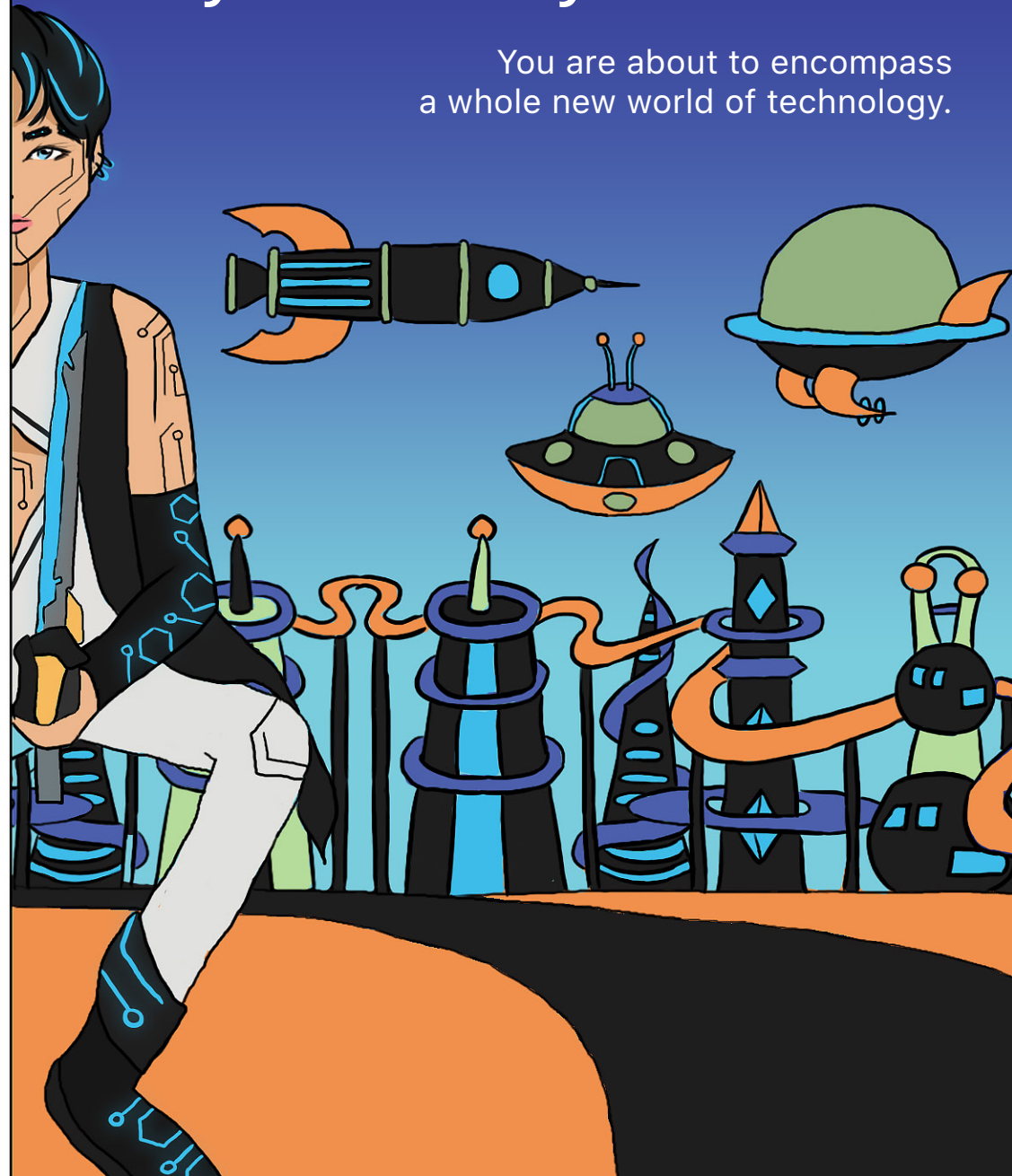




Anna-Marie Kwakye & Anastasia Kotevska

AR you ready?

You are about to encompass
a whole new world of technology.



AR you Ready?

Anna-Marie Kwakye & Anastasia Kotevska



Apple has made significant contributions to the instigation of Augmented Realities (AR) throughout the world. It began when Apple introduced the ARkit 2, which allowed developers to create AR based apps and as a result iOS users have been able to experience AR through their iPhones. Augmented reality is an emerging technology which continues to transform the way we learn, work, play and connect with the world around us.

Apple has taken their augmented reality technology to the next level with gaming applications. Augmented reality gaming has become a front-runner within the gaming industry over the past decade. Apple utilised the use of real-world maps for the setting and environment of their gaming applications. For example, the mobile game 'Pokémon Go' developed by Niantic has over 500 million downloads on Google Play and App Store. It uses the GPS to locate, capture and battle the Pokemon species. It was one of the most used mobile applications in 2016.

Augmented reality has also established new ways for us to interact through our iPhones and it continues to change the future of social media. Apple has invested in the development of this technology throughout their software and it can easily be experienced through the iPhone via Snapchat, Facebook, Instagram, and many other social media applications. Snapchat, for instance, is an app which can be downloaded through the iPhone app store. It utilises three-dimensional Bitmoji avatars, where users are able to immerse their Bitmoji's into the real world and watch them as they are placed in several situations. The introduction of this form of AR through the iPhone has essentially been a catalyst for its use by everyday people.

Several retailers have adopted AR technologies to further enhance the experiences of their customers when shopping, both online and in-store. Its implementation within businesses has ultimately been able to effectively bring the in-store experience to life, through a virtual form. This has been made evident when Apple launched the ARkit, which

has allowed iOS users to take part in the AR experience through their iPhones and other Apple devices. As a result of this, Ikea brought out 'Ikea Place', which is an app that allows customers to virtually place furniture throughout their home. Therefore, it is apparent that Apple's innovation continues to make significant contributions to the development of AR technologies, as evident through shopping.

The implementation of AR has been able to make considerable impacts on education through the engaging experiences it provides users. In classrooms, students are able to gain a greater insight on particular topics through AR technologies. Complete Anatomy is an example of an educational app which can be utilised on the iPhone. It enables users to inspect the human body as they learn about it in detail. They are able to examine how joints fit together, view the human lung or even calculate the number of bones in their hand. Hence, AR now has the ability to reshape the way we are educated in a variety of fields.

Apple has introduced a more powerful way to work in enterprises through AR, and it will continue to revolutionise productivity in the workplace. For instance, GE has collaborated with Apple to utilise AR throughout the industrial workplace. They aim to use Apple's ARKit to help make AR apps for the iPhone. This will allow service workers to visualise industrial equipment, spot problems in machinery and repair those problems with greater efficiency. Therefore, it is inevitable that as a result of Apple's innovation, AR will consume the workplace in all aspects as it continues to increase efficiency, reduce costs and minimise labour.

In conclusion, Apple has always designed their iPhones and software to provide their users with the best possible experience, and now that experience includes augmented reality. As iOS 12 and the ARKit 2 continues to take advantage of the powerful hardware in iPhones, the virtual world will seamlessly be brought into the real world through gaming, social media, shopping and education.



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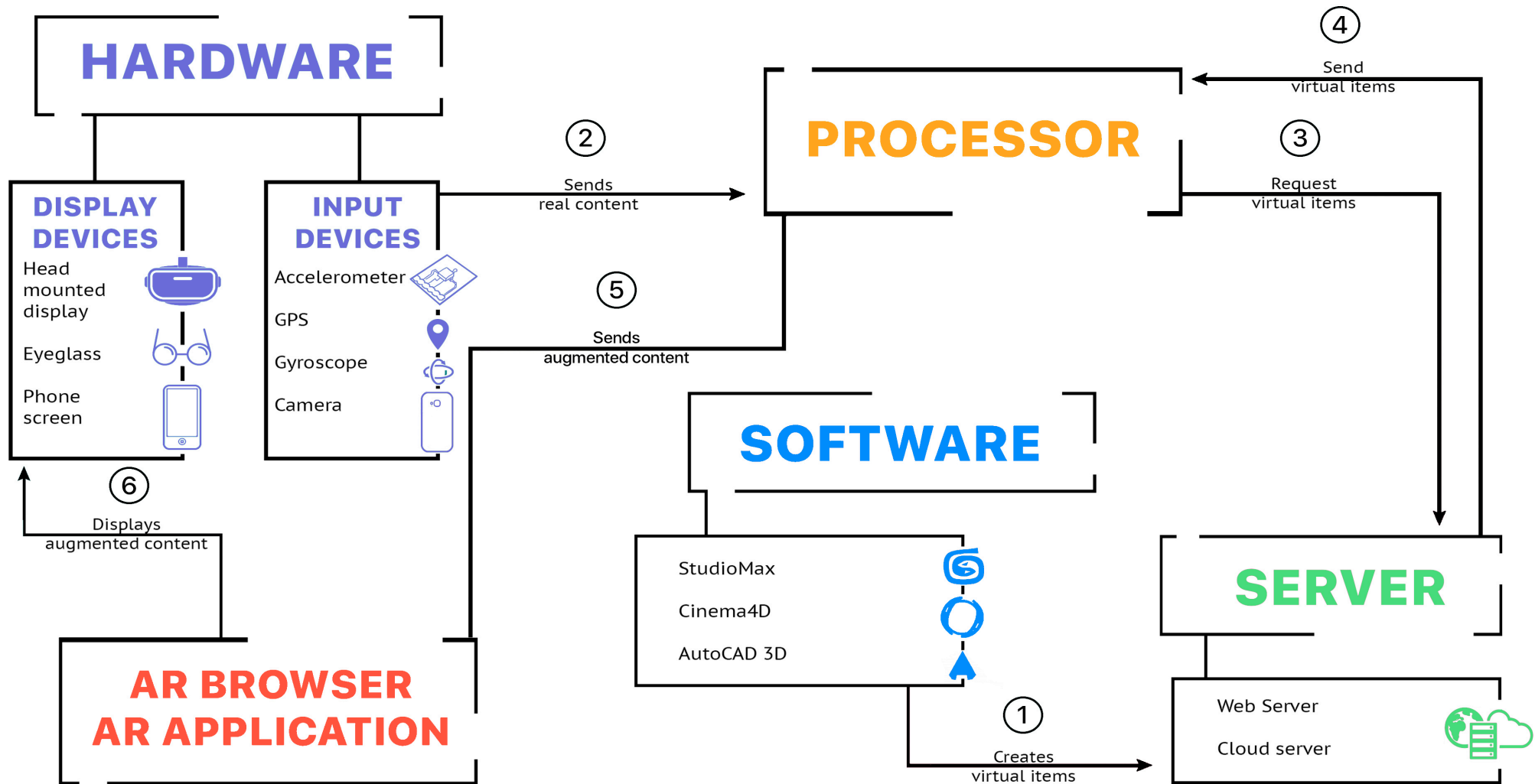
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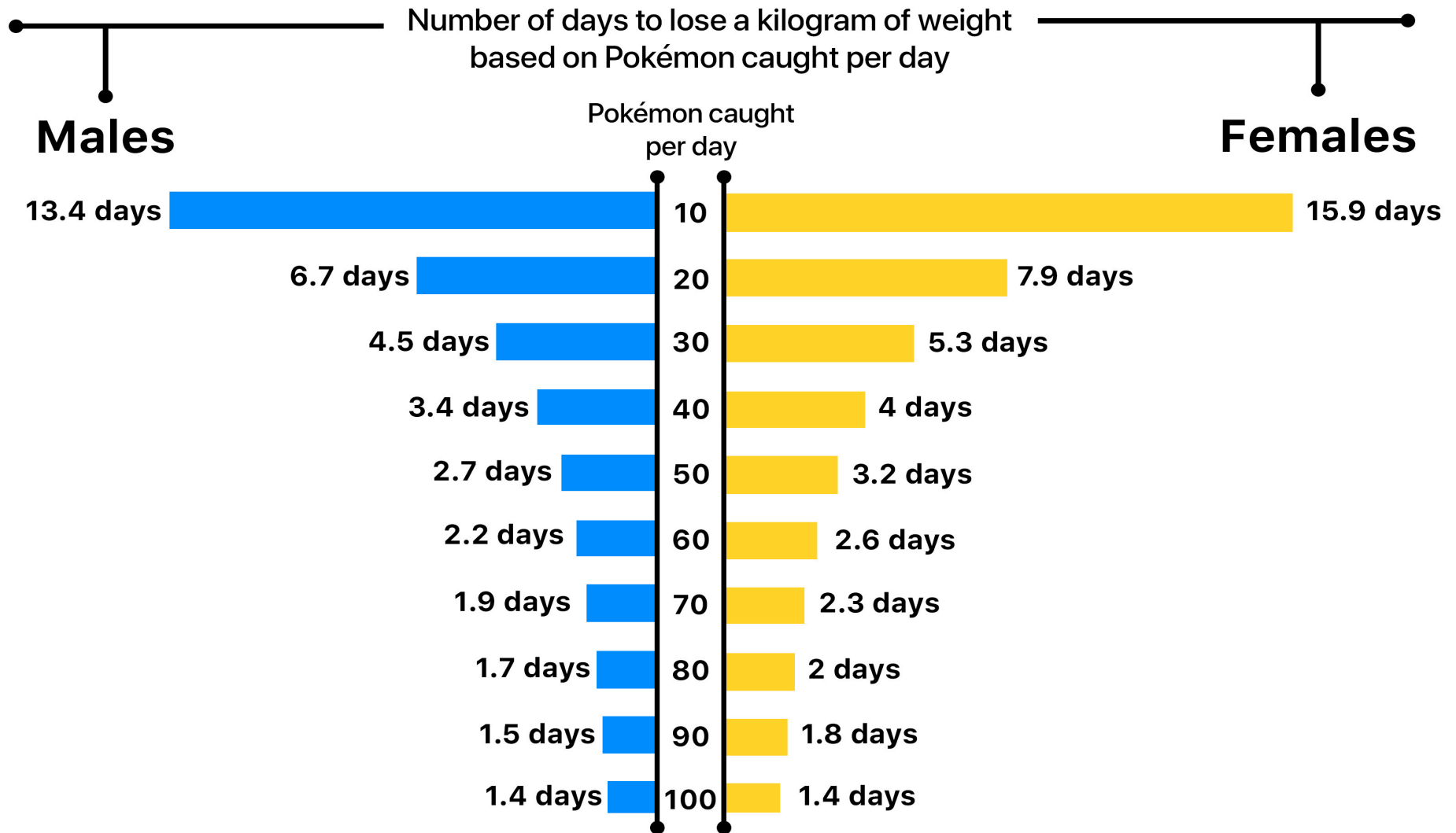
APPLE'S AUGMENTED REALITY

HOW DOES IT WORK?



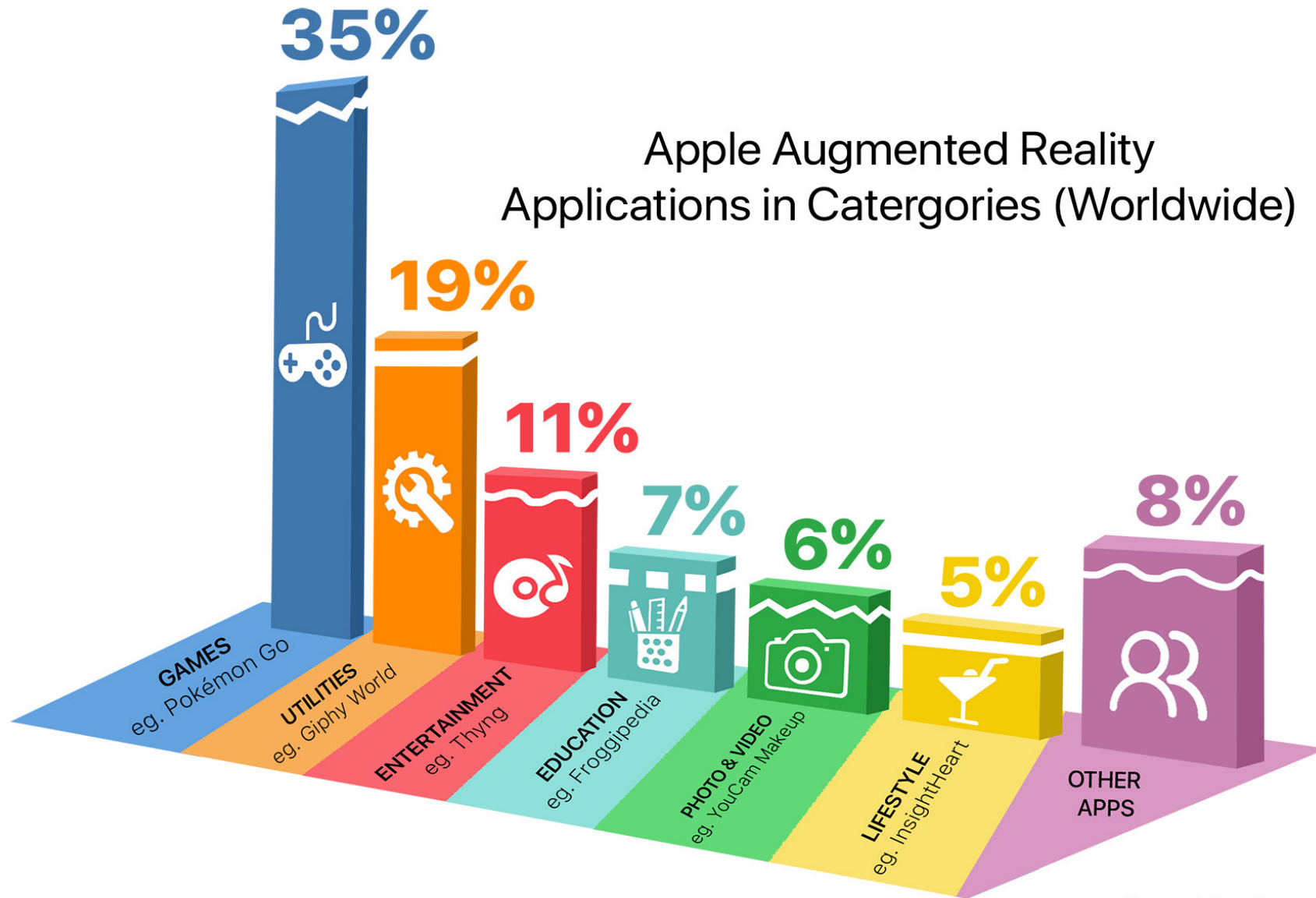
Source: <https://www.augrealitypedia.com/>

POKÉMON GO HELPS LOSE WEIGHT



Source: <https://blog.cliniccompare.co.uk/how-many-pokemon-do-you-need-catch-lose-pound-weight>

Apple Augmented Reality Applications in Categories (Worldwide)



Source: <https://sensortower.com>