How Augmented Reality Is Changing The World

Augmented reality is the view of the physical real-world environment with superimposed computer-generated images. AR is gaining popularity as it brings the elements of the virtual world into a real world. More or less, every industry is poised to transform with AR. It appears in direct view of an existing environment and adds sounds, videos, graphics to it.

Here are some of the industries that have already united with AR in their day to day processes.

Real Estate

Real estate agents are showcasing their projects in an enhanced holographic form using AR rather presenting it on 3D models on 2D screens. Buyers can make a better decision by visualizing an immersive walkthrough and get the modulation of floor plans that will provide brief details about the value of space.

Healthcare

The professionals in the healthcare sector are using Augmented Reality to examine patients across different geographies. Doctors are using AR tools and technologies to provide a solution for complex health problems by measuring less invasive surgeries and providing required treatment or diagnosis using AR devices.

Logistics

Using AR-enabled smart glasses, Logistics companies are guiding their workers through the warehouse to pick items for order fulfilment. The global logistics company, DHL, is one of the early adopters of AR which has helped them to reduce shipment errors and increased their efficiency by 25%. With

Augmented reality, field workers can access excessive amount of information to make better decisions and actions.

Travel

One of the dominant consumer-centric components to help travellers quickly access the information. The technology is making the planning journey more interactive, simple and seamless. With Augmented reality, users can take the virtual tour while selecting the hotel and check the amenities like restaurant, spa, pool and much more

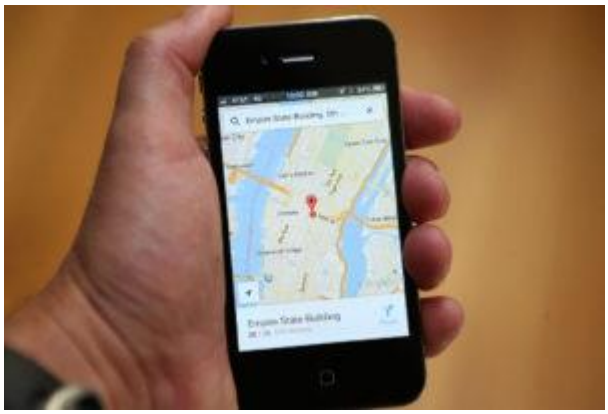
Types of Augmented Reality

There are several categories of Augmented reality exists, having a difference in their objective and applicational use-

1. Augmented Reality: Marker-based

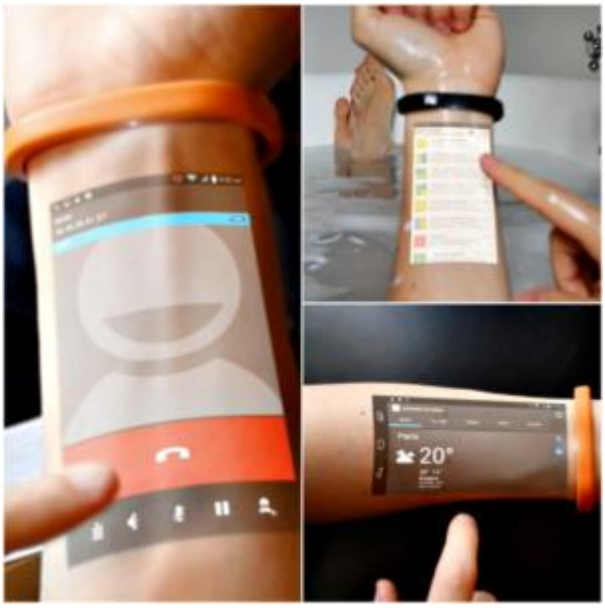
Marker-based augmented reality which is also called Image Recognition that acts as a visual marker such as QR/2D code that can be scanned with a camera. The result is produced when the marker is scanned by the reader. A specialized application is designed which uses the camera of the user device using which a marker can be distinguished from any other real-world object.

2. Augmented Reality: Markerless



One of the most extensively used applications of Augmented reality which is also called location-based or position based commonly used in GPS, Digital compass, velocity meter, embedded in devices to provide data based on user location. It is widely used to navigate directions, finding nearby business and location-centric mobile applications.

3. Augmented Reality: Projection Based



Projection based Augmented reality uses advanced projection technology to simplify the complex manual tasks by sending light onto a real-world surface and then sensing the human interaction of that projected light.

4. Augmented Reality: Superimposition Based

Superimposition based augmented reality replaces the original view with the new one. Object recognition plays an important role as the application needs to determine the object.

Augmented Reality has made a jump across the globe with the evolution of Smartphones, advance camera, faster processors and a great network coverage. The technology allow user to see the world with a different lens.