Understanding Augmented Reality Concepts And Applications

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underlying principles for creating exciting, useful augmented reality experiences are timeless. And Augmented reality designed from a purely technological perspective will lead to an AR experience

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(Author) Augmented reality is one of the newest innovations in the electronics industry. It is the superimposing of graphics, audio and other sense enhancements onto real-time environments combining the physical and virtual worlds. Recent Page 21/43

examples include the following: on TV, you have the superimposed first down line in football games; on cell

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This chapter
introduces the idea of
augmented reality
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(AR) and defines what is meant by the term augmented reality in the context of this book. It also And distinguishes augmented reality from other related media and technologies, as well as introduces some terms that will aid in understanding the chapters that Page 26/43

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and Other and Technologies --Media --Technologies --Other Ideas Related to the Spectrum Between Real ...

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elements that are required to create augmented reality experiences. The technology that supports augmented reality will come and go, evolve and change. The underlying principles for creating exciting, useful augmented reality experiences are timeless. Page 34/43

Augmented reality designed from a purely technological perspective will lead to an AR experience that is novel and fun for one-time consumption - but is no more than a toy.

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