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## 2 Watching a New Reality

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4 Augmented reality (AR) is one of the biggest technology trends right  
5 now, and it's only going to get bigger as AR-ready smartphones and  
6 other devices become more accessible around the world and  
7 technology to support these systems grows in leaps and bounds.

### 8 What is AR?

9 **Augmented reality (AR)** is an interactive experience of a real-world  
10 environment, where the objects in the real world are enhanced by  
11 computer-generated information to produce an augmented view of the  
12 world around us.

13 Our earliest and most familiar daily use of augmented reality is in GPS  
14 navigation in our vehicles, where information from the satellite is  
15 overlaid with information about our surroundings, and in the now-  
16 famous Pokémon Go app where players find and capture Pokémon  
17 characters that pop up in the real world—on your sidewalk, in a  
18 fountain, even in your bathroom.

### 19 What is the difference between AR and VR?

20 **Augmented and virtual reality** have one big thing in common. They  
21 both have the remarkable ability to alter our perception of the world.  
22 Where they differ, is the perception of our presence.

23 Augmented Reality takes our current reality and adds something to it.  
24 It does not move us elsewhere. It simply “augments” our view or if you  
25 wish our current state of presence, often with clear visors.

26 Virtual reality (VR) replaces what people see and experience.  
27 Augmented Reality (AR) glasses are transparent, and let us see the  
28 real world, on whose image they project data and relevant information,  
29 while Virtual reality (VR) glasses completely block out the outside  
30 world and project a different world onto our eyes.

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