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IMPACT OF AUGMENTED REALITY ON SOCIETY

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WHAT IS AUGMENTED REALITY?

A digital overlay that is placed on top
of real-life environments





POPULAR AUGMENTED REALITY DEVICES



AUGMENTED REALITY STATISTICS

- AR device revenue reached \$27 billion in 2018
- AR revenue is projected to reach more than \$100 billion by 2020
- Estimated 1 billion AR users by 2020

APPLICATIONS OF AUGMENTED REALITY

Exploration

Navigation

Maintenance

Health

Virtual
Models



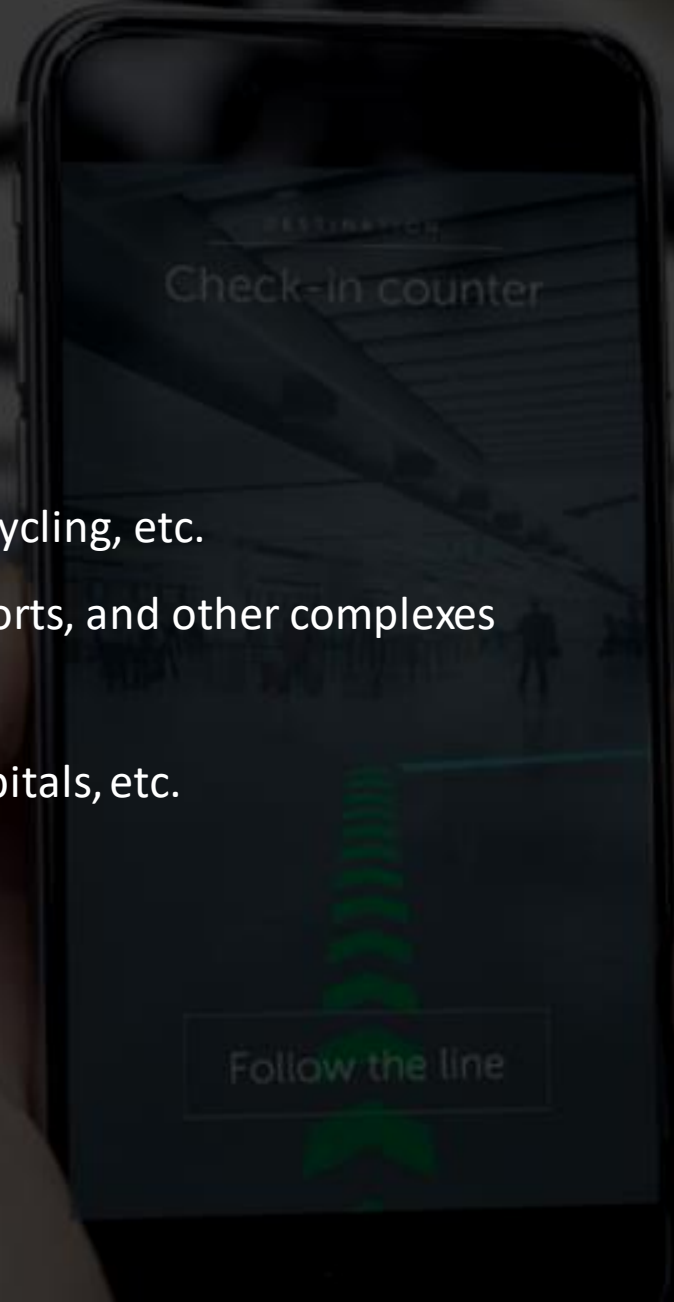
EXPLORATION

- Hunting to find digital items hidden about a physical area
- + Encourages users to be physically active
- + Helps bring in more business
- - Wandering onto private property
- - Getting lost
- - Can be exploited by criminals



NAVIGATION

- Short distance directions for walking, cycling, etc.
- + Well suited for navigating cities, airports, and other complexes
- + Shortens travel time
- + Helps locate stores, restaurants, hospitals, etc.
- - Can lead down dangerous routes





HEALTH

- First surgery with GG in 2013
- + Generally found to be feasible
- + It increases performance of doctors
- + Can be used to communicate remotely
- + Can be used to record surgery more easily for education/sharing
- - Some worry that it could distract surgeons
- - Some studies have found that tech aids like this can cause tunnel vision
- - Some patients show concern about privacy

MAINTENANCE



- + Aids users in maintaining and repairing products
- + Work can be completed faster, more efficient, with less mistakes, etc.
- + Software could be customized for what is needed
- + Lets consumers become more independent
- - Could distract workers
- - Tunnel vision

VIRTUAL MODELS

- View 3D representations of real-life objects
- + Easier to get an idea of how an object will look within the context of an environment
- + Good for planning regarding size and space needed
- + Good for designing and learning regarding how components fit together
- + Can be used to help promote sales
- - Can lead to misrepresentations of actual product



CONCLUSION

- Augmented reality shows great promise to aid us in many ways
- It will likely become mainstream within a few years
- Cybersecurity concerns are real, just like any other technology

The background is a blue gradient with faint technical diagrams and circular patterns. On the right side, there are several concentric circles and arcs, some with numerical labels like 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, and 200. There are also dashed lines and arrows indicating directions. The overall aesthetic is clean and modern, typical of a presentation slide.

QUESTIONS?

REFERENCES

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