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"Chapter 1 introduces the idea that



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augmented reality (AR) is a medium. Although it is a medium, there is technology that is required to carry it out. In much the same way that technology is required for other media, like movies, AR also utilizes technology to carry out the ideas represented in the medium.

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## **Understanding augmented reality : concepts and ...**

Augmented reality is the technology that expands our physical world, adding layers of digital information onto it. Unlike Virtual Reality (VR), AR does not create the whole artificial environments to replace real with a virtual one. AR appears in direct view of an existing

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environment and adds sounds, videos, graphics to it.

## **What is Augmented Reality (AR) and How does it work ...**

1. Understanding AR Business Cards As we know that business flourishes with the help of their clients and customers, there was a critical need for developing

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a unique way which has the ability to communicate smartly. Augmented Reality, a much more refined form of virtual Reality, significantly helped marketers interact with the outside world.

**How Augmented Reality (AR) Can Help You To Promote Your ...**

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Offered by Google AR & VR. This class will teach you the fundamentals of augmented reality (AR), and how to build an AR experience using ARCore. Through the four week course, you'll learn: - How to identify different types of AR experiences - Tools and platforms used in the AR landscape - What makes AR feel "real" - Popular use cases for AR

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- How to create an AR use flow - How AR experiences ...

## **Introduction to Augmented Reality and ARCore | Coursera**

Introduction of Virtual and Augmented Reality Context and Technology:

Lectures will address the advance on three aspects, VR/AR Technologies &

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Applications, Multi-sensory Experiences, and Interaction. Decoding Art: Fine Art could not exist without its supporting Science and Technology. By teaching compositional theory (including colour, light ...

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## **9780240824086: Understanding Augmented Reality: Concepts ...**

According to Wikipedia, Augmented reality (AR) is a live direct or indirect view of a physical, real-world

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environment whose elements are "augmented" by computer-generated or extracted real-world sensory input such as sound, video, graphics or GPS data. In Augmented Reality the real view is modified by a computer (Smartphone in this case).

**Augmented Reality in Depth 101 |**

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