

Understanding Augmented Reality Concepts And Applications

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Understanding Augmented Reality addresses core conceptual issues regarding the medium of augmented reality as well as the technology required to support compelling augmented reality. By addressing AR as a medium at the conceptual level in addition to the technological level, the reader will learn to conceive of AR applications that are not limited by today's technology.

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This chapter introduces the idea of augmented reality (AR) and defines what is meant by the term augmented reality in the context of this

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Understanding Augmented Reality addresses the elements that are required to create augmented reality experiences. The technology that supports augmented reality will come and go, evolve and change. The underlying principles for creating exciting, useful augmented reality experiences are timeless. Augmented reality designed from a purely technological perspective will lead to an AR experience that is novel and fun for one-time consumption - but is no more than a toy.

Understanding Augmented Reality - 1st Edition

Understanding Augmented Reality addresses core conceptual issues regarding the medium of augmented reality as well as the technology required to support compelling augmented reality. By addressing AR as a medium at the conceptual level in addition to the technological level, the reader will learn to conceive of AR applications that are not limited by today's technology.

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