

Is Augmented Reality the Future?

TJ VanToll (@tjvantoll)





Augmented Reality



TJ VanToll ⚡

Principal Developer Advocate

@tjvantoll



8:38 ↗



TJVanToll
& Bagon



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Agenda

- Brief history of AR
- AR today
- Building AR apps

Augmented Reality (AR) is the integration of digital information with the user's environment in real time.

Pokémon Go Brings Augmented Reality to a Mass Audience

TECHNOLOGY | Pokémon Go Brings Augmented Reality to a Mass Audience

Pokémon Go Brings Augmented Reality to a Mass Audience

By NICK WINGFIELD and MIKE ISAAC JULY 11, 2016

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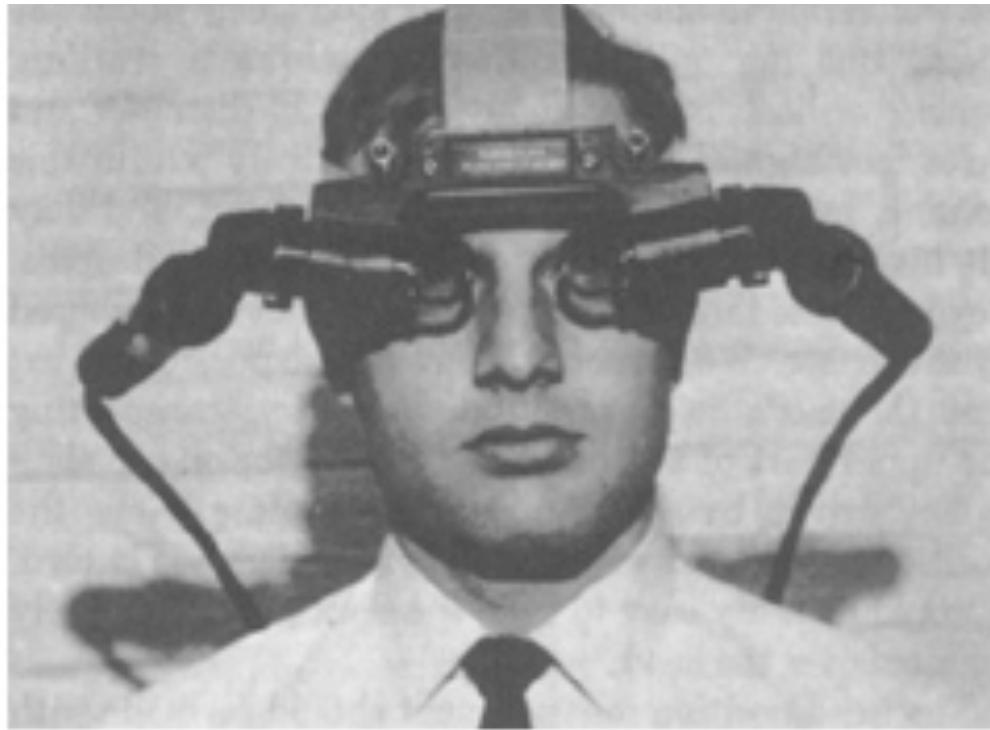
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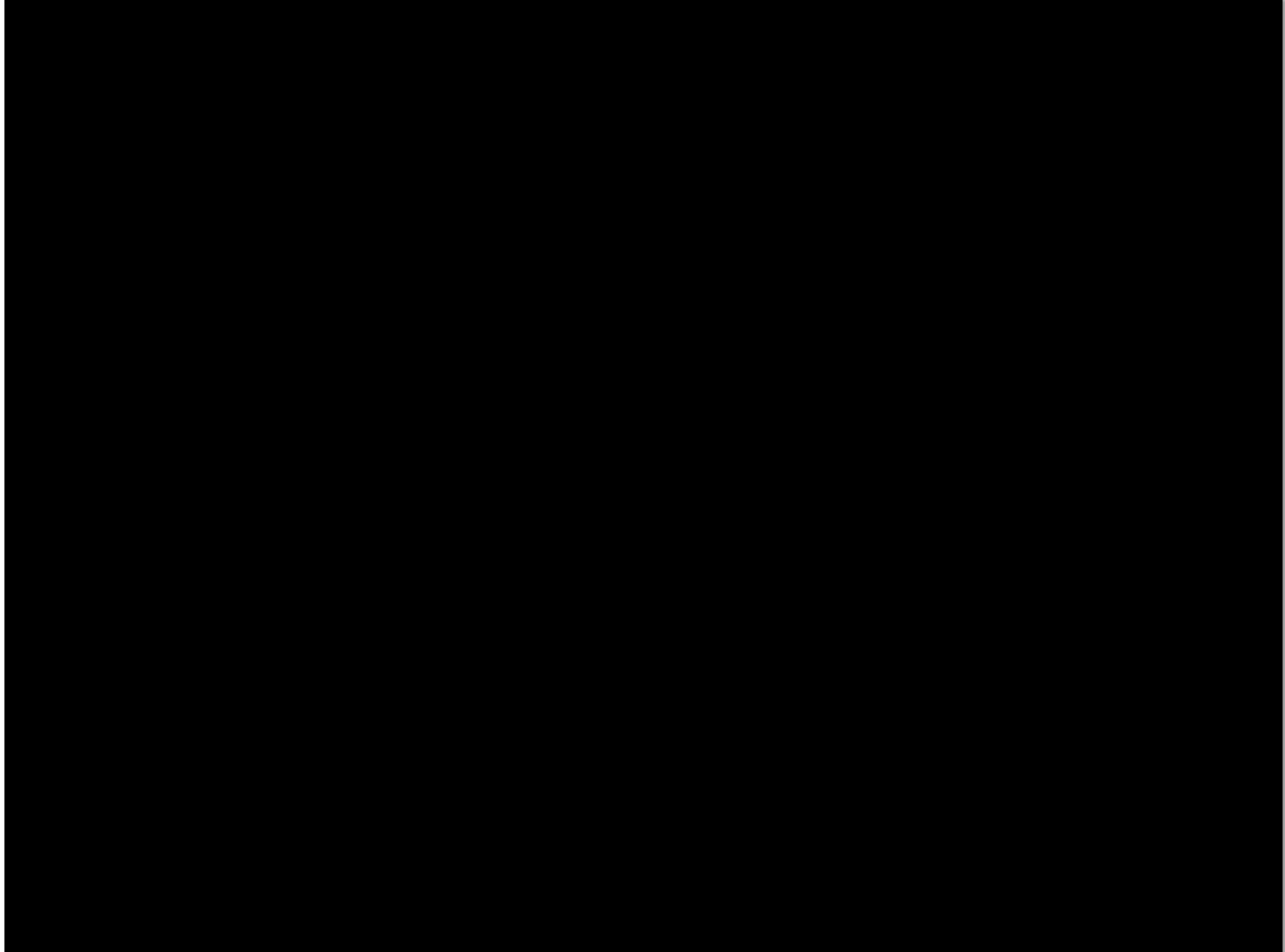
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Source: <https://www.wearable.com/ar/everything-you-need-to-know-about-augmented-reality>



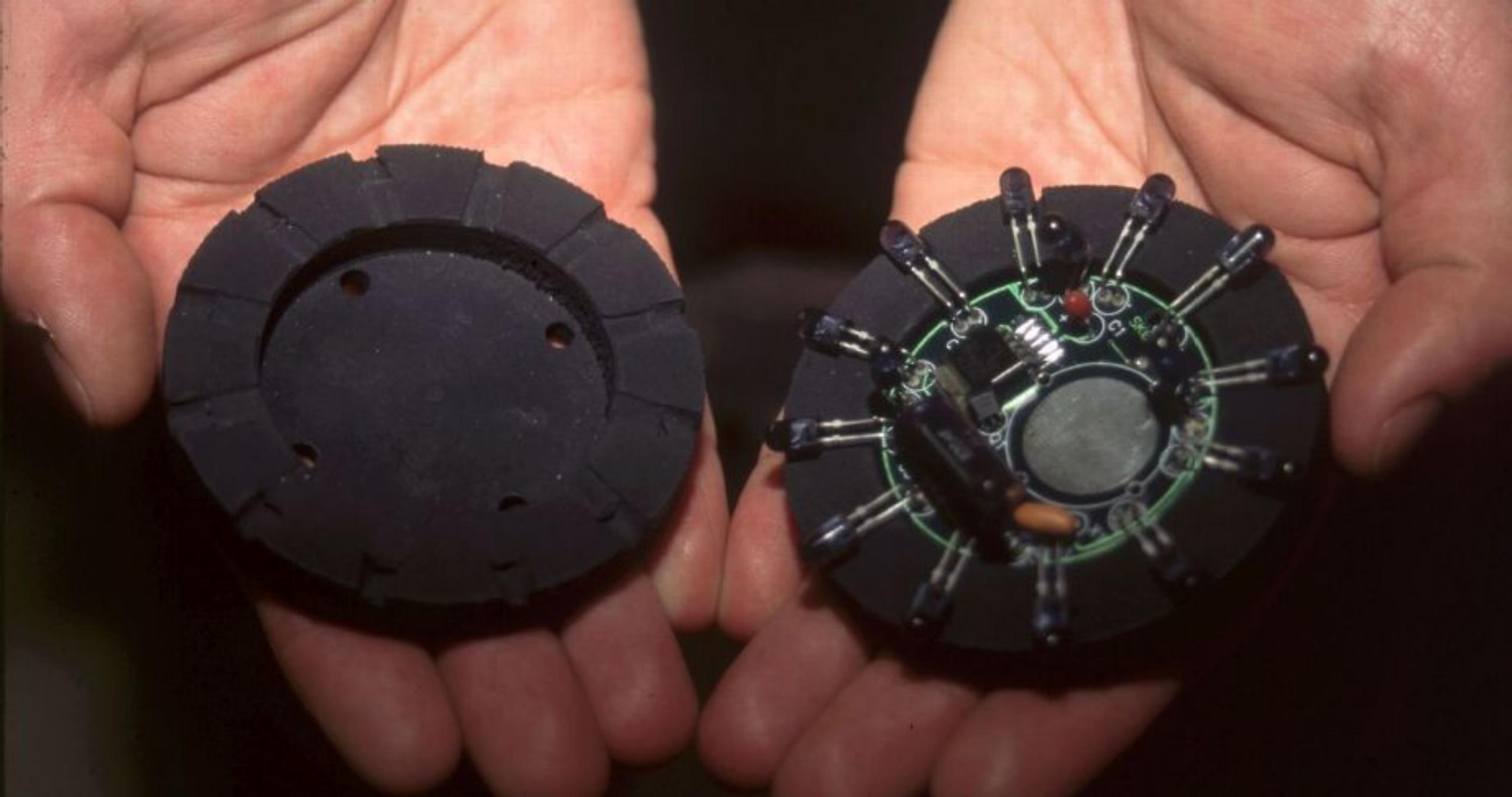


Image from http://www.espn.com/nhl/story/_/id/21080555/nhl-bring-back-infamous-glow-puck

FoxTrax glowing puck: Was it th X +

www.slate.com/articles/sports/sports_nut/2014/01/fostrax_glowing_puck_was_it_the_worst_blunder_in_tv_sports_history_or_was.html

SLATE

Lame Puck

Was Fox's glowing puck the worst blunder in TV sports history, or was it just ahead of its time?

By Aaron Gordon

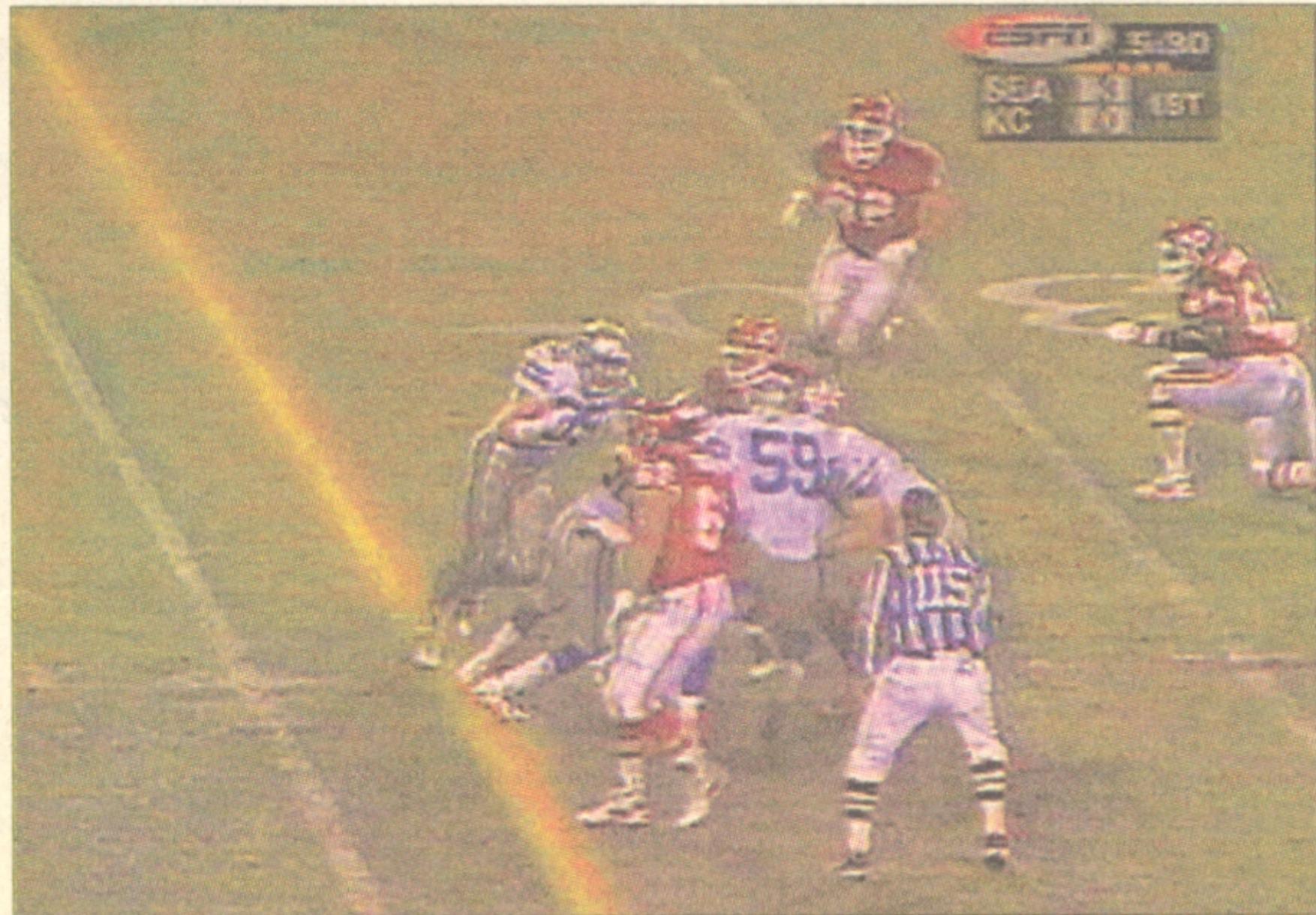


The 1996 Fox Sports promotional video starts with a bunch of scientists straight from central casting, puttering with Erlenmeyer flasks that are bubbling over with smoking fluids. Then, there's a quick flash of a slap shot accompanied by a laser beam

The thin yellow line

ESPN added a new feature in its football broadcasts this year. "1st and Ten" technology places a yellow line, visible only to TV viewers, that indicates where the first-down marker is.

Story, D-4



ESPN

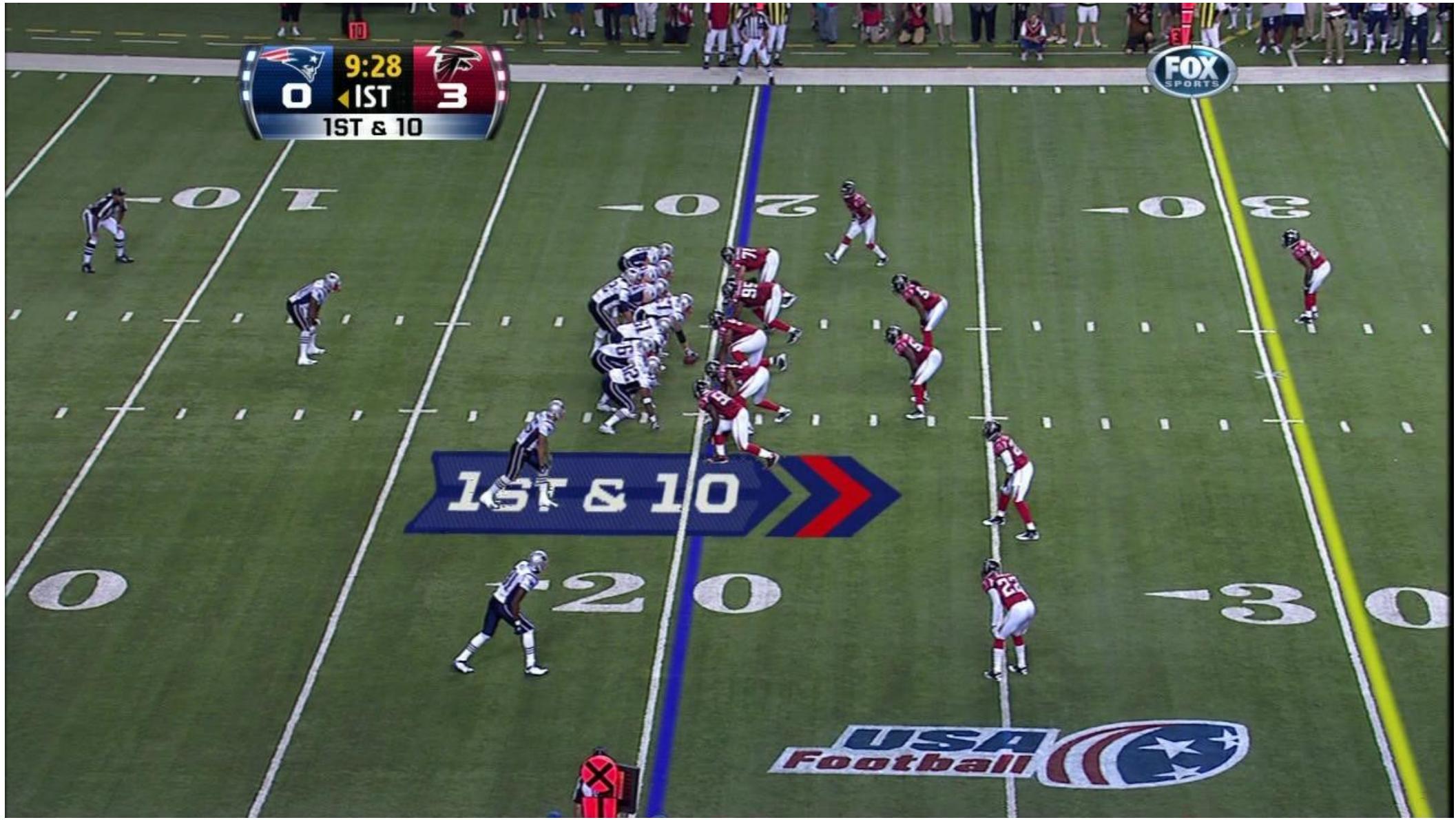


Image from <https://gobraithwaite.com/creative-marketing-saved-nfls-yellow-first-line/>

“It probably cost the broadcaster \$25,000-\$30,000
for a weekend back then.

We had to roll out an entire truck to make it work
for games in the early days. It was five racks of
equipment, a lot of engineers, a traveling circus.”

“Now it's basically one computer”



Source: <https://technabob.com/blog/2008/12/17/mini-augmented-reality-ads-hit-newstands/>





Source: <http://mashable.com/2012/04/04/google-glasses-project-glass/>

 google glass

Search term

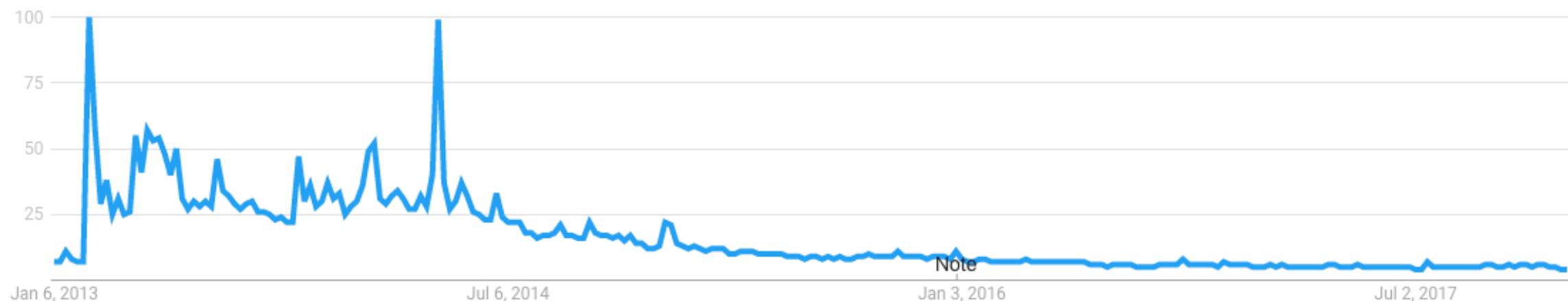
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Interest over time 

CNN Google Glass users fight privacy fears

www.cnn.com/2013/12/10/tech/mobile/negative-google-glass-reactions/index.html

U.S. | World | Politics | Money | Opinion | Health | Entertainment | Tech | Style | Travel | Sports | Video | VR

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Google Glass users fight privacy fears

By Heather Kelly, CNN

Updated 2:48 PM ET, Thu December 12, 2013

stopthecyborgs

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Anti-Google Glass icons from StopTheCyborgs.org, a group raising awareness about Google Glass privacy concerns.

Story highlights

Google Glass users have faced some negative reactions from businesses and strangers

Carolyn Capern and her business partner Greg Trujillo were eating breakfast in a Panera bakery in Florida recently, each wearing Google Glasses but actually

Google Glass available to everyone for \$1500

SARAH MISHKIN

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Sarah Mishkin

 21

MAY 13, 2014

Google's flagship wearable device—Google Glass—is [now available](#) for anyone in the US who wants to spend \$1,500 on the smart spectacles some find fascinating and others find bizarre.

In a post to the Google+ social network Tuesday afternoon, Google announced the new availability of the devices, which combine a set of spectacles with a small computer that sits just above the wearer's right eye.





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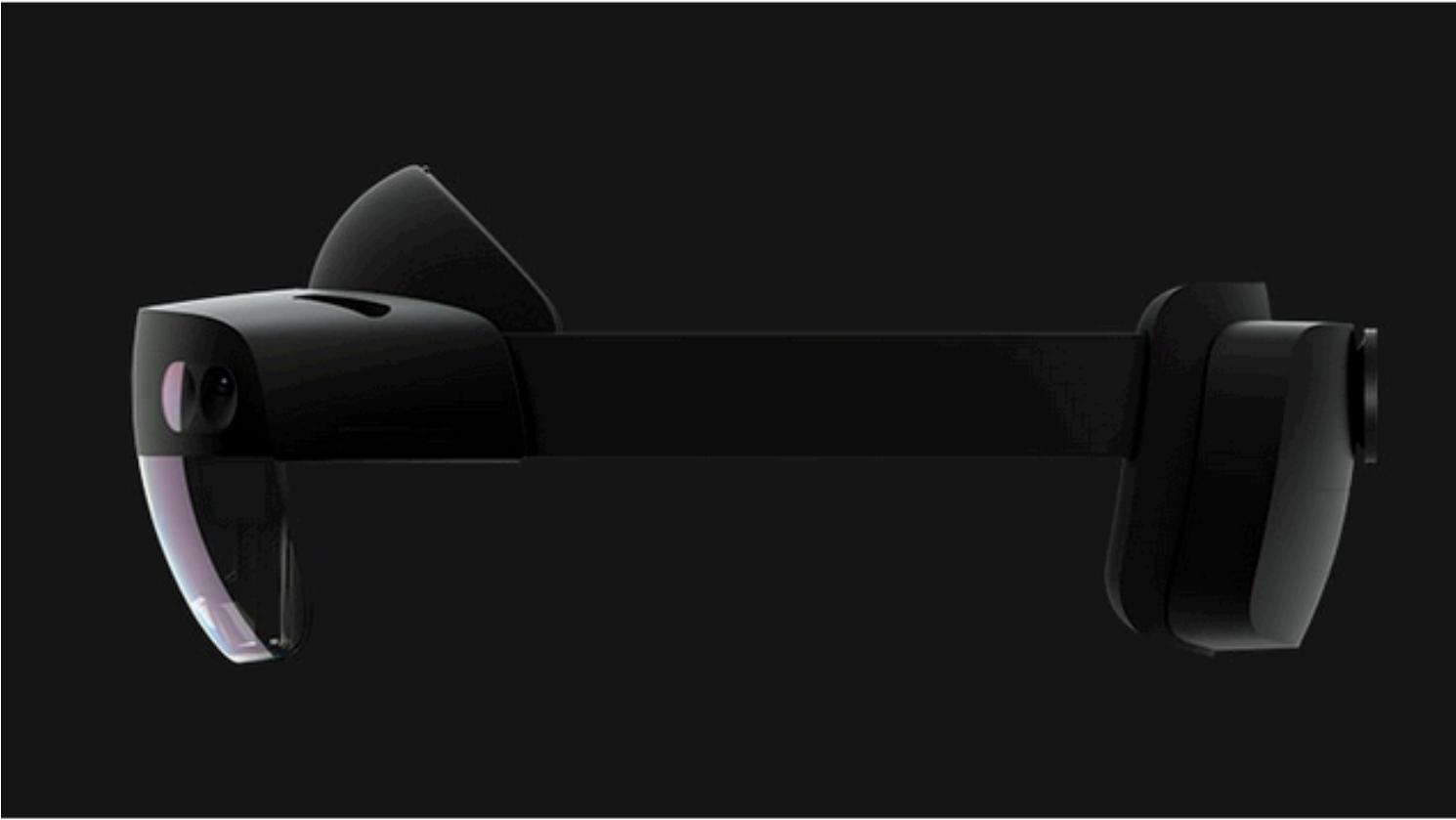
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HoloLens 2 (device only)

HoloLens 2 offers the most comfortable and immersive mixed reality experience available—enhanced by the reliability, security, and scalability of cloud and AI services from Microsoft. \$3,500 per device.

- Immersive
- Ergonomic
- Ready for business

Agenda

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Apple shows off breathtaking new augmented reality demos on iPhone 8

By Nick Statt | @nickstatt | Sep 12, 2017, 2:36pm EDT

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Apple today showed off a handful of new augmented reality demos to show the efficacy of

40 

See Everything, Secure Everything

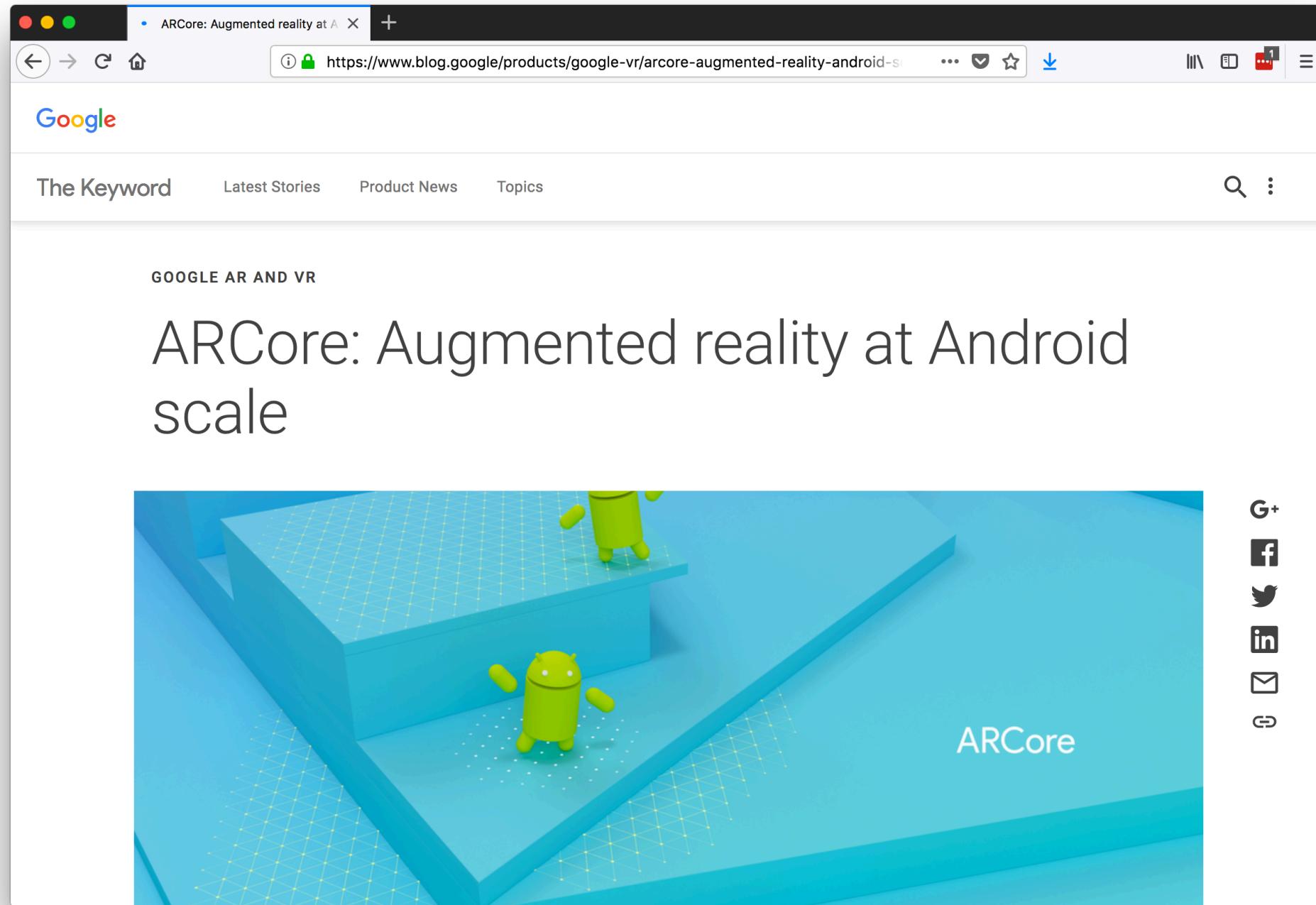
Prevent breaches, detect endpoint threats and stop malware.

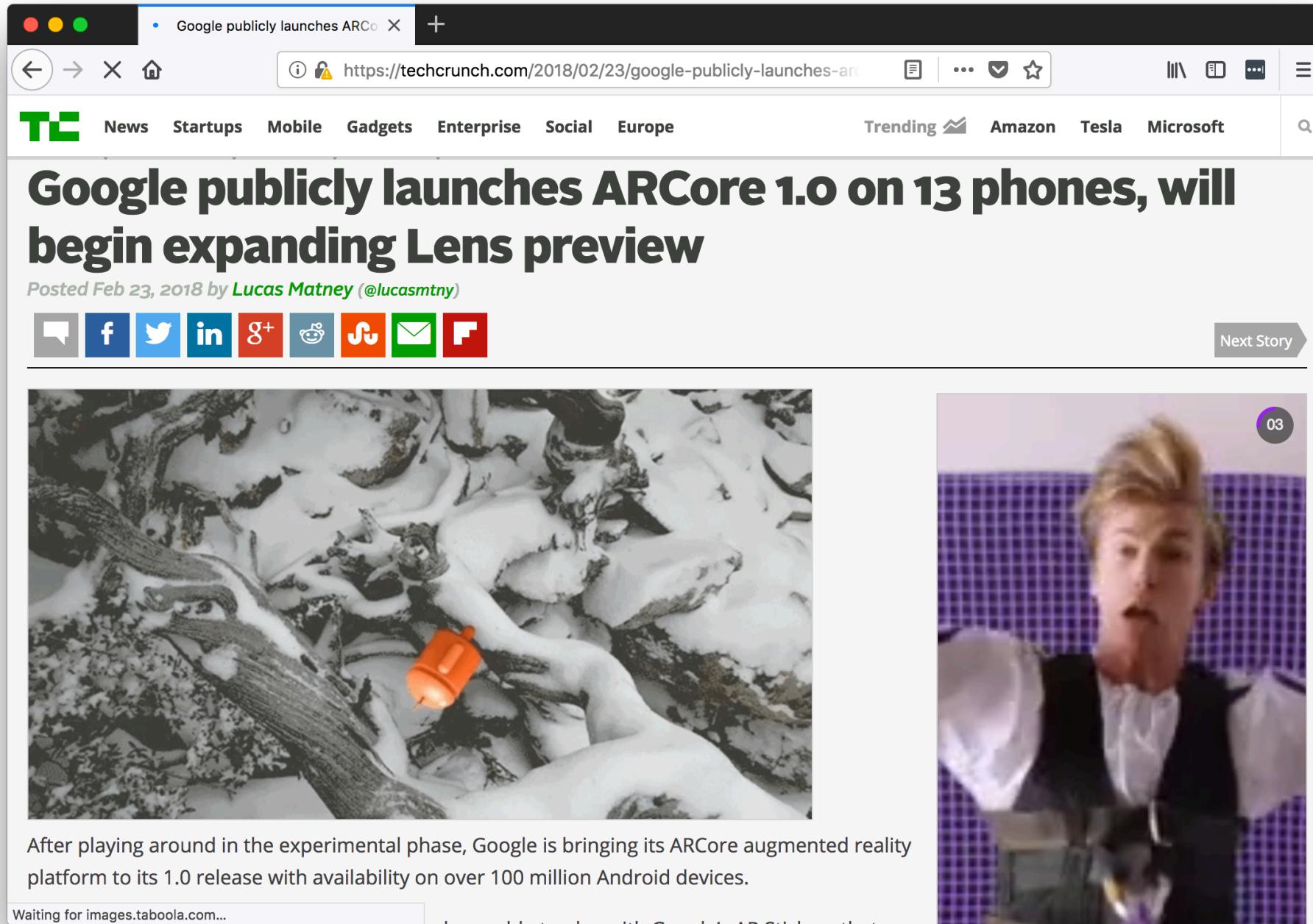
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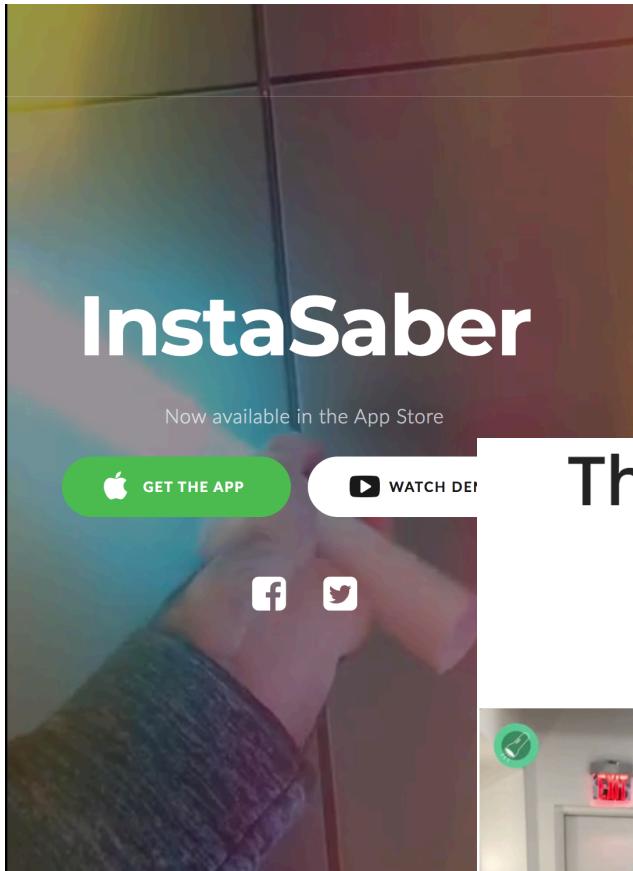






Device Support

- ARKit
 - iPhone 6S+
 - iPad Pros and Generation 5+ regular iPads
- ARCore
 - Pixel+
 - Galaxy S8, S8+, Note8, S7 and S7 edge



This AR app solves Sudoku puzzles using your iPhone's camera

Spoilers

By Thuy Ong | @ThuyOng | Sep 21, 2017, 10:28am EDT

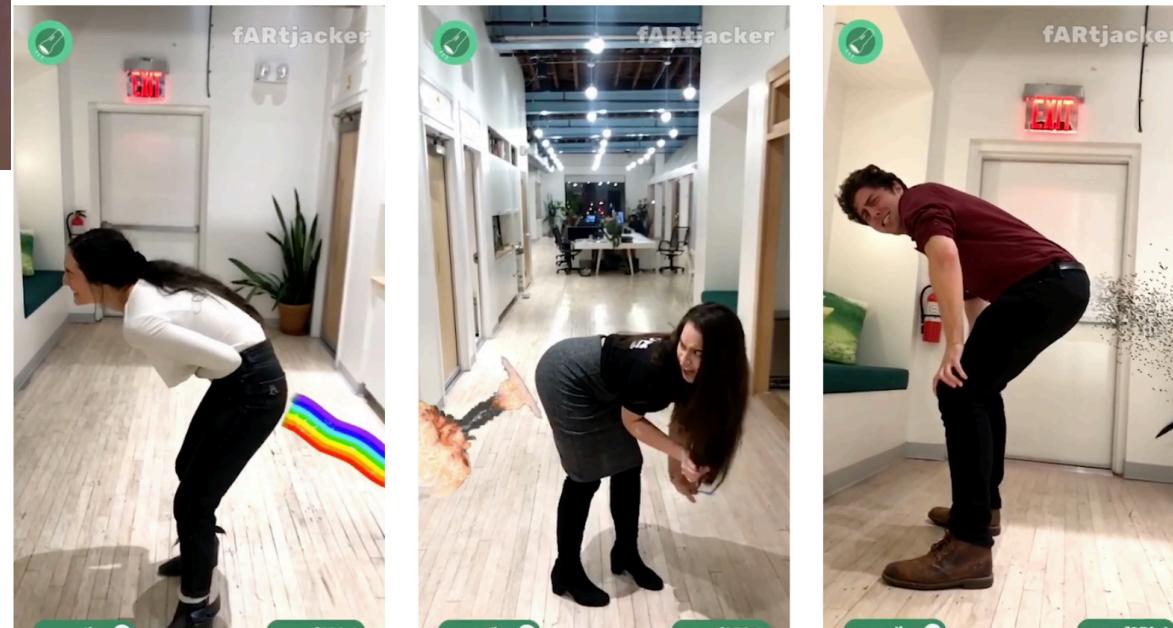
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The AR Fart App We've All Been Waiting For

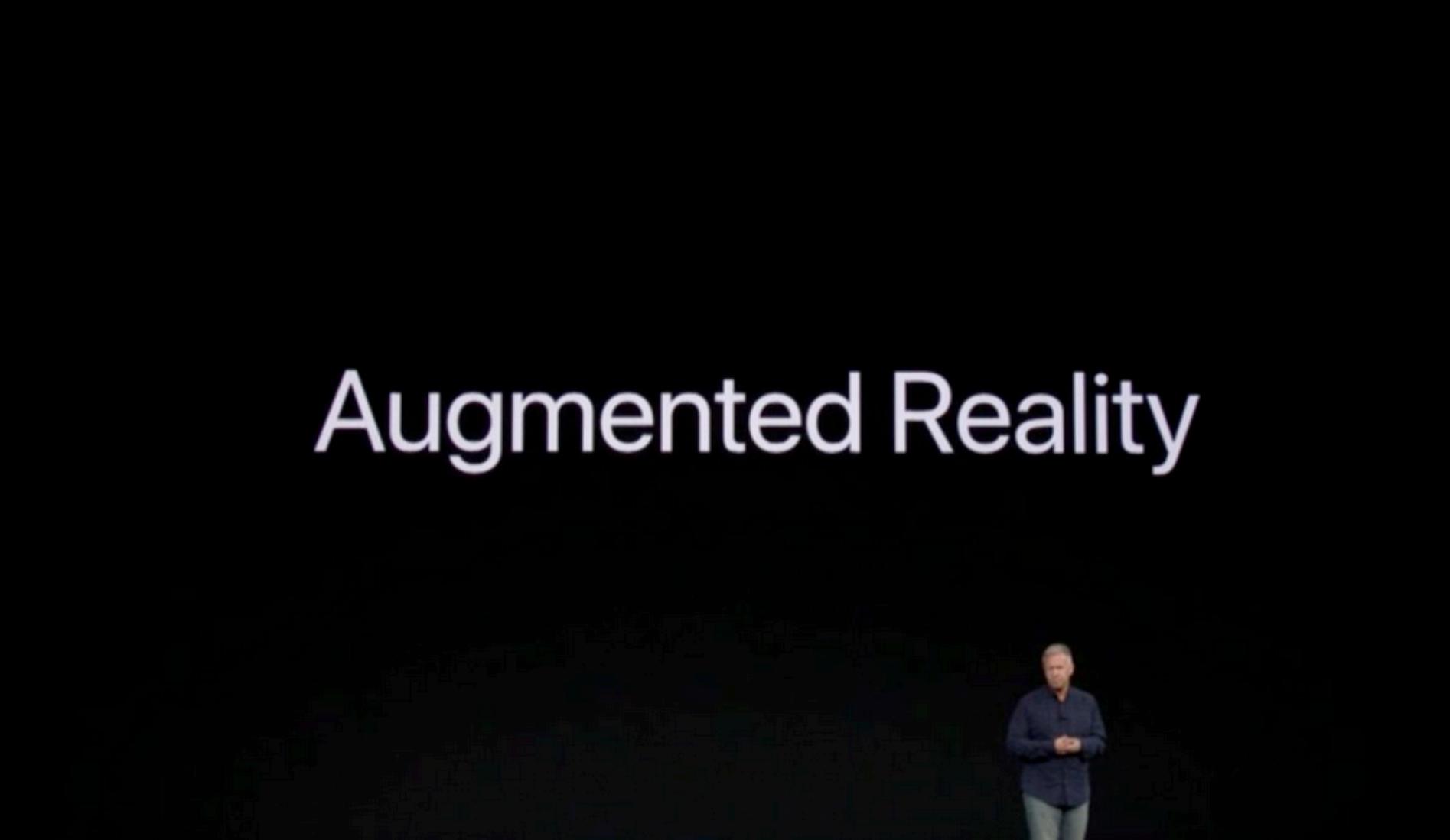
December 19, 2017 • by Jonathan Nafarrete

NOW TRE

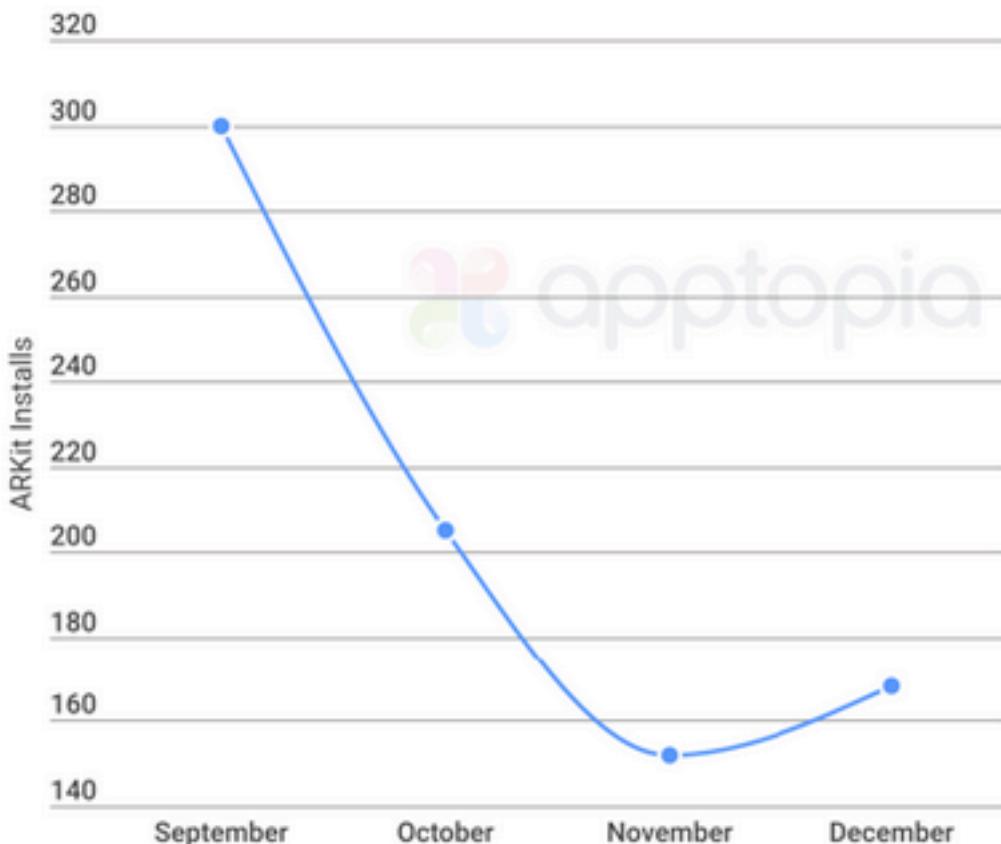
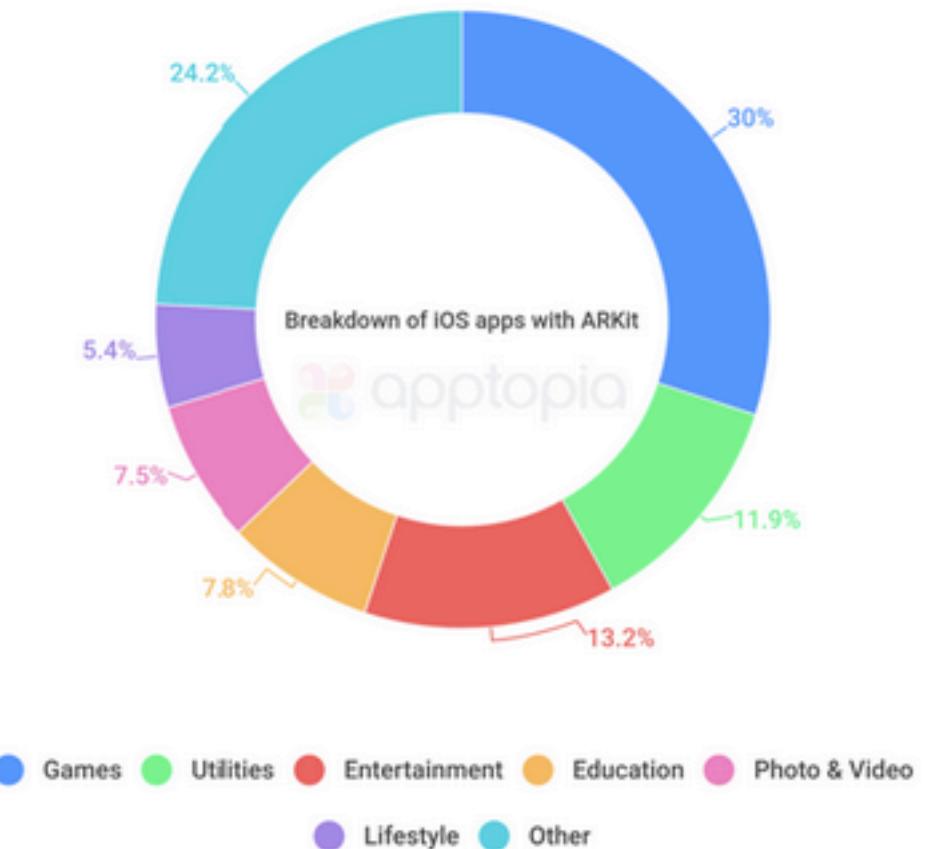


Report: Despite Apple's hype, early developer adoption of ARKit has been slow

Chance Miller - Jan. 3rd 2018 3:21 pm PT  @ChanceHMiller



Augmented Reality

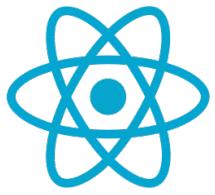


All in all, Apptopia estimates that there are under 1,000 applications currently in the App Store that take advantage of ARKit.

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- Building AR apps w/JS

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React Native



HippoAR/react-native-arkit: Re X +

GitHub, Inc. (US) https://github.com/HippoAR/react-native-arkit ... ⌂ ⌄ ⌅ ⌆ ⌇ ⌈ ⌉ ⌊ ⌋ ⌃ ⌄ ⌅ ⌆ ⌇ ⌈ ⌉ ⌊ ⌋ ⌃

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Code Issues 24 Pull requests 3 Projects 0 Wiki Insights

React Native binding for iOS ARKit

arkit react-native augmented-reality ios objective-c

400 commits 15 branches 17 releases 6 contributors MIT

Branch: master New pull request Create new file Upload files Find file Clone or download

	macrozone Merge pull request #133 from gtfargo/master ...	Latest commit 0404b04 10 hours ago	
	fix assign bug	22 days ago	
	add option to overwrrite position	a month ago	
	adds requiresMainQueueSetup to fix warning in rn 0.49+	8 days ago	
	refactor	a month ago	
	Update README.md	6 months ago	
	eslint	6 months ago	
	[Issue 33] Solve Xcode 9 deprecated. [No Issue] Add Xcode .gitignore.	4 months ago	
	added onPlaneRemoved, eulerAngles and simple changelog	22 days ago	
	update changelog	22 days ago	
	Create CODE_OF_CONDUCT.md	6 months ago	

The screenshot shows a GitHub repository page for the user EddyVerbruggen. The repository name is `nativescript-ar`. The page includes a header with navigation links like 'This repository', 'Search', 'Pull requests', 'Issues', 'Marketplace', and 'Explore'. Below the header, there's a summary bar with metrics: 33 commits, 1 branch, 4 releases, 1 contributor, and an MIT license. The main content area displays a list of recent commits, each with a small icon, the author's name, the commit message, and the time it was made. The commits listed are:

- EddyVerbruggen Added repository (7 days ago)
- .github Enjoy, world! (4 months ago)
- android-lib-src Android library typings added (2 months ago)
- demo Travis (16 days ago)
- docs Allow undefined plane material #2 (3 months ago)
- publish Enjoy, world! (4 months ago)
- src Added repository (7 days ago)
- .gitignore Android support (3 months ago)
- .travis.yml Travis (16 days ago)
- LICENSE Bumped a few dependencies (28 days ago)
- README.md Android support (3 months ago)

Snapchat buys Israeli augmented reality start-up for \$40 million: Report

Arjun Kharpal | @ArjunKharpal

Published 6:32 AM ET Tue, 27 Dec 2016



Snap Inc – the owner of Snapchat – has quietly acquired Israeli augmented reality (AR) start-up Cimagine Media for a reported \$30 to \$40 million, according to a media report.

Cimagine Media makes software that allows businesses or consumers to visualize what an item might look like in their environment. For example, the start-up works with Shop Direct to allow customers to see what furniture would look like in their home via a tablet.

This so-called augmented reality use is of interest to Snap Inc, considering Snapchat uses this technology in their lenses to let users turn their faces into animals for example.

Snapchat buys Looksery, a 2-year-old startup that lets you Photoshop your face while you video chat



Alyson Shontell



Sep. 15, 2015, 3:36 PM



FACEBOOK



LINKEDIN

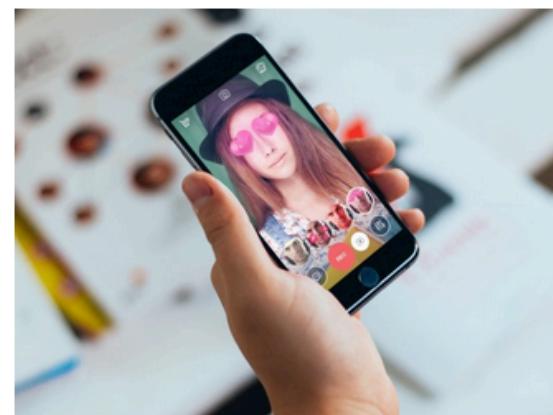


TWITTER



Snapchat has acquired facial recognition startup Looksery.

The deal was first flagged by Ain.ua, a Ukrainian publication, which states Snapchat purchased the startup for ~ \$150 million. Business Insider has



Looksery's app. Snapchat now offers that same selfie filter as a lens. Looksery

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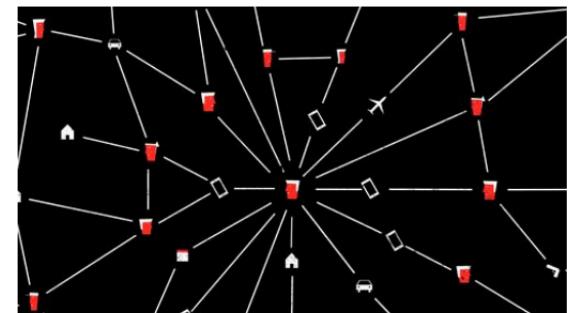
Google buys Word Lens, the app that translates languages with your phone's camera

By Chris Welch | @chriswelch | May 16, 2014, 2:50pm EDT

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NativeScript AR



Summary

- AR is cool.
- AR is hard.
- It's probably a few years before AR is simple enough for your average developer to build something compelling with.

A screenshot of a web browser displaying the NativeScript website at <https://www.nativescript.org>. The page features a dark blue header with the NativeScript logo and navigation links for Docs, Showcases, Resources, Blog, About, and Full menu. Below the header, a large white text area reads: "Build amazing iOS and Android apps with technology you already know". Underneath, a subtitle states: "Open source framework for building truly native mobile apps with [Angular](#), [TypeScript](#) or [JavaScript](#)". A prominent green rectangular button with the text "Get started" is centered. A thick red arrow points from the bottom left towards this button. At the bottom of the page, there are logos for RANGLE.IO, McKesson, Verizon, SAP, and ADP.

N Native mobile apps with Angular X +

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NativeScript

Build amazing iOS and Android apps with technology you already know

Open source framework for building truly native mobile apps with [Angular](#), [TypeScript](#) or [JavaScript](#).

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Thanks! 😊
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