

A R

Augmented Reality

Archaeology	Architecture	Art	
Commerce	Construction	<i>Education</i>	
Gaming	Industrial Design	Everyday	
Medical	Military	Navigation	Office
Sports	Television	Tourism	
Sightseeing	Translation		



January 8, 2014

HUFF POST BUSINESS

Augmented Reality Is Just Beginning Change How We Interact With the Real World

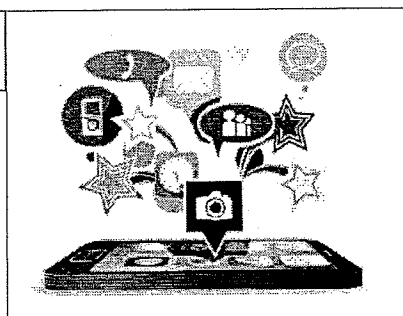
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Augmented reality (AR) provides a live view of a physical, real-world environment whose elements are augmented by computer-generated input such as information, sound, video, graphics, or GPS data. AR has been in existence for quite a while. In the 1990s, Boeing used it with head mounted displays to aid in aircraft wiring assembly. The person doing the complex wiring on an aircraft would have a screen in front of them, and overlaid onto that screen would be the data showing where to put the wires, what the right color wires was, what the wire did, etc.

Today, AR isn't just for complex technical tasks. It's something within reach to the masses thanks to various smart phone apps. For example, I got my first AR app for my smart phone in 2010. With it, I can use the app and my phone's camera, aim it at a distant mountain range, and the AR app gives me the names of the mountains overlaid on the image. I touch a button and can get more information about the mountains, including the elevation, natural fauna, etc. How is this possible? The app uses the phone's GPS, digital compass, and motion sensors to detect where I'm pointing.

Now let's take the application of AR a step further—to what we'll be seeing in the near future as more sensors are used in smart phones. Suppose you're walking down a busy shopping district searching for a shoe store that sells high-end Italian men's and women's shoes. You may even have a particular brand in mind. You could point your phone's camera to get an image of the street ahead of you, and the AR app will overlay the names of each store that sells shoes and provide a list of which brands each store carries. You could then click on an information button to get store hours.

And if the AR app can do this outside the store, it can do it inside as well. Suppose you're in a large warehouse store searching for laundry detergent. Instead of wandering the aisles, you could tell your phone what you're looking for and then pan around the store with the camera and AR app activated. As you move over various sections of the store, you'd see a little arrow appear showing you exactly where the laundry detergent is.

Adding a social element to AR is another interesting development. For example, AR is being used by a start-up company in San Francisco called CrowdOptic that can recognize which direction a crowd of people have their phones pointing. They can then invite others using that app to see what all those phones are seeing. For example, at a NASCAR race, fans who can't see the entire track could point their phones at a distant turn and get photos and videos gathered by others who are closer to the action.

AR is a game changer for business, for sports, and for social media, just to name a few. Of course, all this is just the beginning. Over the next few years, AR will change not only the way you use your phone, but also the way you see and interact with the world.

Follow Daniel Burrus on Twitter: www.twitter.com/DanielBurrus

Start a conversation...

App

“Layar”

Target: Newspapers

NEWS

Send your story ideas or photo submissions to 'Now' editor Beau Simpson at edit@thenownewspaper.com

Surrey

Tragedy bonds, galvanizes Newton

◀ from page 1



SEE FULL
VERSION OF
STORY WITH

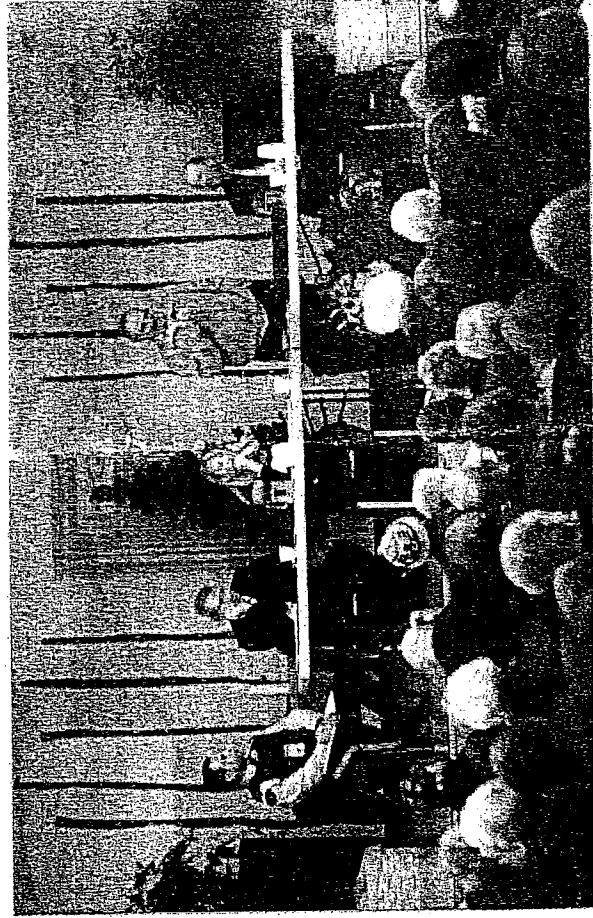
Many say the neighbourhood has been neglected for years and the area is now plagued by drug dealing, prostitution, petty theft and other crimes.

Elford said this tragedy has rocked the community, but also brought it together to fight for action.

"It looks like it's bonded us and we're going to be moving ahead and galvanize and try and get a strong voice to council and get some changes," Elford said.

Changes will come, he said — the residents will make sure of that.

"We're not going to sit back. We're not



The newly formed Newton Community Association hosts a safety meeting Monday night at the Newton Seniors Centre. The venue was quickly filled to its 125-person capacity and roughly 300 more people were turned away. (Photo: AMY REID)

saying... community policing at the level that they had in Delta."

TOO MANY PEOPLE

Lifelong Newton resident Judy Fleming attended Monday's meeting, and brought along her 16-year-old granddaughter Alexus Wager-Parkes.

Fleming said she's never wanted to leave Surrey, but this attack has made her question living in the city.

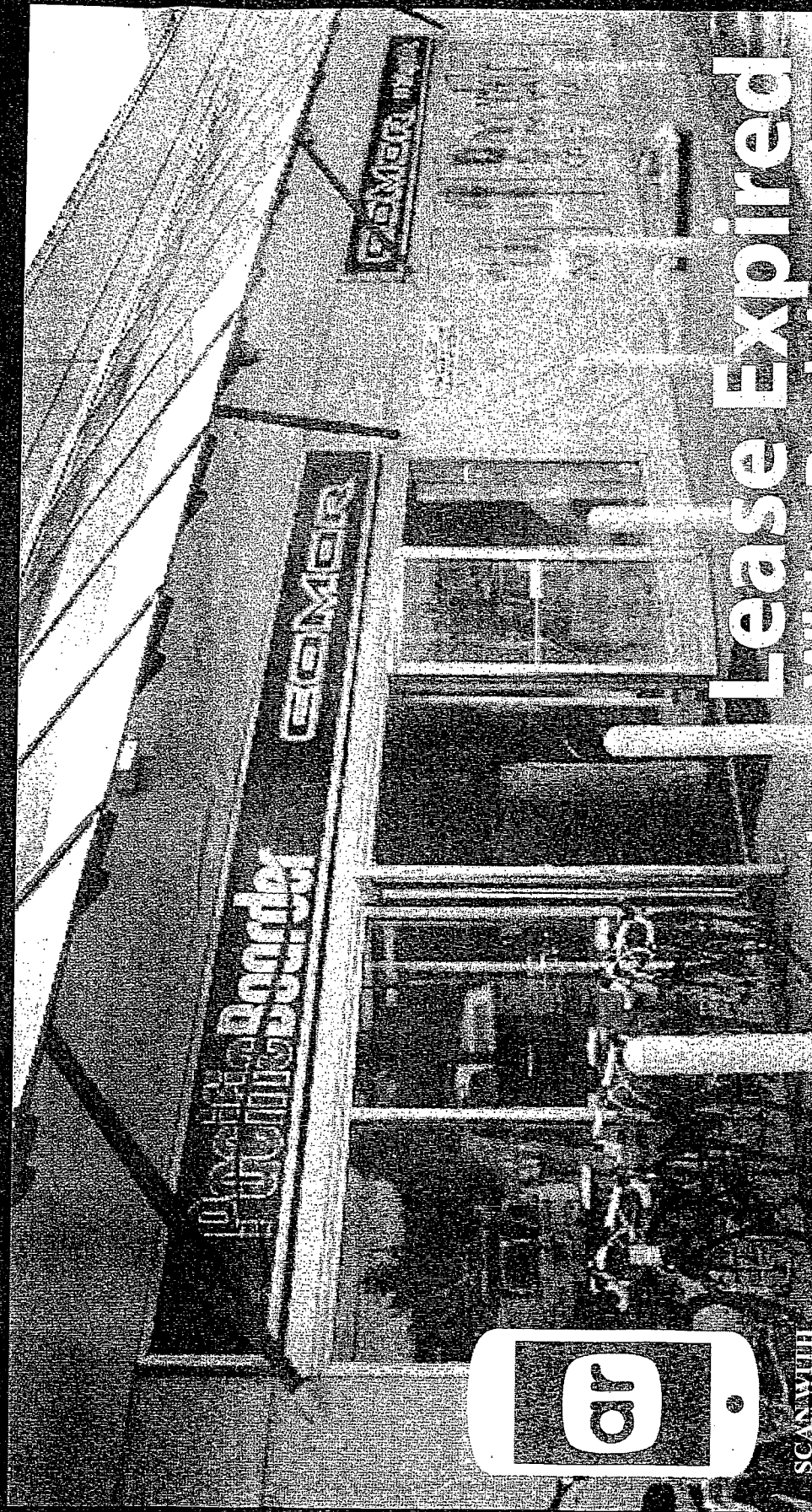
"We're so overpopulated in Surrey now. The crime, every day you wake up and there's more crime in Surrey. It's frightening."

While many seemed pleased with the forum's discussion, some wanted more.

Bill Forbes left the meeting 30 minutes in because he was upset with the format.

"I came here to support the family of the lady that was killed. It's so sad. But I also came here to see if there was some kind of action going to happen and maybe build on that."

CLOSING FOREVER!



App

“Mahei”

Target : Newspapers

: Childrens Books

: Magazines

: Ads

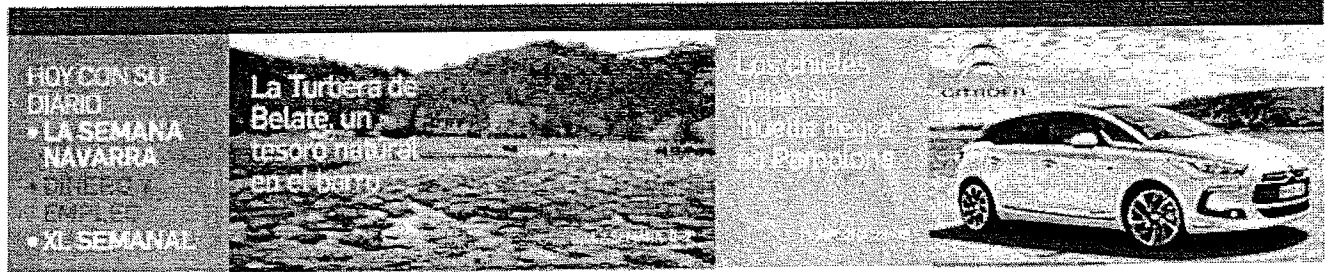
:Ikea Catelogue

DIARIO DE NAVARRA

PAMPLONA, DOMINGO 10 DE ENERO DE 2010

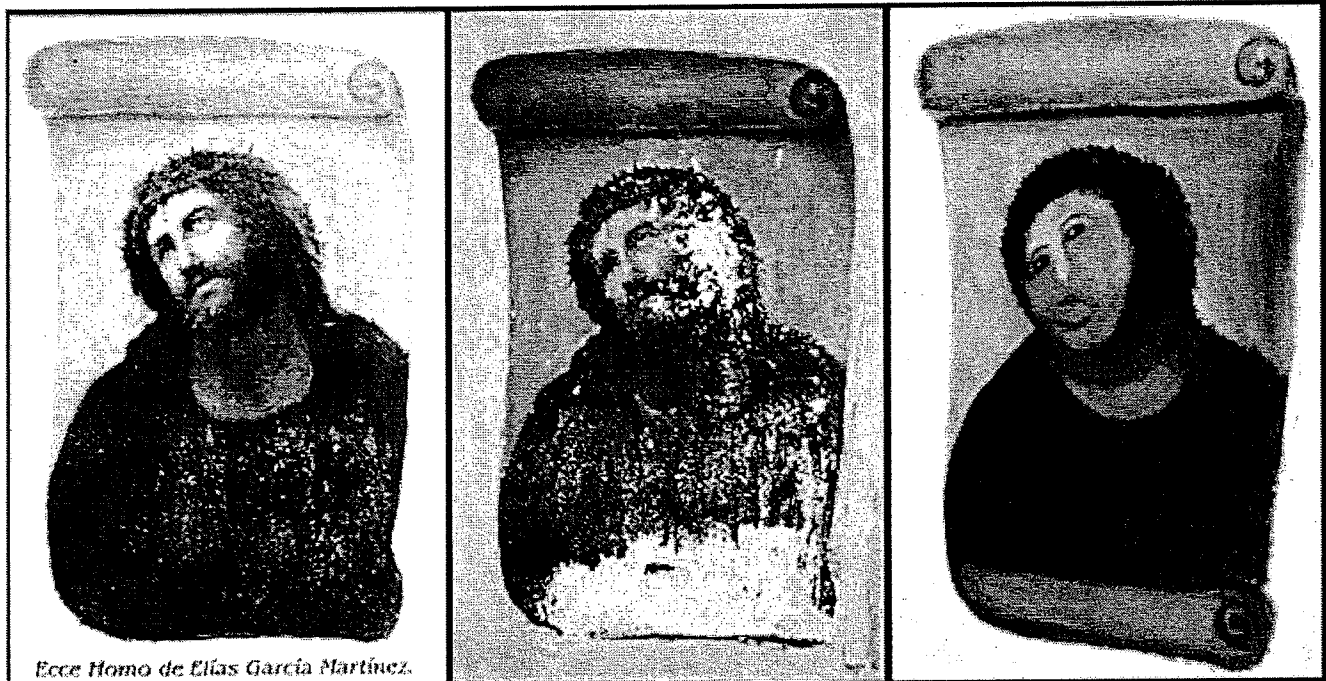
www.diariodenavarra.es

PRECIO IVA INCLUIDO 2,57 EUROS



La "restauradora" del Ecce Homo

Cecilia Giménez, actuó sin permiso en una improvisada restauración.



Ecce Homo de Elías García Martínez.

Des niños juegan con el trineo en la Plaza del Castillo, completamente nevada, ayer.

HOY Nevará menos en Navarra y para mañana continuará el frío

FÚTBOL Ayer, suspendidos 60 partidos y hoy, todo el Boscos

TRANSPORTE Cancelados trenes y aviones y cerrados cuatro puertos

NAVARRA 10-21

Muere un vecino de Elizondo al salirse y volcar con su coche en Arizkun (Baztan)



Osasuna, con el mismo once

Camacho puede repetir el bloque que igualó al Madrid, aunque puede dar descanso a Roversio

DEPORTES 36-38

NAVARRA

El Gobierno foral autoriza 1.900 despidos con ENE a 76 empresas en 2009

NAUTICAL

Detenidos dos etarras al acceder a un zulo en Francia

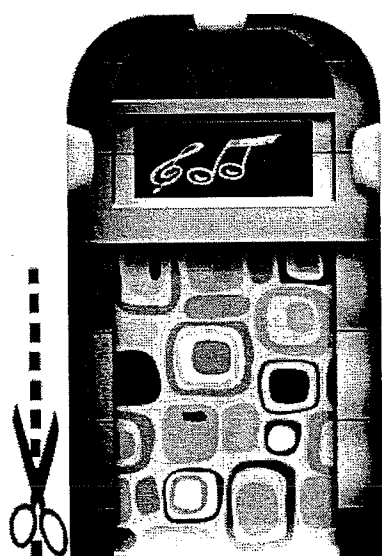
NAVARRA	7	10-21	31
ELIZONDO	6	15-16	34
ELIZONDO	3	15-16	34
ELIZONDO	10	15-16	34
ELIZONDO	11	15-16	34
ELIZONDO	21	15-16	34

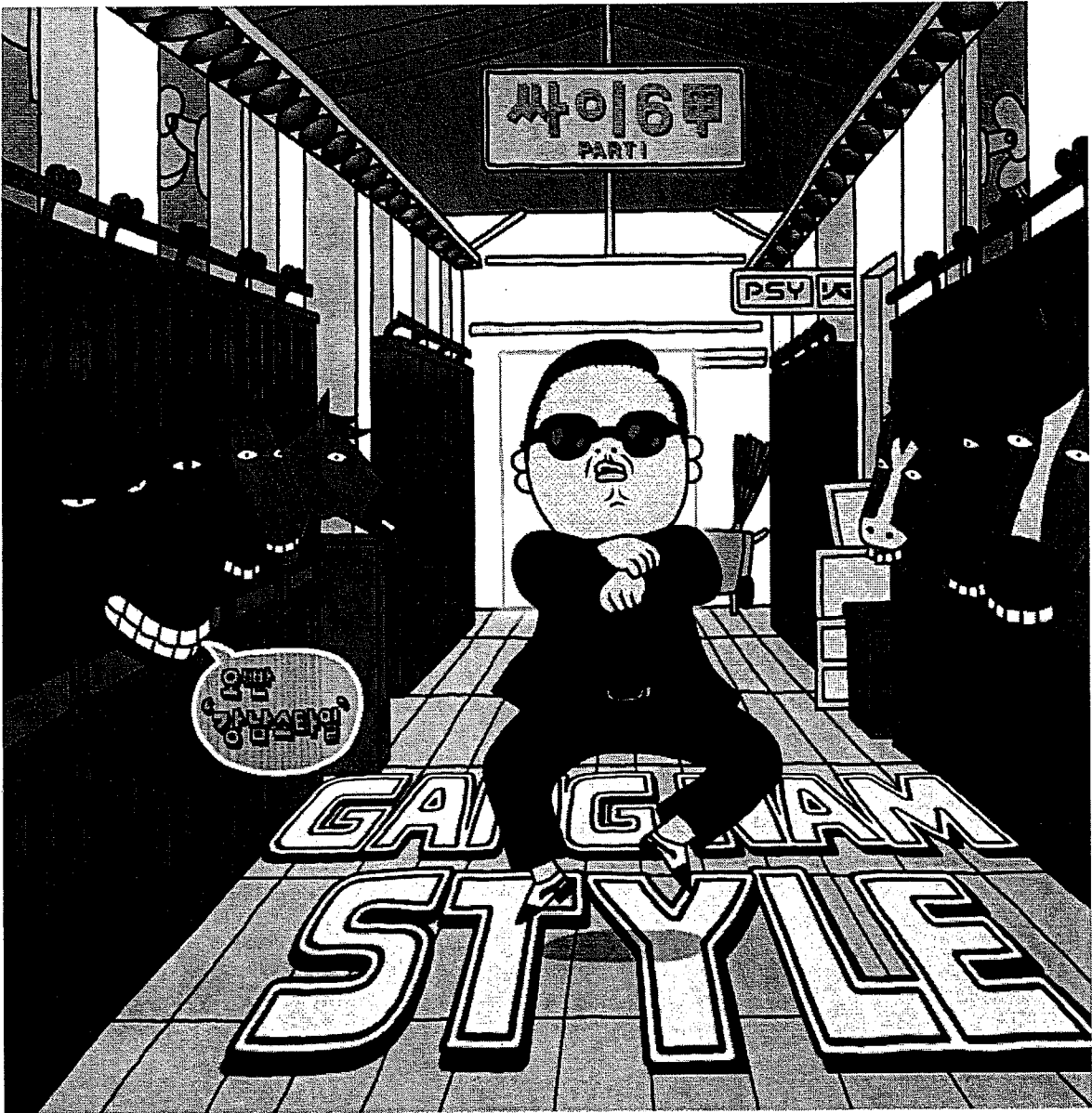
DIARIO 2



Diario de Navarra ya se puede consultar en una aplicación gratuita para el teléfono móvil iPhone

59





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App

“AR Viewer”

(Shimmer)

Target : American Dollar Bill

: Canadian 5 Dollar Bill



App

“iskull AR”

Target: Anatomy Textbook

App

“Spacecraft 3D”

Target: Sand Grain Picture

Application: Sc 9 Space Science

AR Target for SPACECRAFT 3D
 Jet Propulsion Laboratory/California Institute of Technology

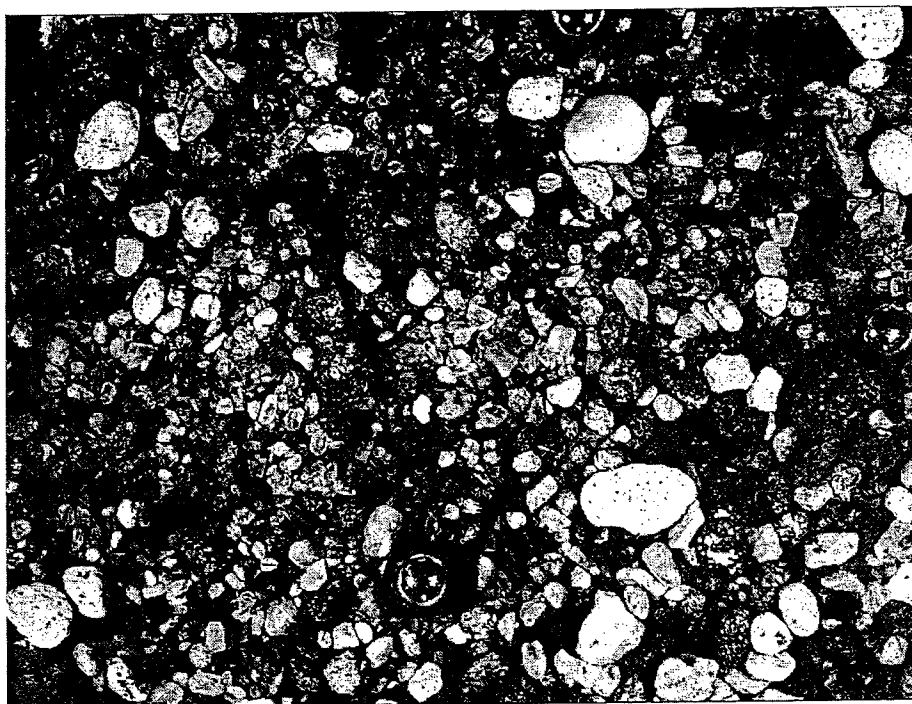


Photo: NASA/JPL-Caltech/Malin Space Science Systems

This AR target image is of grains from an Oregon sand dune and was taken by a test version of the Mars Hand Lens Imager (MAHLI) for the Curiosity rover. The view is about 1 inch or 2.5cm across. Credit : NASA/JPL-Caltech/Malin Space Science Systems.

AR Target for SPACECRAFT 3D
 Jet Propulsion Laboratory/California Institute of Technology

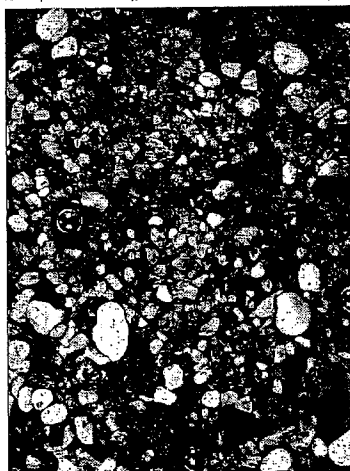
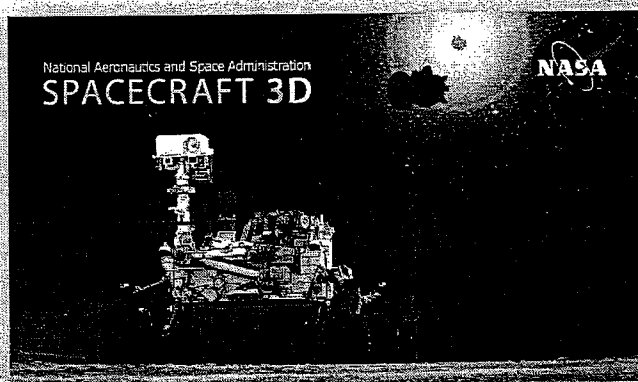


Photo: NASA/JPL-Caltech/Malin Space Science Systems

National Aeronautics and Space Administration
 SPACECRAFT 3D



www.nasa.gov

apps.nasa.gov

App

“junaio”

Target: Any direction

