

Augmented Reality

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Augmented Reality (AR)

Initial AR efforts

Marker based AR

Markerless AR

Additive AR

AR to index the World

AR Cloud

AR browsers

AR applications

Unorthodox applications

Market map

BBC Vision

Initial AR efforts



Initial AR efforts



<https://www.youtube.com/watch?v=GCB1OeYwMKc>

Marker based AR

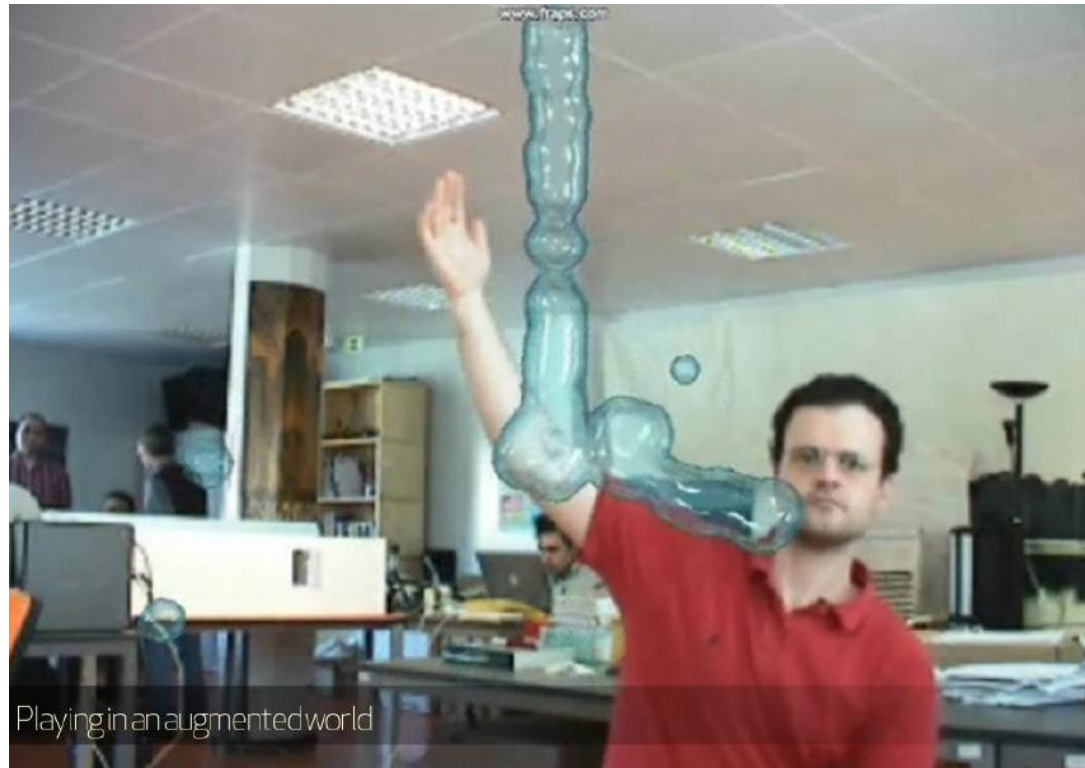


<https://artoolkit.org/>

<https://www.youtube.com/watch?v=jmrLAaF2DgA>

<https://www.youtube.com/watch?v=rB3Yn1mCo8k>

Markerless AR



<https://developer.apple.com/arkit/>

<https://www.youtube.com/watch?v=qXclZ1R68SQ>

<https://www.youtube.com/watch?v=XlYxEbznsfU>

Additive AR



https://www.youtube.com/watch?v=FfiXhOm_w2Rs

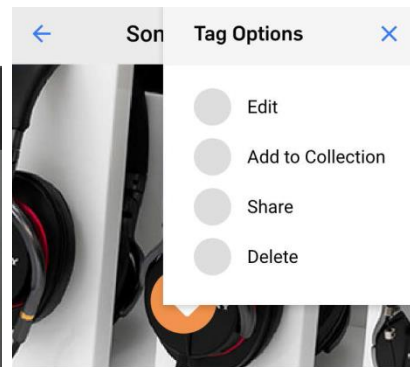
<https://www.youtube.com/watch?v=me3J2l7tc70&feature=youtu.be>

AR to index the World



<https://youtu.be/TSWZLUv-vhk>

AR to index the World



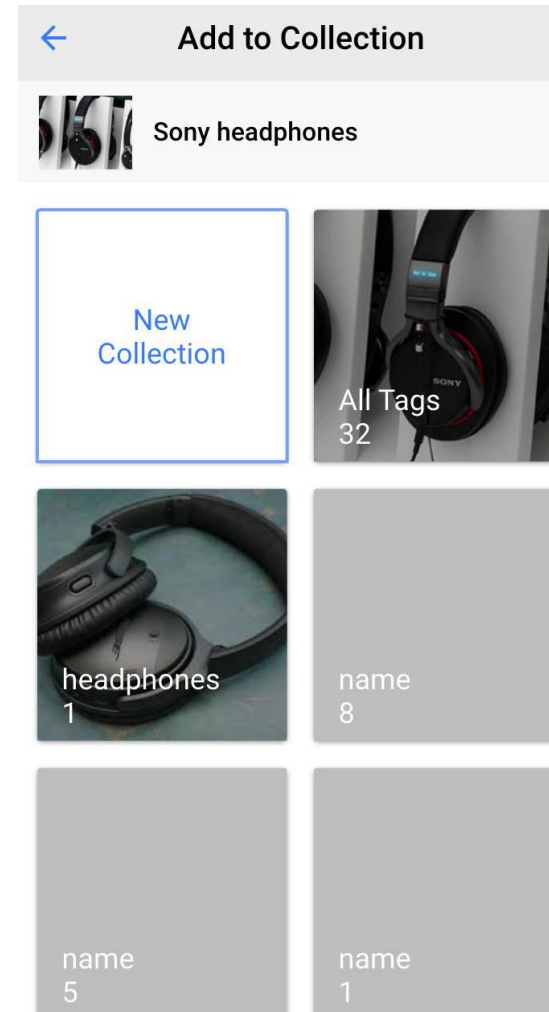
Description text goes here and can include voice recording, links, photos, and videos

[voice recording]

[video]

Website to learn more info: sony.com/headphones

DOWNLOAD APP



AR Cloud

Augmented Positioning System providing the canvas to enrich the Real World

clockwise: 3D virtual drawing and sculpting; large scale projections; inserting and controlling virtual elements in real scenes; Cloud Atlas' special effects



AR applications

advergaming



https://www.youtube.com/watch?v=eM_cv3bIX_w



<https://vimeo.com/8487908>



<https://www.youtube.com/watch?v=CmphF7SMkK4>

AR applications

retail



<https://www.youtube.com/watch?v=QmdDqYGtGyE>



<https://www.youtube.com/watch?v=DwS7jigH2Ms>



<https://www.youtube.com/watch?v=C3HMLQ0Hnw>

AR applications

experimental projects



<https://vimeo.com/6734803>



<https://www.youtube.com/watch?v=AmIKYMD08x8>



https://www.youtube.com/watch?v=3PiyTeK_bbM

Unorthodox applications



<https://www.youtube.com/watch?v=0qhyjnD0R4Y>



<https://www.youtube.com/watch?v=bzDIJ6TTc6w>



https://www.youtube.com/watch?v=JYcL_seW3fY

THE AUGMENTED & VIRTUAL REALITY (AR/VR) STACK: 113 STARTUPS BRINGING THE NEXT COMPUTING PLATFORM

HARDWARE / ENABLEMENT

HEADSET MAKERS



POSITION, EYE & GESTURE TRACKING



MOBILE HARDWARE & ENABLEMENT



DEVELOPMENT

VIDEO PROCESSING / ENGINE



DEV TOOLS



CAMERA & CAPTURE



APPLICATIONS

GAME & CONTENT PRODUCTION



CONTENT PLATFORMS



SOCIAL



ADS



EDUCATION



COMMERCIAL / RETAIL



HEALTHCARE



HEAVY INDUSTRY



DISTRIBUTION

ARCADE & EXPERIENCES



BBC vision



<http://www.bbc.co.uk/rd/about/vision>

Additional references

See <https://hbr.org/2017/11/a-managers-guide-to-augmented-reality>
for a guide to augmented reality

For thorough lectures on VR/AAR see
<https://www.slideshare.net/marknb00/presentations> by Mark Billingham et al.