Title= Pokémon Go: The Anime Augmented Reality phenomenon

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This summer, a popular Japanese anime sensation which has been present for twenty years came to bigger popularity as millions of people witnessed the resurgence of “Pokémon”.

The application “Pokémon Go” which was released on Android and Apple proved to be a massive hit as many people sought to catch Pokémon creatures on their smartphones. The app which uses “Augmented Reality” (AR) to show “Pokémon” in real life through the use of the phone’s camera allows people to become active and search for “Pokémon” all over the world.

When “Pokémon Go” was first released in the United States of America earlier this year, the phenomenon of “catching them all” spread across the globe within a month as more countries were able to download the app to find some “Pokémon” with their friends.

“Pokémon Go” has become one of the most downloaded apps of all time with over five hundred million downloads. It has joined the likes of “Angry Birds” and “Facebook” as the biggest apps of this decade as the global population attempts to reach the maximum level of 40 where some people have reached the cap of 20. However, some gamers have succeeded in reaching the ultimate goal of level 40 as millions have gained experience through the time that they have spent on the game.

The game which was developed by “Niantic, Inc” has generated a worldwide revenue of over $200 million in the first month of release due to the majority of gamers spending their cash on in-app purchases.