

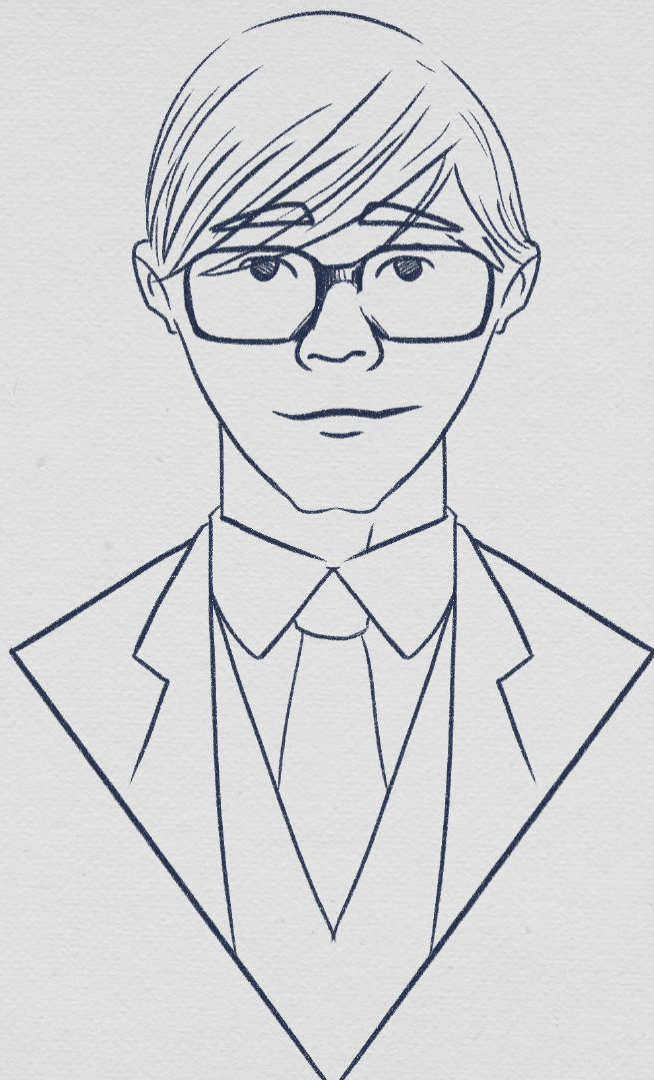
A dark, textured background featuring a smartphone. The phone's screen displays a complex 3D visualization of data points, appearing as a dense field of small, glowing blue and purple cubes. Overlaid on this data field is a large, prominent, glowing yellow 'X' shape, which is also composed of a grid of smaller cubes. The phone is positioned diagonally, and its home button is visible at the bottom right.

# **Realidade Aumentada**

E sua usabilidade

# Guilherme

UX Designer  
&  
Front-End Developer





# **REALIDADE AUMENTADA X REALIDADE VIRTUAL**



A man, resembling Tom Cruise, is shown from the chest up, wearing a black t-shirt. He is looking directly at the camera with a serious expression. His hands are raised, palms facing forward, and he is wearing black gloves with circular sensors on the fingers. The background is a dark, blue-tinted digital interface with various elements: a large, stylized 'X' or 'A' shape on the right, a circular gauge or clock-like element on the left, and a grid of small, glowing points at the bottom. The overall aesthetic is futuristic and high-tech.

**Realidade aumentada de fato**

# OS GADGETS

# Hololens



# Google Glass





# Epson Moverio





E o Gadget mais difícil de todos...

# O Mobile



Beleza, para que serve?



# Aplicações...

**Medicina**

**Publicidade**

**Decoração**

**Entretenimento**

**Educação**



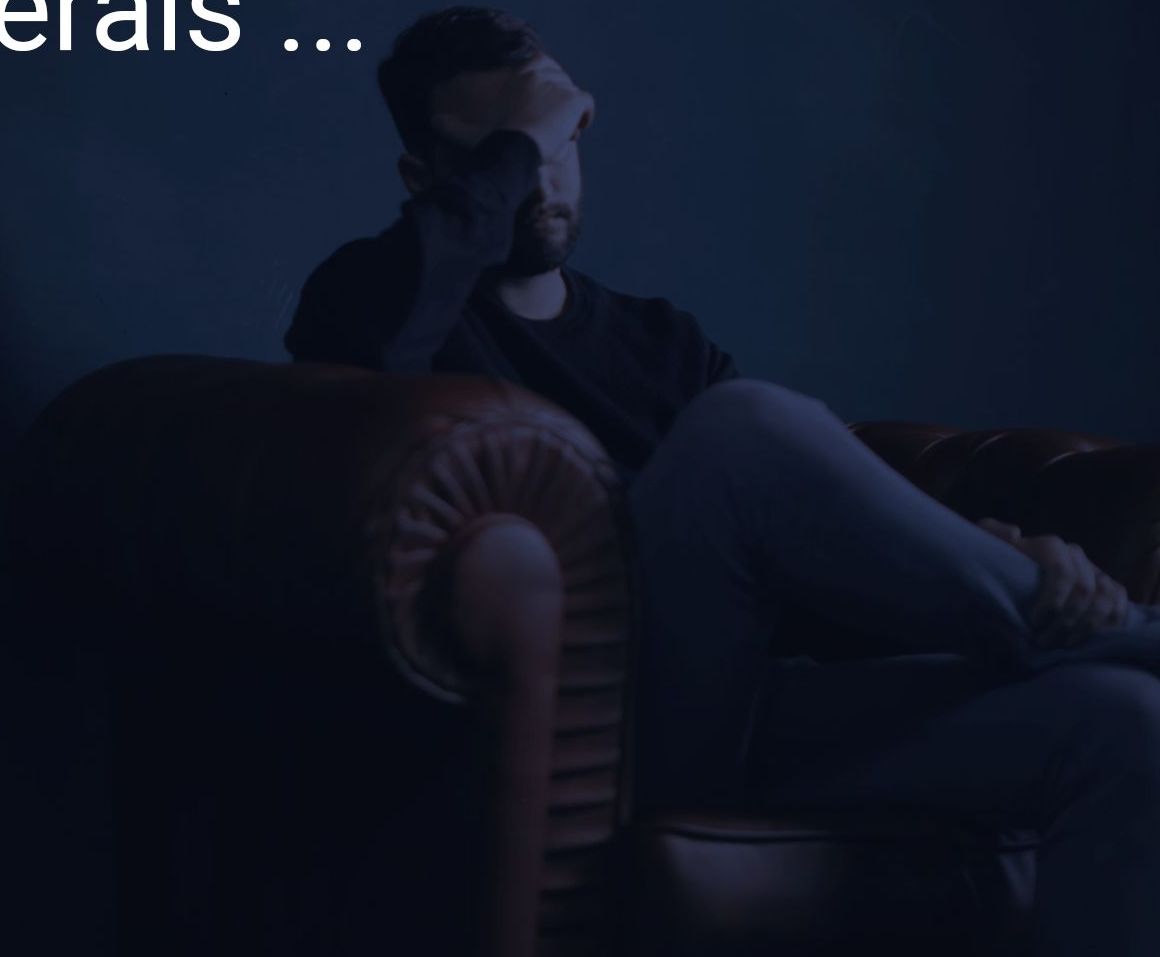
Chega de bla bla bla

Cadê a **usabilidade?**

A dimly lit scene featuring two men. The man on the left is wearing a VR headset and gesturing with his hands. The man on the right is holding a clipboard and looking at the first man. The background is dark and out of focus.

Teste 360

# Efeitos Colaterais ...



A close-up of a man's face, looking directly at the camera. He has a beard and mustache. Overlaid on his face and the background is a futuristic, blue-tinted heads-up display (HUD). The HUD features various circular gauges, lines, and text. On the left side, there are several circular elements resembling radar or sonar displays. In the center-left, there is a rectangular box with the text "MAX'S WEIGHT ANALYSIS" and "Weight-up flight ratios". Below this, there is a section labeled "Projected load" with the value "3340 lbs". To the right of this, there is a section labeled "Max. weight limit" with the value "300 lbs". At the top left, there is a small box with the text "PAS 225" and "PAS 225". The overall aesthetic is high-tech and futuristic.

# The Future



# Algumas notícias...

## Facebook trabalha em óculos de AR

<https://tecmundo.com.br/amp/mercado/135529-facebook-revela-trabalhando-oculos-realidade-aumentada.htm>

## Apple compra startup de óculos AR

<https://canaltech.com.br/negocios/apple-compra-fabricante-de-lentes-para-oculos-de-realidade-aumentada-121478/>

## Em breve no trabalho

<https://www.inverse.com/article/16407-ar-in-the-workplace>

Referências...



# Os links

## Youtube

[https://www.youtube.com/watch?v=x6\\_IZ8e9KuE](https://www.youtube.com/watch?v=x6_IZ8e9KuE) - TED

<https://www.youtube.com/watch?v=H9ZOqQzjukY> - TED

<https://www.youtube.com/watch?v=MeZcQguH124> - Google IO

<https://www.youtube.com/channel/UCIm2DY6pj3ygKoKhEvr7KFw> - Canal que mistura Arduino + AR

## Posts

<https://medium.com/@dariyakursova/what-is-augmented-reality-technology-and-how-does-ar-work-c4f2d07666e6>

<https://hackernoon.com/can-augmented-reality-solve-mobile-visualization-f06c008f8f84>

## Podcasts

<https://hipsters.tech/realidade-aumentada-hipsters-117/>


<https://uxpodcast.com/186-augmented-reality-boon-sheridan/>





# Obrigado

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