# AUGMENTED REALITY

VR's less fabulous & less restrictive cousin

With the recent explosion of Pokemon Go, can the case for Augmented Reality finally be heard?

Here's 4 reasons to consider why AR may finally shine after years of being shoved into the shadows of its more hyped-about family member.

### 1 INTERACTION VS SEPARATION

AR immerses the user in both realities, layering a virtual world on top of the real one allowing you to share the experience easily with others, whereas VR usually requires isolating headgear for a more unique but lonely experience.

#### 2 MAINSTREAM-ABILITY

VR shines with headsets like the Oculus Rift, Samsung Gear VR and HTC Vive – but it also comes at a cost. The headsets average around \$800 and you'll also need an uncommonly high-powered gaming PC that will put you back at least \$1000 while others require consoles such as the Playstation 4.

Currently, AR outshines because most of its usage only requires a mobile device, which 2/3 of the world already possess.

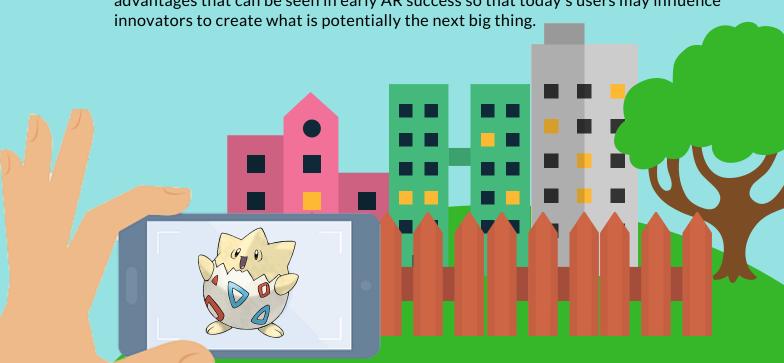
No funky helmets or glasses here.

## 3 INTERESTED PARTIES

Big names like Microsoft are making a big bet on AR with its HoloLens – a device that enables you to interact with HD holograms in your world. With this device, it can demonstrate how furniture might look in a real room, help you fix a a car with visual instructions or even reconfigure organs in a human body. Japan Airlines, Volvo, & NASA Jet Propulsion Lab are all early adopters of this technology to bring products and information to life.

## 4 THE OPEN DOOR

While AR may not be as popular as VR now, the success of Pokemon Go has allowed an entire hardware and software industry to emerge and grant gamers the ability to combine real & imaginary environments. It's important to recognize the advantages that can be seen in early AR success so that today's users may influence innovators to create what is potentially the next big thing.



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