

APPLICATIONS

In the current day, technology underpins a majority of industries to some extent, and with an increasing accessibility to digital reality products, the potential applications for AR are becoming more and more varied and innovative.

The great thing about AR is that its applications are fluid enough that it can be integrated into the user experience of pretty much every industry in some way. Some of the most popular industries it is used in have been outlined here.



ENTERTAINMENT

Social Media, Gaming, Interactive toys, Fashion/Appearance simulation.
Examples of AR in entertainment - Mardles, Cornelius Vexheart



COMMERCE

Product launch/promotion, Retail advertising, Product /packaging interaction, Product previews/ simulations
Examples of AR in commerce - myMALL AR, Grenade

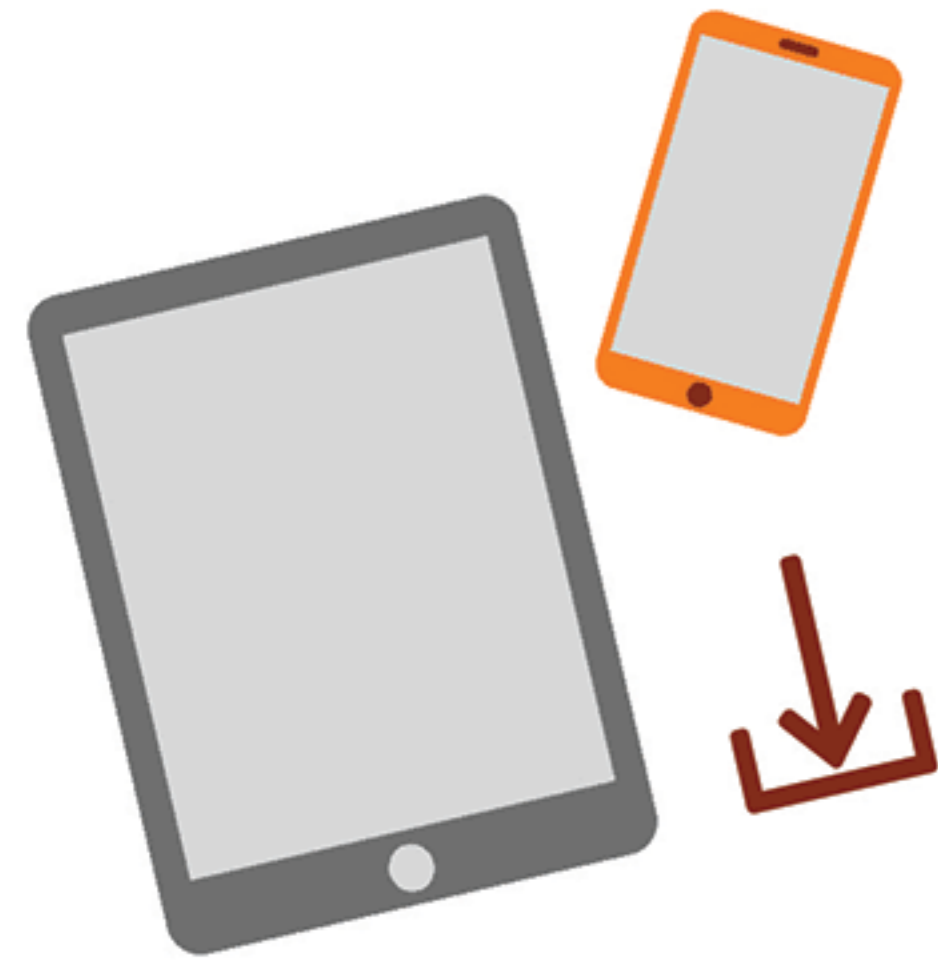


EDUCATION

Scientific demonstrations, Geographical annotations, Corporate education, Manufacturing information
Examples of AR in education - Brain AR, Sunovian, Sealed Air

DELIVERY

Augmented Reality is often seen as the more consumer friendly method of accessing digital reality content. This is because AR works as a means of improving or adding something extra to an already existing real life object. Therefore in order to encourage people to use AR in their day-to-day life, it needs to be easily obtainable and portable. This is why smart device applications make the perfect platform for displaying AR - it's convenient, portable and easy to use.



WANT TO MAKE SENSE OF THE DIGITAL REALITIES?
HERE'S ALL YOU NEED TO KNOW.

AR

AUGMENTED REALITY

VS

VR

VIRTUAL REALITY

WHAT IS IT?

Virtual Reality is defined as a computer generated simulation of a 3D image, presented in a seemingly physical/realistic way through specialist electronics.

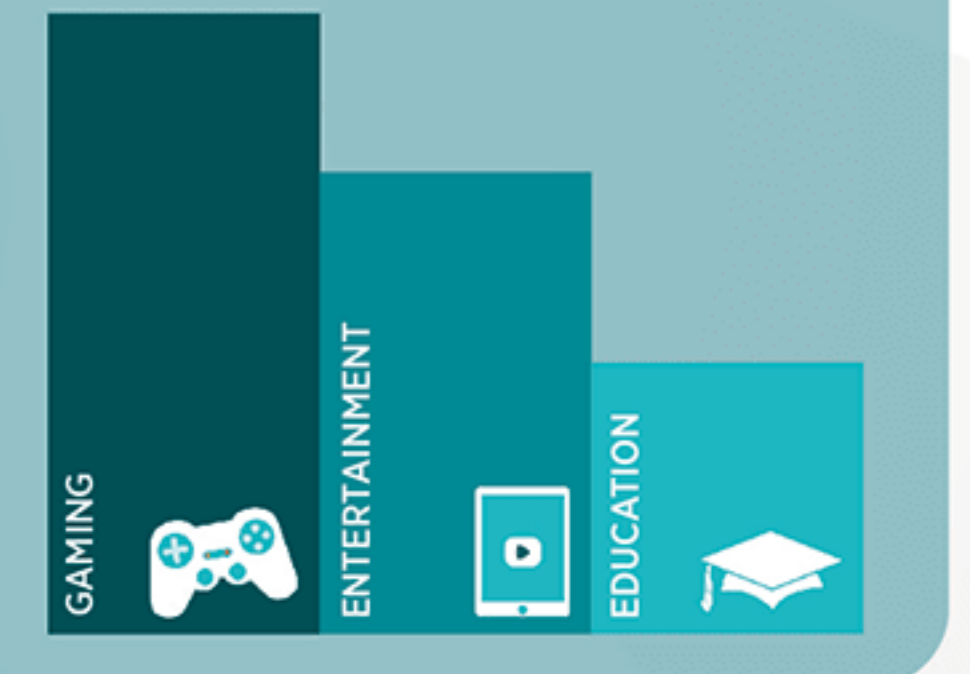
DID YOU KNOW?

It is a well known fact that VR can cause motion sickness. But did you know that we have now developed anti nausea EEVR chairs to counteract this effect?

By simulating a sense of realistic motion we are able to counter-act the sensory conflict our bodies go through when experiencing VR.



EXPECTED INDUSTRY GROWTH FROM VR



DELIVERY

VR experiences are primarily displayed through electronic headsets, usually attached to a smart phone or wired to a computer. However, wireless self contained headset computers such as the Microsoft Hololens are emerging, creating more possibilities for high end and portable virtual and mixed reality experiences.

In addition to visual immersion, high end VR experiences now often extend beyond sight and sound simulation and delve into recreating motion, touch and smells for added immersion.



ENTERTAINMENT

360 photos, videos and films, interactive gaming.

TRAINING

Corporate training for medical, manufacturing, aviation, automotive.



SHOWCASE

Retail, real estate and portfolio purposes.



Virtual Reality is most suitable for uses in films and gaming and also for educational simulation and training situations. This is because VR aims to completely remove users from their real life surroundings and submerge them into completely new environments.

With high powered VR experiences, it is possible to simulate a real environment so closely that bodily reactions such as heart rate and response times can be studied to see how users would react to specified real life situations.

WHAT DOES THE TERM MIXED REALITY MEAN?

Mixed Reality is a more intelligent development of augmented reality that uses **object and surface recognition** to place digital content into a real world environment. E.G if a CGI ball was placed under a table the ball would appear and disappear as you moved above and below the table's surface, just like in real life.



WHAT IS IT?

The term 'Augmented Reality' refers to the concept of digitally overlaying computer generated content onto a real world environment, creating the illusion that the real and digital dimensions are blended, or augmented together.

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