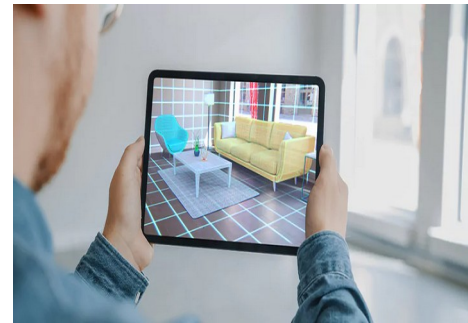
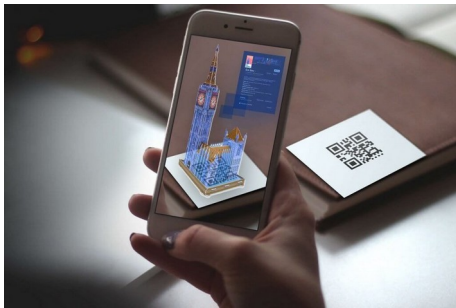
Recognition-based AR



Marker-based

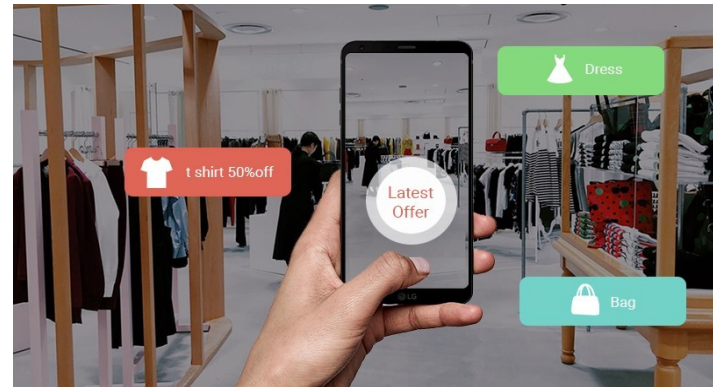


Markerless-based

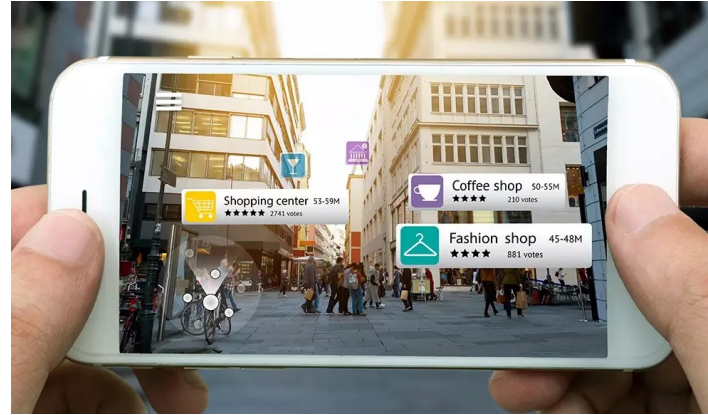


IKEA's Furniture App

Location-based AR

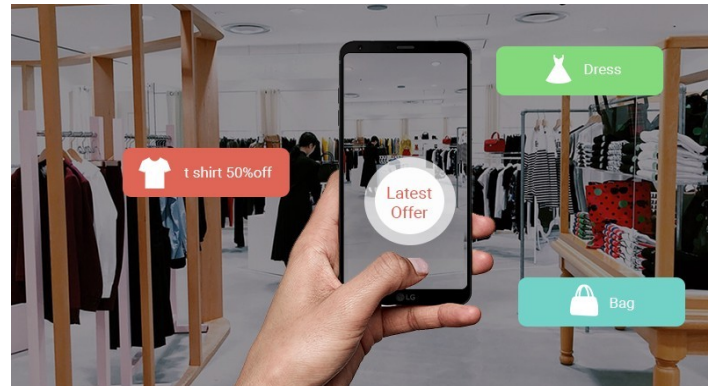


Location-based AR

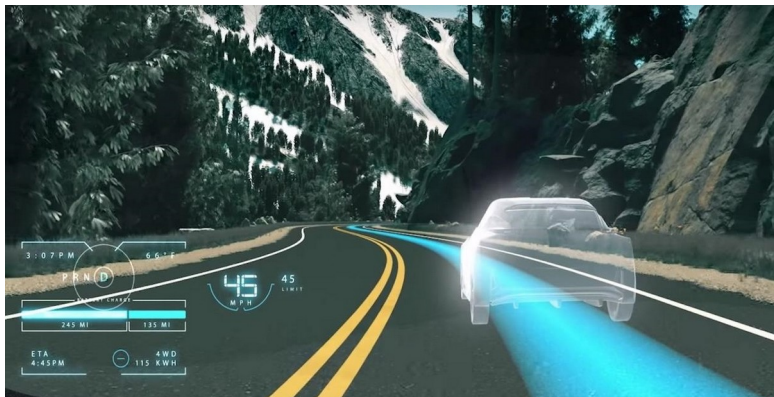
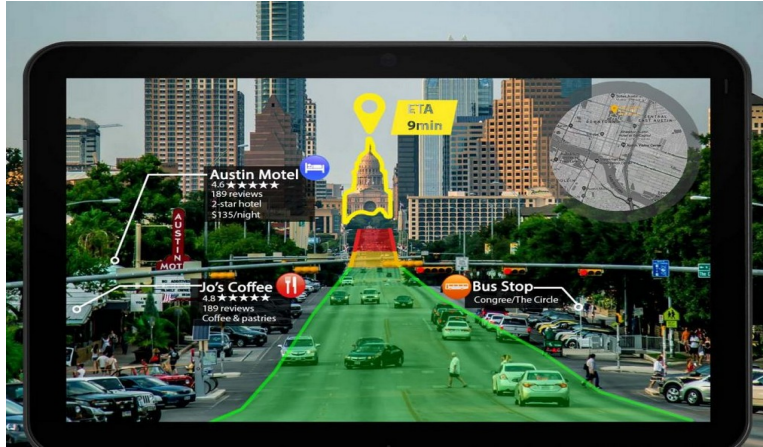


Widely implemented AR technique due to easy availability of GPS.

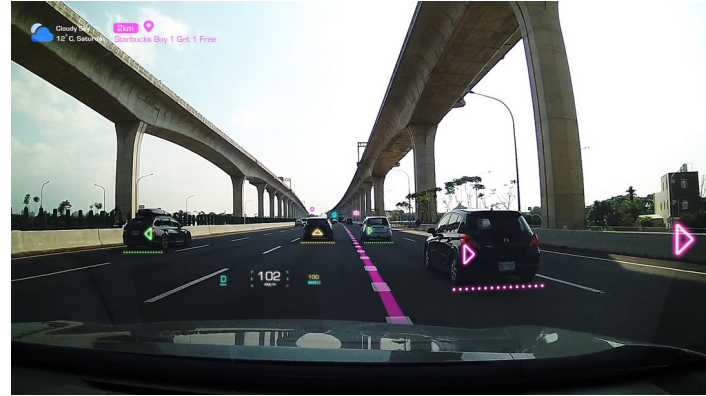
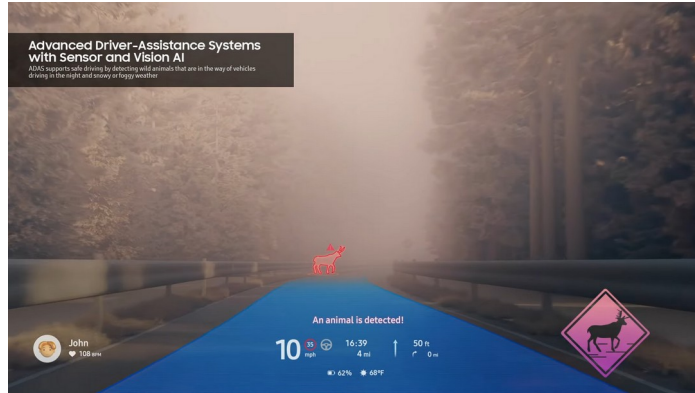
Mostly used to help travelers and shoppers.



Outline AR

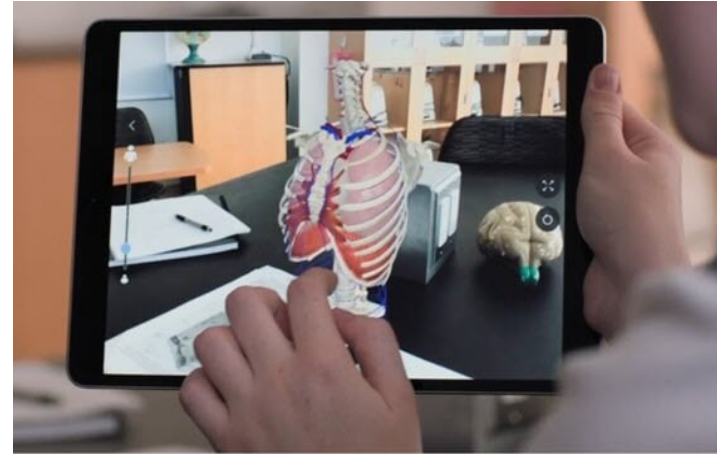


Outline AR



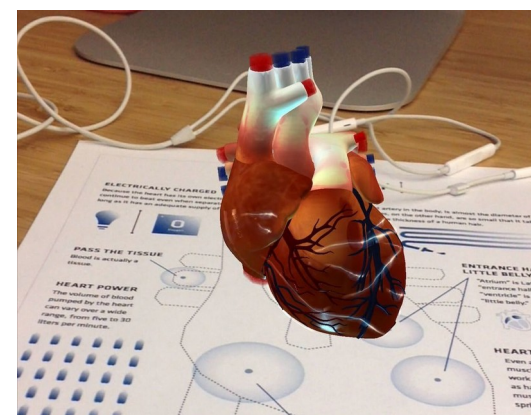
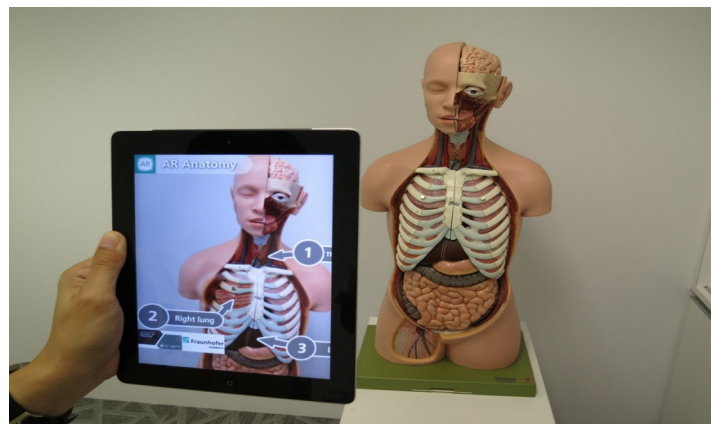
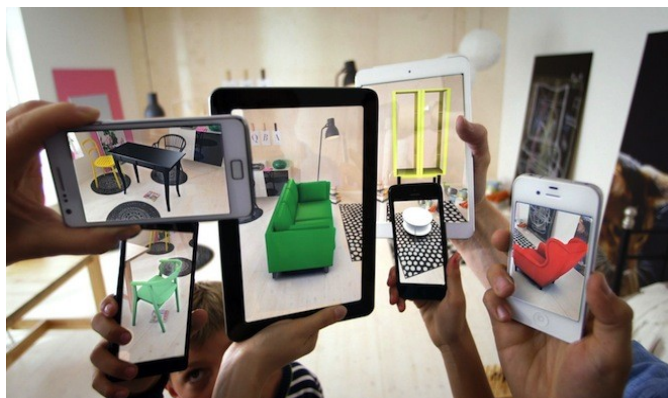
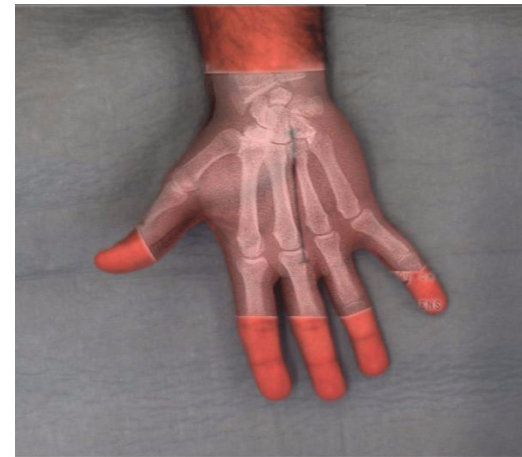
Outlining the ROAD can help in FOGGY weather

Superimposition-based AR



Provides an ALTERNATE view of the object in Concern

Superimposition-based AR



Leaders in AR Hardware: Market



VUZIX



META 2



ODG



MOVERIO BT-300