



# What's Really Happening with Augmented Reality?

David Kelly, *The Learning Guild*

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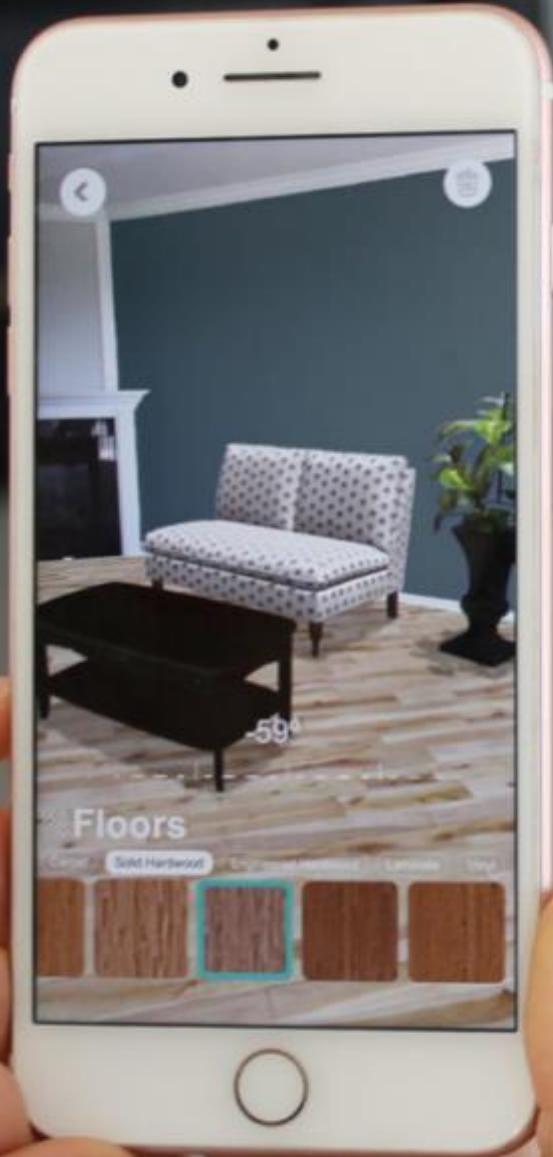
# What's Really Happening with Augmented Reality?

David Kelly  
Executive Director



Is AR the right  
solution for your  
organization?

No.





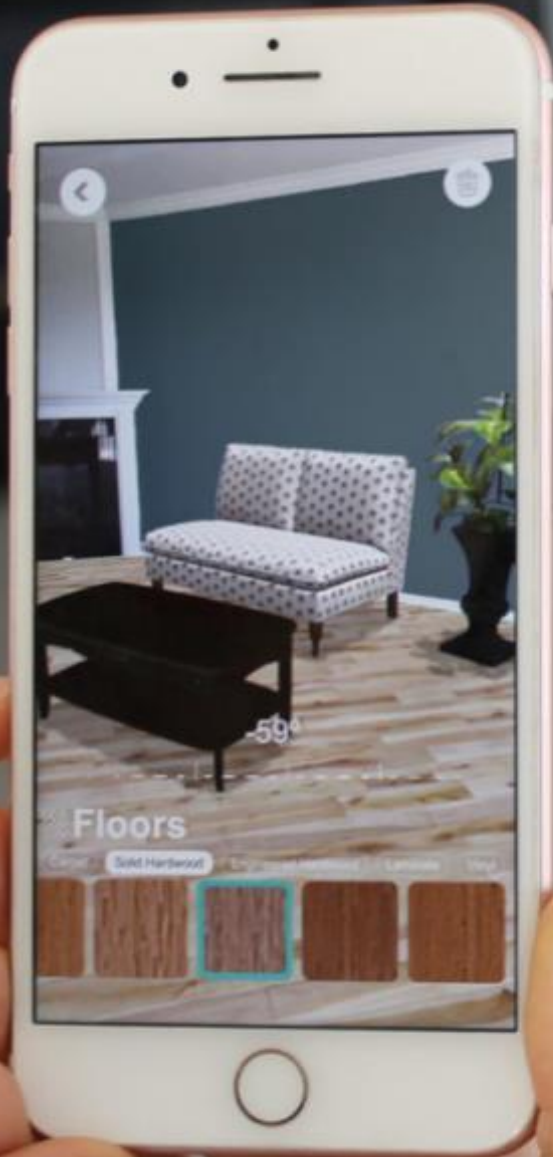
# THANK YOU!

Enjoy the rest of  
the conference!



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No.







































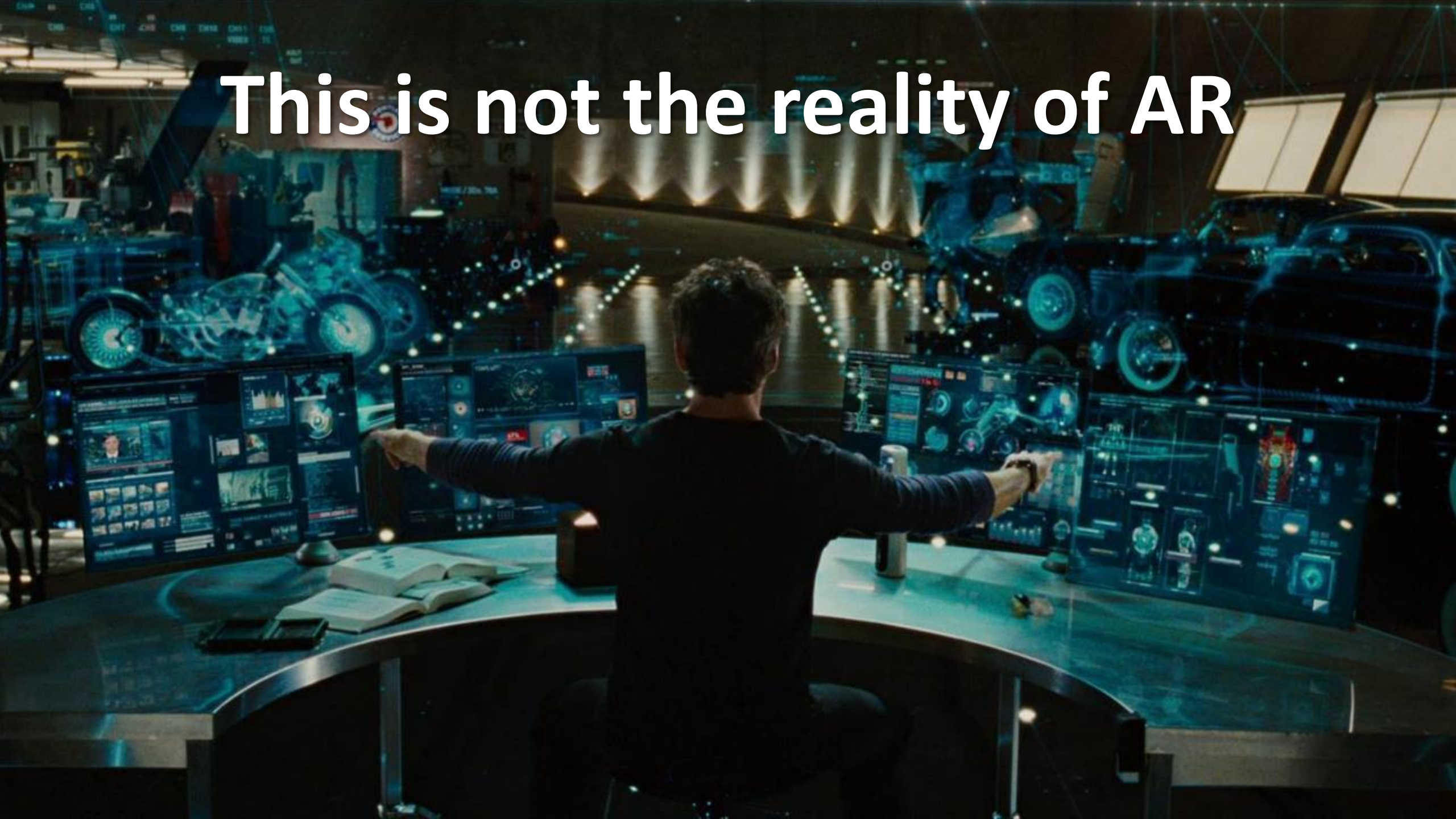




This whale is  
full of lies



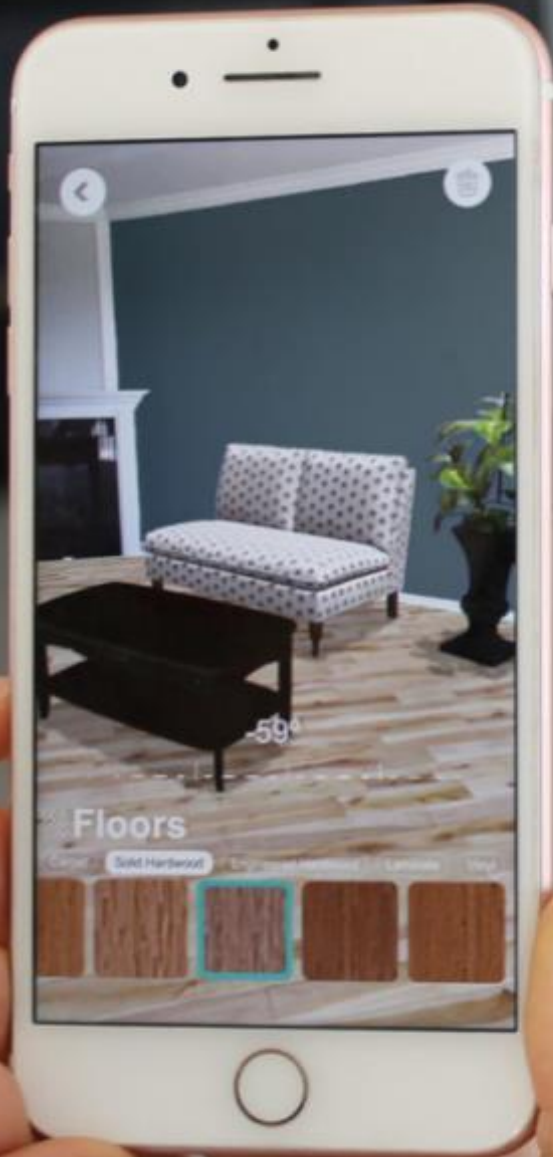
**This is not the reality of AR**





Will AR be a viable solution for your organization in the future?

Maybe.



# First Things First...

The best way to avoid the mistakes of the past is to let go of the baggage of “What Is”.





# What is Augmented Reality?



A technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.





An EXPERIENCE that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.



# Two General Types of AR



Smartphone



Headset



# Smartphone AR

- Leverages existing smartphones, making AR available to a rapidly growing number of people



# Smartphone AR

- Mostly consumer applications to date
- Types of applications and experiences are rapidly expanding





# Smartphone AR

- Familiar user interfaces minimize barriers to entry



# Headset AR

- Wearable AR Market is still emerging
- Wide variety of hardware options creates unique adoption challenges





# Headset AR

- Current focus is on enterprise applications
- Greatest potential is on the ability to free one's hands



# Headset AR

- New 3D gesture interfaces add to the user adoption challenges





# Headset AR

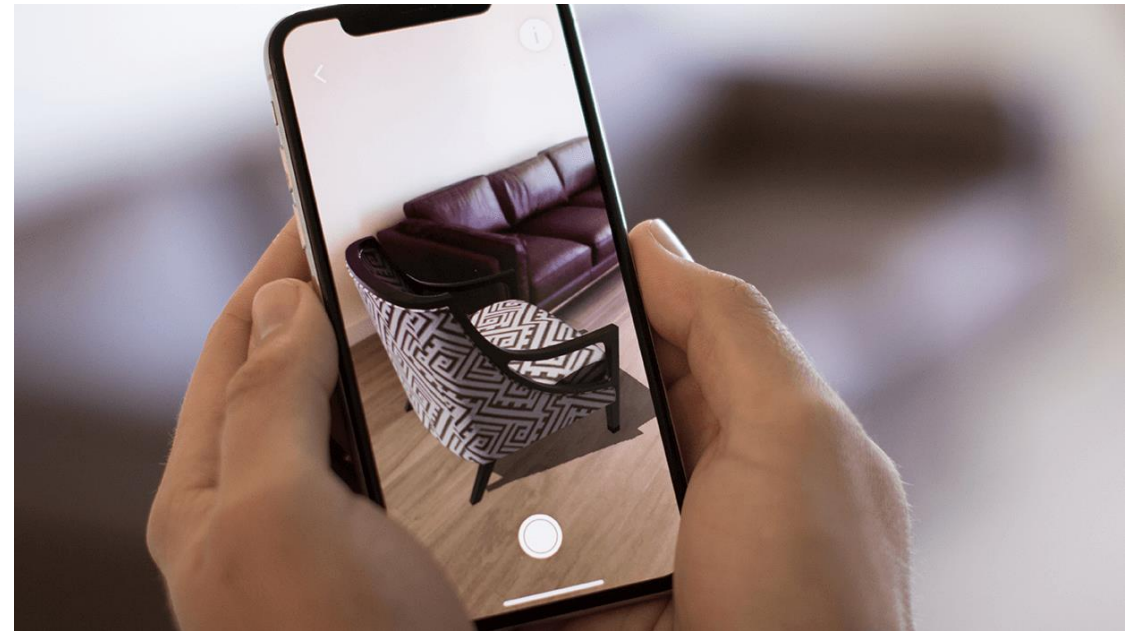
- Headsets' current form factor is still a barrier to normalization and mainstream adoption



# Types of AR Content



Marker-Based



Marker-Less



# Marker-Based



# Marker-Less





# “AR” Isn’t Specific Enough Anymore



An EXPERIENCE that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.





# Location-Based







**Projection-Based AR**



# Superimposition- Based AR





# Augmented Audio (Hearables)





# Holograms





# Studio Effects



32 38  
0-0

6 min



31  
**Ederson**  
Goalkeeper

Nationality  Brazil  
Appearances 34  
Clean sheets 15

View Player →

## Stats Overview

Liverpool

squawka.com

Man City

4	Shots On Target	6
6	Shots Off Target	4
0	Blocked Shots	4
7	Corners	7
7	Fouls	9
81%	Pass Completion %	82%
48%	Tackle Success %	42%
49%	Possession %	51%

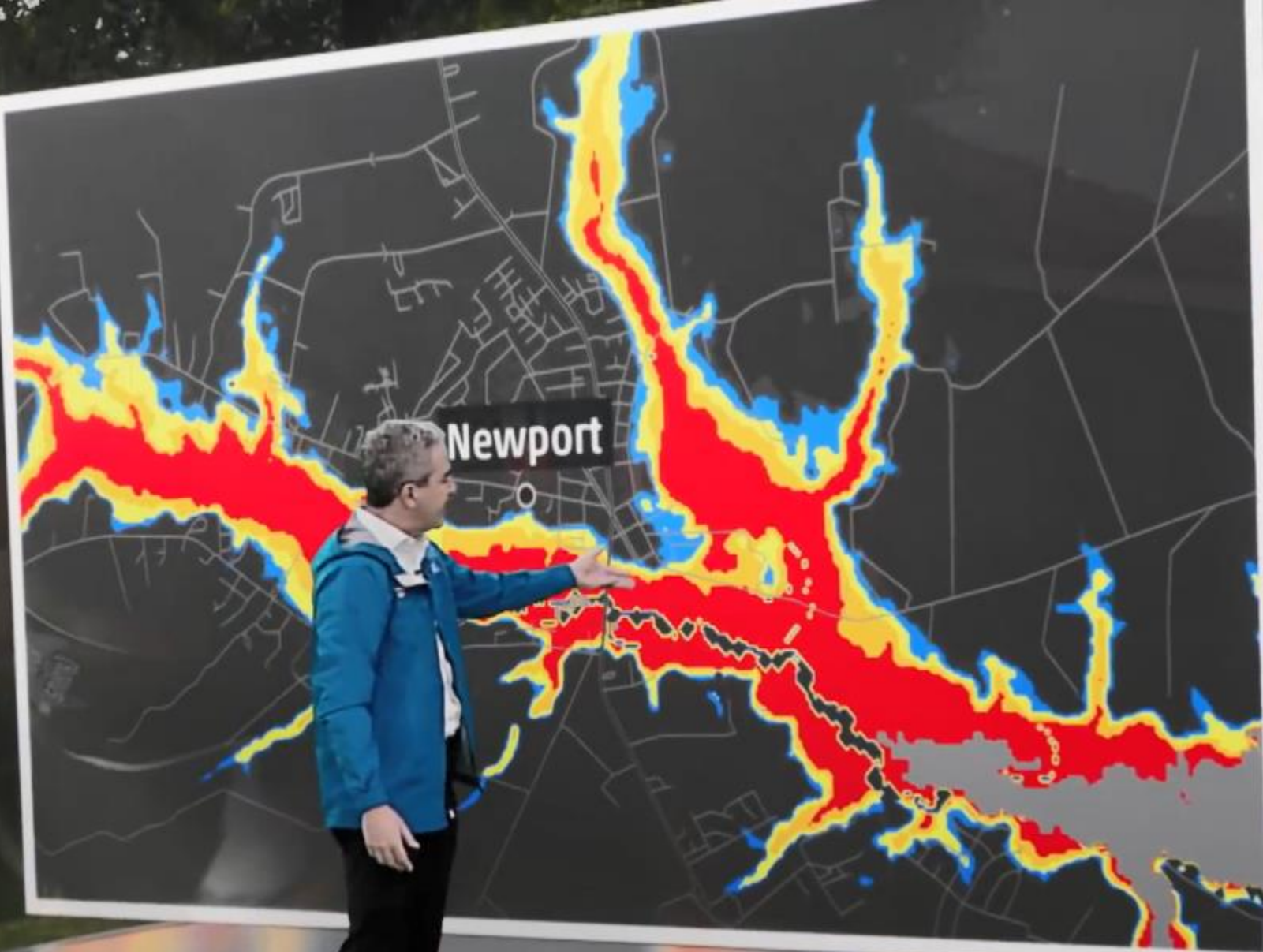


## POTENTIAL STORM SURGE



North  
Carolina

Newport















W 46 ST

UP TO 3 FT

UP TO 3 FT





UP TO 6 FT

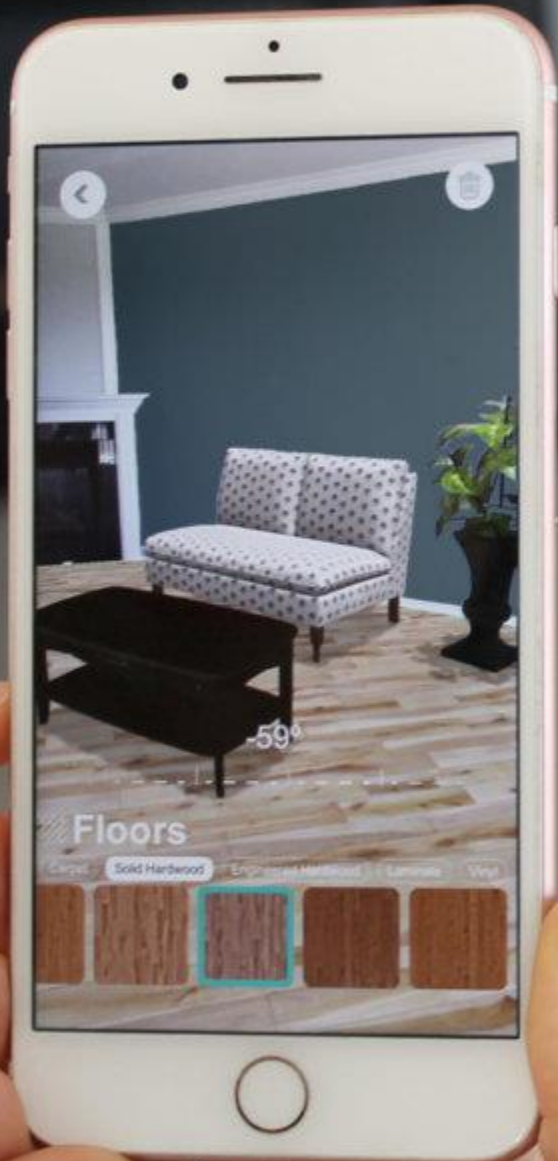








# Current Applications of Augmented Reality





# Gaming







Entertainment



# Social



# Retail





# Military







Healthcare



# Tourism



Pat

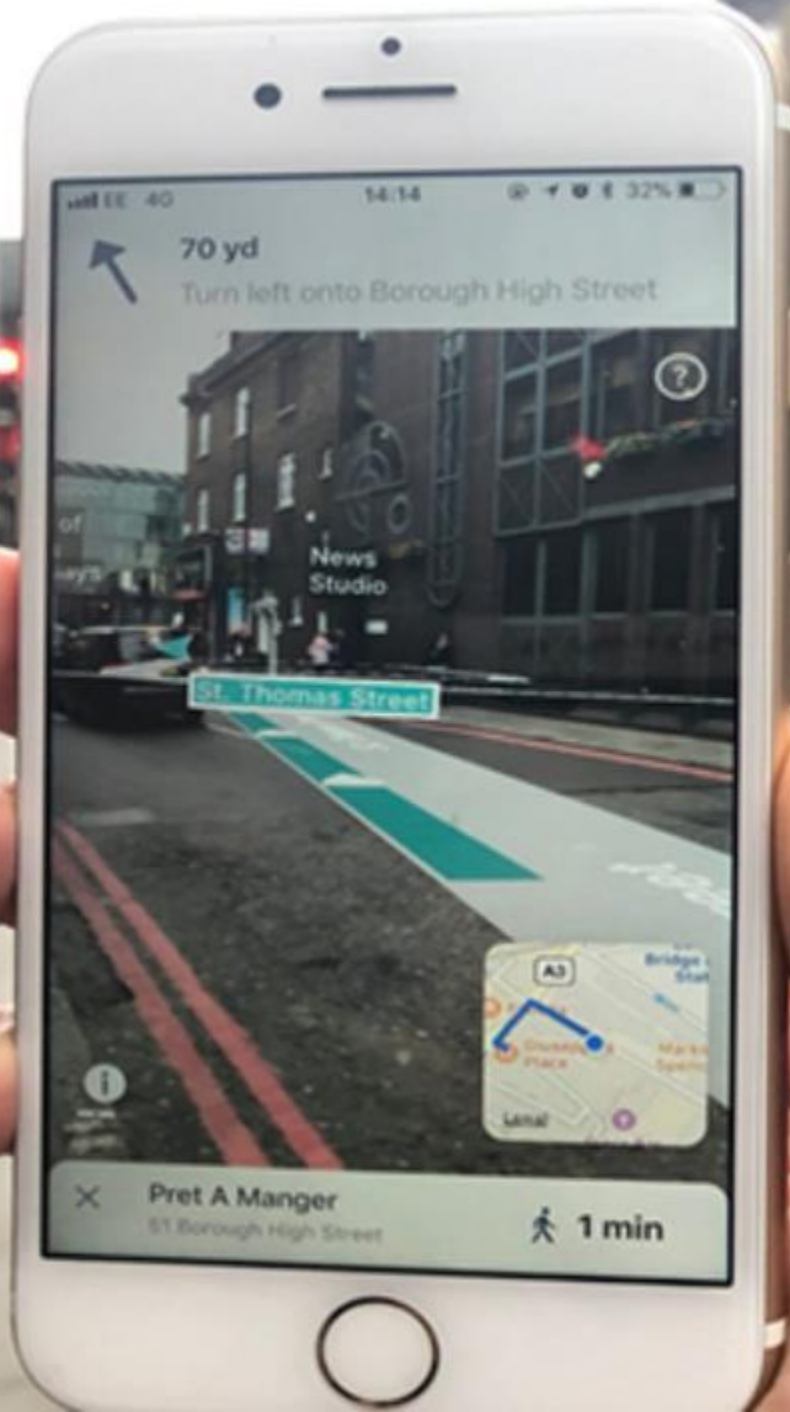
9:41 AM



## Milan Cathedral



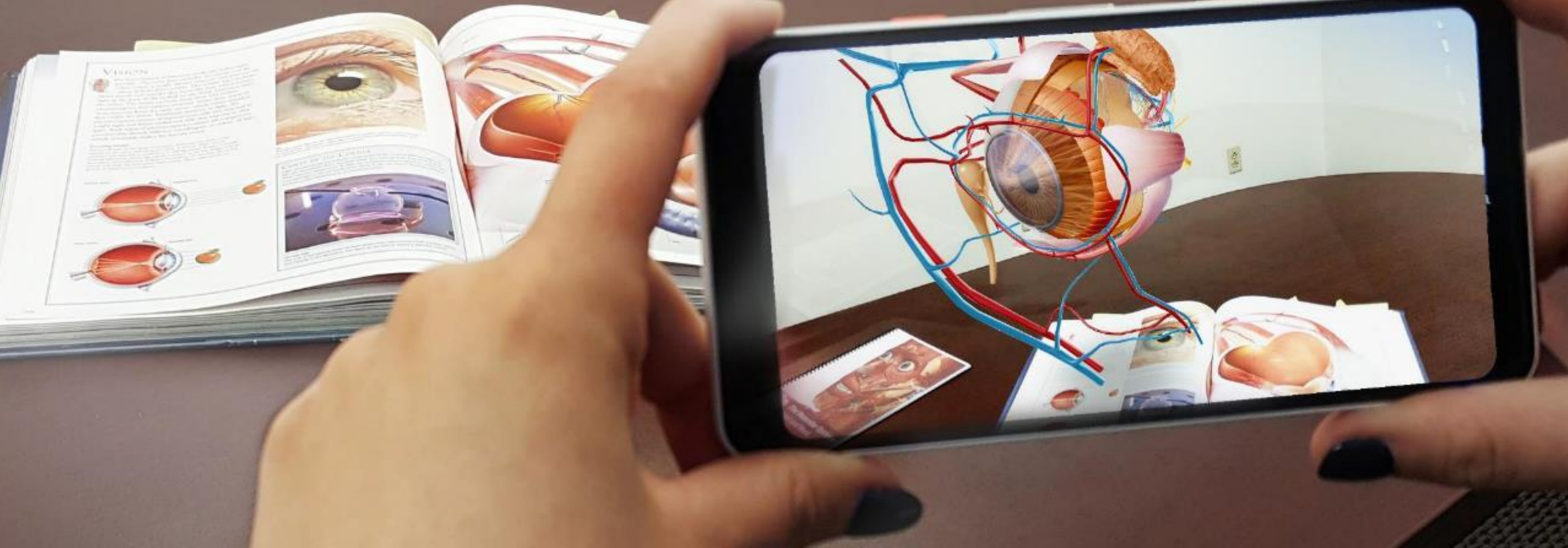
Milan Cathedral (Italian: Duomo di Milano) is the cathedral church of Milan, Italy. Dedicated to Santa Maria Nascente (Saint Mary Nascent), it is the seat of the Archbishop of Milan, currently Cardinal Angelo Scola.



# Navigation



# Education





# Training





# THANK YOU!

