AUGMENTED REALITY

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Definition/ Description of Augmented Reality

- Augmented Reality is a technology that superimposes a computer generated image on a user's view of the real world, thus providing a composite view in real time.
- Augmented Reality takes a user's existing environment and puts new information on top of it which is viewed through a device such as a smartphone or tablet.
- Augmented Reality is most commonly used in video games, interior designing and social media.

Beginning History of Augmented Reality

- Augmented Reality was invented in 1968 by a Harvard professor and computer scientist by the name of Ivan Sutherland with the help of one of his student, Bob Sproull.
- It would not be called Augmented Reality until 1990 by a Boeing researcher named Tom Caudell.
- "Dancing in Cyberspace" was the first theater production to use Augmented Reality in 1994. Julie Martin produced the production that showed acrobats dancing in and around virtual objects on stage as a piece of art.
- The first mass media form of Augmented Reality was used In 1998 when ESPN used a system that showed TV viewers the first virtual yellow first down marker during a live NFL game.

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

Modern History about Augmented Reality

- Once the technology caught up to Ivan Sutherland and Bob Sproull invention Augmented Reality really took off.
- In 2009, Esquire magazine did a collaboration with Robert Downey Jr. using Augmented Reality in their magazine. A person could scan the barcode on the magazine and the readers could experience Augmented Reality content involving Robert Downey Jr.
- In 2013 Volkswagen decided to use Augmented Reality as their car manuals. The use of an app through an iPad could help users view the internal workings making it easier to service.
- In 2014 Google released a product called Google Glass. The glasses was their first step into wearable Augmented Reality. The Google Glass was not very successful but it did show the potential of what Augmented Reality could be.
- As of 2020 Augmented Reality is used everyday from video games such as Pokemon Go to social media filters that are commonly found on Snapchat.
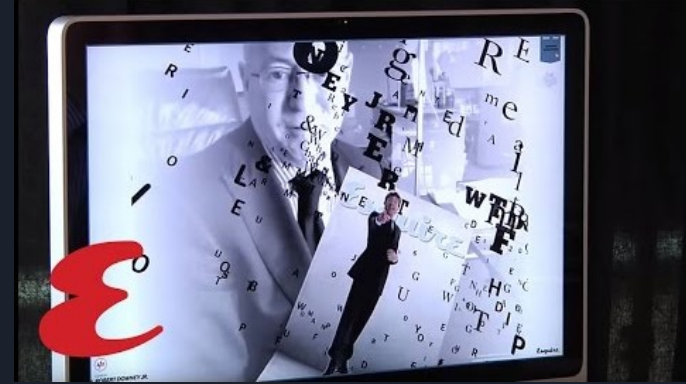
Augmented Reality is being used in a number of different things some of those being:

Gaming

- Gives a gamer an improved reality where a player sees and experiences the real world surrounding them, but incorporates computer-generated graphics in connection with what is "really" there.
- Example games: Pokémon Go, WallaMe, AR Sports Basketball and many more.

Training

- Can have a simulated exercise for employees to practice with.
- In a classroom setting Augmented Reality can turn an ordinary class into a learning adventure. Augmented Reality helps keep students engaged with virtual examples that support the textbook materials.

Computer -aided design

- CAD is used to draw lines and curves in order to build a product so you can look at it in any direction.
- CAD helps a user display a design in a full scale environment for a client to see a visual of a product in a simulate/real environment.

Where Augmented Reality is Going

- Augmented Reality is always being improved and has the potential to become something huge.
- Companies like Google and Volkswagen continue to explore products using Augmented Reality to develop something that can be used everyday by people.
- Augmented Reality has a great potential to be used for classroom lessons, it changes the way students interact with the real world and helps with keeping students engaged. It helps make a lesson fun to learn.