



Reality Check: Augmented Reality

Google is focused on exploring the next generation of augmented reality (AR.) Apple believes it will redefine the way humans use computers. Mark Zuckerberg says it's "the next big bet for the Facebook platform."

AR blends the digital and physical worlds, adding computer-generated graphics and video to a person's view of reality. The graphic overlay augments the person's view of a real setting, adding educational, instructional, informational or experiential value.

"There will be

1 billion AR users
by 2020.

—STATISTA



Goldman Sachs sees augmented and virtual reality as the next generation computing platform.



AR IS IDEAL FOR:

- Demonstrating products
- Illustrating concepts
- Explaining complex processes

There are many ways to deliver AR experiences today including:

- **Phone-based viewer:** Smartphones or tablets become the window into an augmented view of the user's surroundings.
- **Standalone, head-mounted displays (HMDs):** AR-specific HMDs are becoming increasingly popular because they provide a more immersive experience.
- **Mirror AR:** Allows people to see reflections of themselves with additional imagery or content layered on top of it.
- **Window AR:** A transparent LED or OLED display is used as a window into a three-dimensional display with digital overlays.
- **Tactile AR:** A wireless, interactive controller and presentation device that uses a Lazy Susan-type turntable for AR objects that respond to attendee input. These hands-on interactions can be delivered through a phone, tablet, touchscreen or AR headset.

INDUSTRY INTEREST: READY TO SOAR

Industry analyst IDC says, "Momentum around AR continues to grow as more companies enter the space and begin the work necessary to create the software and services that will drive AR hardware." IDC predicts triple-digit growth in this space between 2019 and 2021.

TECH READINESS: WEARABLES ARE COMING

While there are many good use cases today — AR scavenger hunts, product demos, and brand or service experiences— most require holding up a smartphone or tablet. Next generation AR will enable more persistent AR experiences with wearables. Apple and Google are both working on wearable AR devices. Next-generation AR will also enable shared AR experiences and even AR-powered directions. Developer platforms like WebAR make it easier and more cost-effective to create immersive AR experiences.

BEST PRACTICES:

ELIMINATE THE NEED TO DOWNLOAD AN AR APP

Digital news provider Marketing Dive says, "Most successful implementations of AR for event marketing involve providing attendees with devices set up for that specific purpose. This eliminates the hurdle of attendees having to download branded apps to their personal devices." When done right, AR increases mindshare and timeshare, providing practical value to attendees that elevates brand engagements.

