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Evolution of the Virtual Landscape

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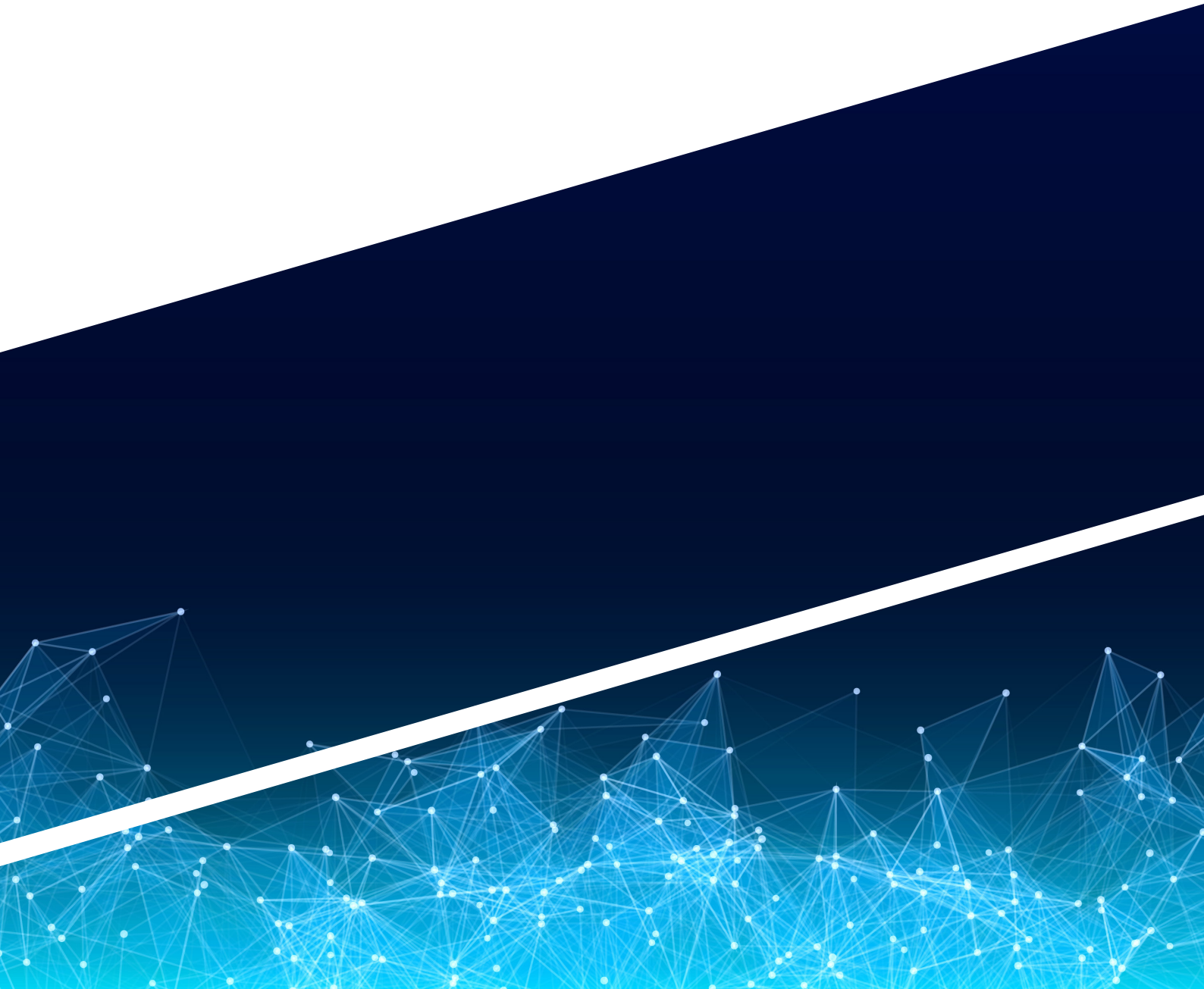
“Reality is the world we see when we look around us.”

Introduction

Augmented Reality (AR) is when we can visualize inanimate objects that are virtually present, using a camera or a pair of AR glasses. Augmented reality adds virtual objects to a live view or current reality, while Virtual Reality (VR) is an immersive environment that the user "enters" through a Head Mounted Device (HMD). Mixed Reality (MR) is a concept which is based on the idea of adding virtual objects to the real environment. Augmented reality can contain multiple modalities, including visual (display), auditory (sound), haptic (touch), and olfactory senses (smell). Augmented reality can be comparatively less immersive compared to virtual reality, as you can still picture the real-world environment. You can try on products or services through it, and then make an informed decision. Virtual reality simulates situations which could be useful in cases such as training law enforcement and army professionals for potential stress-inducing situations or in healthcare, where doctors can practice different types of treatments on virtual patients. Moreover, drivers can be trained for traffic situations, and pilots can be trained for flying aircrafts. [1]

[1] AIE (2017). When games get serious – Other industries using games and VR.

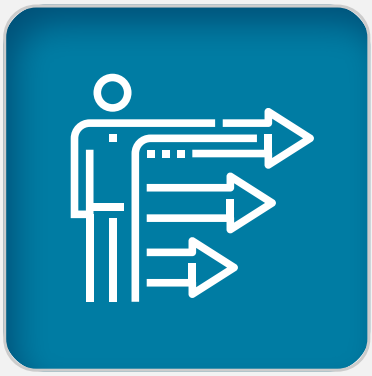
4 Challenges of Implementing Augmented & Virtual Reality



1. Components

Augmented and Virtual Reality are currently available to use on smartphones and head-mounted displays (HMD).

As it evolves, we may see augmented reality on windows, windshields, televisions and cinema screens.



2. Costs

There are costs involved in developing a user experience design that will account for issues with user orientation and immersion with the environment.

Startups are more likely to attempt developing this technology, as giants are waiting for the market to grow.

3. Network

Current networks are barely enough in addressing the massive data transfers in streaming augmented/virtual reality,
The arrival of 5G might help technology scale to newer applications as latency will reduce and bandwidth will improve.

4. Regulations

AR/VR will need to tackle the idea of "geofencing" which would help protect property owners from trespassers.
Moreover, AR/VR headsets will have to be tested for protection against disorientation, nausea and other illnesses due to usage.

Section 1

7 Key Points to Picture the Augmented & Virtual Reality Global Market

Lastly, the transition to 5G and cloud technologies should only help augmented and virtual reality to evolve beyond these applications, as data is processed quicker than it has ever previously.

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