

AUGMENTED REALITY

Is the mixture of real-time elements and virtual features which merge into a symbiotic whole.



1 BILLION
USERS BY
2020

1968' 1st head-mounted display created by Ian Sutherland

1990' Tom Candall creates the term Augmented Reality

2014' Arrival of the Google Glass

AUGMENTED REALITY

AR

vs.

VR

VIRTUAL REALITY

Real-life objects with superimposed visual images

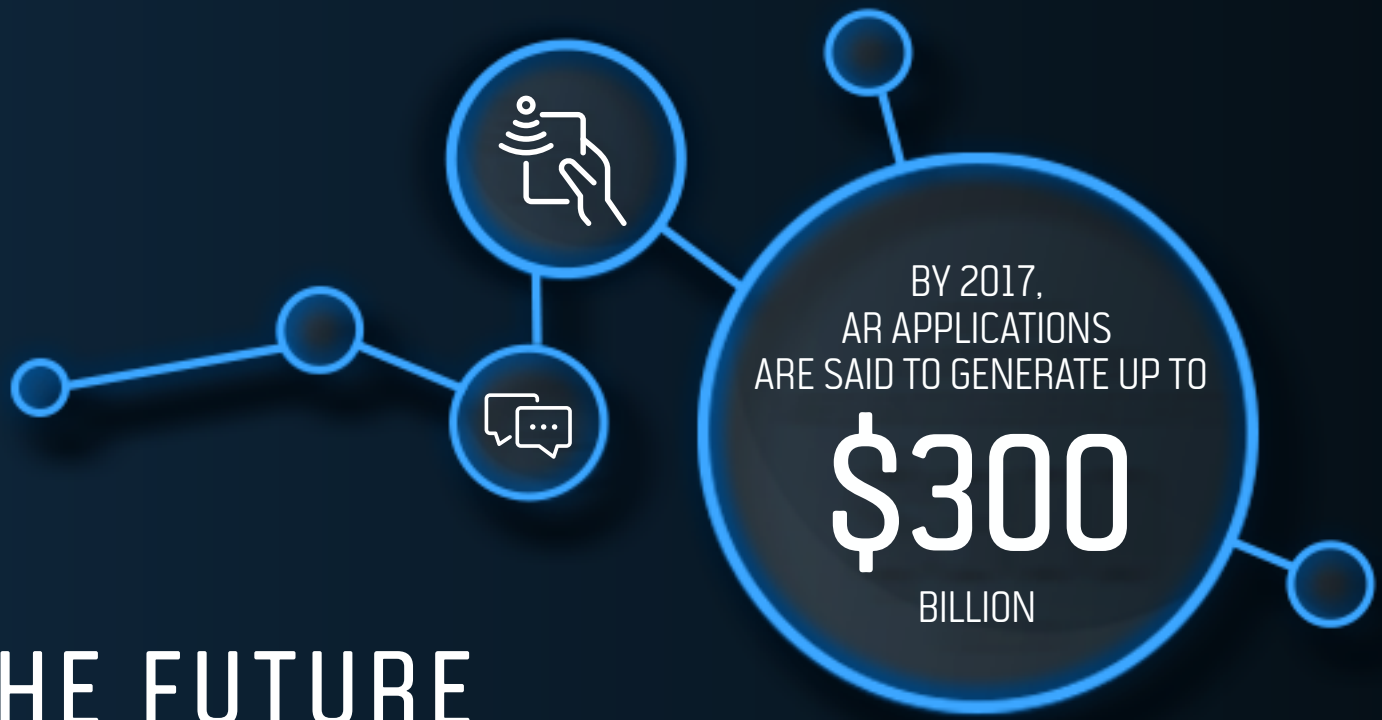
Can be used on smartphones

Sense of presence in the real world

Real-life completely replaced by the virtual world

Can be used on head-mounted devices

Complete immersion in the VR world



THE FUTURE



FREE TIME

• contact lenses:

- streaming videos
- taking pictures



COMMUNICATION

• glasses:

- interactions between users



MARKETING

• applications:

- virtual catalogues
- emotional customers' experience

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