Research Findings: Augmented Reality

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1. Background

To understand Augmented Reality technology better I will research the background, uses and future of AR

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2. Objectives

Research the AR background, uses and future to see the value of this technology that we are using in our project

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3. Approach

Internet research.

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4. Findings

4.1.   Augmented Reality is a real time view of the real physical world that has aspects augmented by virtual/computer generated audiovisual input such as images, video, sound and GPS data. Augmented Reality originated from the 1930s and in 1975 the first application of augmented reality was used by weather reports on TV. Augmented Reality started really booming when the first applications came to smartphones in 2008 and in 3 years' time generated half a billion dollars in revenue globally. Augmented reality is a multimillion dollar market that had over 60 million users in 2013. Today more than 864 million smartphones have been enabled with AR technology

4.2.   Augmented Reality Uses — Augmented reality is used for entertainment, advertising and or a utility purposes. For example the military use AR to aid people making repairs on the field or even assisting pilots with the orientation of their planes with a heads up display (HUD). AR can be used more commonly for things such as navigation around a certain area such as a museum or city.AR can also entertain users as tourists for example can walk through historic sites and see facts and figures presented as an overlay on their live screen. As for advertisement AR allows users with smartphones to point their camera to poster about an upcoming event for example and then trigger a 3D animation giving details on that specific event.

4.3. Future of Augmented Reality

4.3.1. Because the advancement of Augmented Reality technology today and technology in general it is being used more frequently than it has been a decade ago due to the popularity of smartphone devices. Universities are getting into the mix AR as the University of Washington have set plans to research and develop an AR contact lens prototype for the US military. Even the BCIS Project group we are part of at AUT is seeking to develop and research new ways to promote a client's promotional content with AR technology.

4.3.2. Augmented Reality is expected by 2016 to have acquired 600 billion dollars of revenue. From this point we can only expect more as augmented reality on smartphones were introduced less than 10 years ago, imagine the next 5-10 years. So it would only seem that AR will have a bright future ahead as big plans such as

4.3.3. This statistic displays the market size of mobile augmented reality in 2013 in number of users, and its projected size in 2018. According to the data, the AR market is expected to grow significantly — from 60 million users in 2013 to 200 million in 2018.
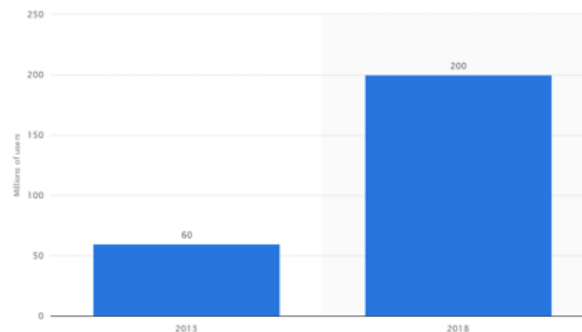
5. Further Investigation

5.1. None.

6. Recommendations

6.1. Through my findings I believe that AR technology is on the rise and not stopping anytime soon. With the availability of smartphones, anyone can experience AR technology. As developers working with AR technology today I believe we have the advantage of tools and platforms supporting us in researching and developing AR applications easily. With the growth of AR I think as a group there is a value to working with this type of technology and we should adopt it as part of our project.

7. References

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