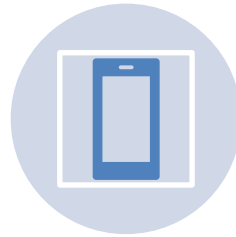


A blue-tinted image of a robotic hand reaching down towards a digital data grid. The hand is composed of various mechanical parts, including joints and fingers, and is positioned as if about to interact with the data below. The background is a dark, grid-like pattern of light blue and white, suggesting a digital or data environment.

Augmented Reality (AR)

The Future of Blended Reality

What is AR?



**AUGMENTED REALITY (AR)
IS A TECHNOLOGY THAT
OVERLAYS VIRTUAL
OBJECTS ONTO THE REAL
WORLD THROUGH DIGITAL
DEVICES.**

- SMARTPHONES

- AR GLASSES

- TABLETS

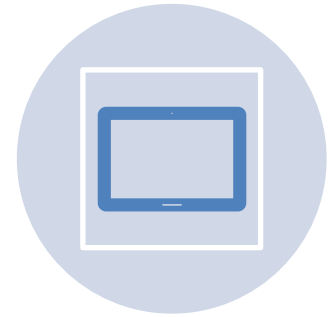
How AR Works



**CAMERA CAPTURES
THE REAL WORLD**



**SOFTWARE
PROCESSES AND
IDENTIFIES POSITION**



**VIRTUAL OBJECTS
ARE PLACED ON TOP
OF THE REAL SCENE**

Applications of AR



Education: 3D models of the human body



Marketing: Try products virtually



Gaming: Pokémon Go



Healthcare: Surgical training

Advantages of AR



Immersive experiences



Increases user engagement



Versatile applications

Limitations of AR

- **Requires supported devices**
- **High development cost**
- **Privacy and data issues**



Future Trends of AR



**AR + AI for more
realistic experiences**



**AR in education and
remote work**



**Integration with the
Metaverse**

Conclusion

- **AR blends the physical and digital worlds**
- **Transforming how we learn, play, and work**
- **“Real World + Digital World = Limitless Experience”**

