



# “After the Break” Augmented Reality

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# After The Break: Augmented Reality Definition...

- Augmented reality (AR) is the integration of digital information with live video or the user's environment in real time. Basically, AR takes an existing picture and blends new information into it.  
(<http://whatis.techtarget.com/definition/augmented-reality-AR>)
- Examples:
  - First down makers on Football Game broadcasts
  - The changing maps behind weather reporters
  - A navigational display embedded in the windshield of a car
  - Video games with digital elements blended into the user's environment.
  - Virtually trying on clothes through a webcam while online shopping.
  - Displaying information about a tourist attraction by pointing a phone at it.
- See:
  - <http://www.wired.com/tag/augmented-reality/>
  - <https://play.google.com/store/apps/details?id=com.layar&hl=en>
  - Dedicated AR devices = Google Glass (RIP?) & Microsoft Hololens



# After The Break: Augmented Reality

## Example NFL First Down Lines...

- How is it done?
  - <https://www.youtube.com/watch?v=1Oqm6eO6deU>
  - The Story: <http://www.si.com/nfl/2013/07/18/nfl-birth-yellow-line>
- Vendor: <http://www.sportvision.com/>
- Demo...Uses the “augment” app
  - <https://play.google.com/store/apps/details?id=com.ar.augment&hl=en>

