

INTRO

- Welcome! My name is Nicoletta!
- As a native of Munich, Oktoberfest naturally comes to mind when it comes to beers and UXBeers. However, today I won't be focusing on Oktoberfest itself. Instead, I'll take you on a journey back to 1968, the year when AI was born.
- Although augmented reality is one of the more recent technological developments, or that's what some might think, the first idea dates back to 1968. Ivan Sutherland, who was a professor at Harvard University at the time, developed a head-mounted three-dimensional display.
- This was attached to the ceiling because of its weight. The system layered virtual images over the real environment, which changed perspective depending on the direction of the user's view and behaved according to physical objects.
- However, the term itself was first used in 1990 by an engineer Tom Caudell, who built a display for a Boeing flying machine that integrated virtual graphics into the field of vision. From then on, many AR projects began to be worked on.
- Another date to remember: Oktoberfest started in 1810. The first Oktoberfest was opened with a big horse race. The occasion is the wedding of King Ludwig I and Princess Theresa. The venue is a meadow (at that time) on the outskirts of the town, which is from then on called "Theresienwiese" in honor of the bride.
- Today, I've chosen to discuss AR with you because a few years ago, I wrote a small paper on the subject and conducted research on creating digital user experiences in museums, particularly in the cultural sector.
- And I've noticed recently that the topic is back again or it never really went away. There have been lots of talks about mixed reality, the whole metaverse concept, and NFTs. (I'm not referring to the metaverse or NFTs in the context of AR as it is VR.) Even if you Google the recent UX trends for this year, AR and VR will show up. I also want to emphasize that AR is distinct from VR.
- Although programming skills are required for AR and VR, I strongly believe that it is also relevant for UX/UI designers. That's why I'm thrilled to share my knowledge about AR with you!