

A Digital Reality

Daniel Gilyana & Arielle Pineda

Are you really using your
iPhone to its full potential?



A New Reality

Daniel Gilyana & Arielle Pineda



Augmented reality allows us to see a window to an interactive virtual world through the use of technology. Today, augmented reality is easily accessible through our personal devices such as phones, tablets and computers and are used for wide variety of reasons, from anything as simple as a game to pass the time, or as a way to visualize and plan huge projects. Apple has encouraged the use of AR in their products, allowing us to recognise the possibilities of augmented reality in our daily life, and what that means for our future.

Augmented reality itself is what you could call a sub-division of virtual reality, where VR completely immerses its users in a simulation of a completely artificial world through computer generated aspects. Augmented reality on the other hand is seen as a mix between the two, where AR modifies the real world with computer-generated objects through a device of sorts. This can range from anything from our phones to glasses, or even car windshields.

The term “AR” was first used in 1990 and its first uses were in military and TV, but now has evolved to a more personal experience through the use of various technologies such as depth tracking, GPS, S.L.A.M. (simultaneous localization and mapping) as well as hardware like cameras, processors and projectors. Augmented reality has already started its way to being a unskippable part of any new technology aimed at our society today, being included in aspects such as social activity, education, entertainment and workplaces. There are four different types of Augmented Reality which include: Marker-Based AR, which needs a unique object and camera to scan it, Markerless AR, which uses location and/or position based augmented reality to provide data to a user, Projection-based AR, which projects light onto physical surfaces and sometimes allows users to interact with it and lastly, Superimposition-based AR, where an image of the real world is changed virtually, fully or partially.

This technology can be used in a variety of ways and Apple has taken the opportunity

to use Augmented Reality by integrating it throughout the wide array of applications used in Apple's operating system. Through this, it allows an endless amount of possibilities for the future use of AR in people's regular lives through Apple devices, including the latest installments to the iPhone family with the introduction of the iPhone X. In the past, AR has already made its way to mainstream media and has since continued to be an integral part of the technological movement, highlighting it most in areas such as social media, entertainment and education. AR has been extremely big in the use of social media, especially in today's period of social media influencers, allowing people to interact and connect more easily and seamlessly through inventions such as snapchat profile codes, or even altering one's surroundings or appearance using snapchat, instagram and facebook filters, allowing a way to express oneself more freely. Entertainment has also been an extremely large factor of AR in mainstream media on Apple devices, focusing on games such as Pokemon Go and ARZombi who both use superimposed

based AR to use your own surroundings as the setting to a fictional adventure. Pokemon Go has encouraged users to get outside more and exercise while being immersed by its appealing game design, and also encourages the imagination of children and adults alike by connecting the real world with a fictional world of a beloved game series. Education and AR is a good way for students to get involved with their studies with apps such as 'WWF Free Rivers' and 'InsightHeart' which allow students simulations of places far away, or of items not readily available, saving money and allowing them to do the impossible by just a touch of a finger. Through this it is clear that Apple has its best intentions with the use of AR within their devices, creating possibilities that could become a reality.

References

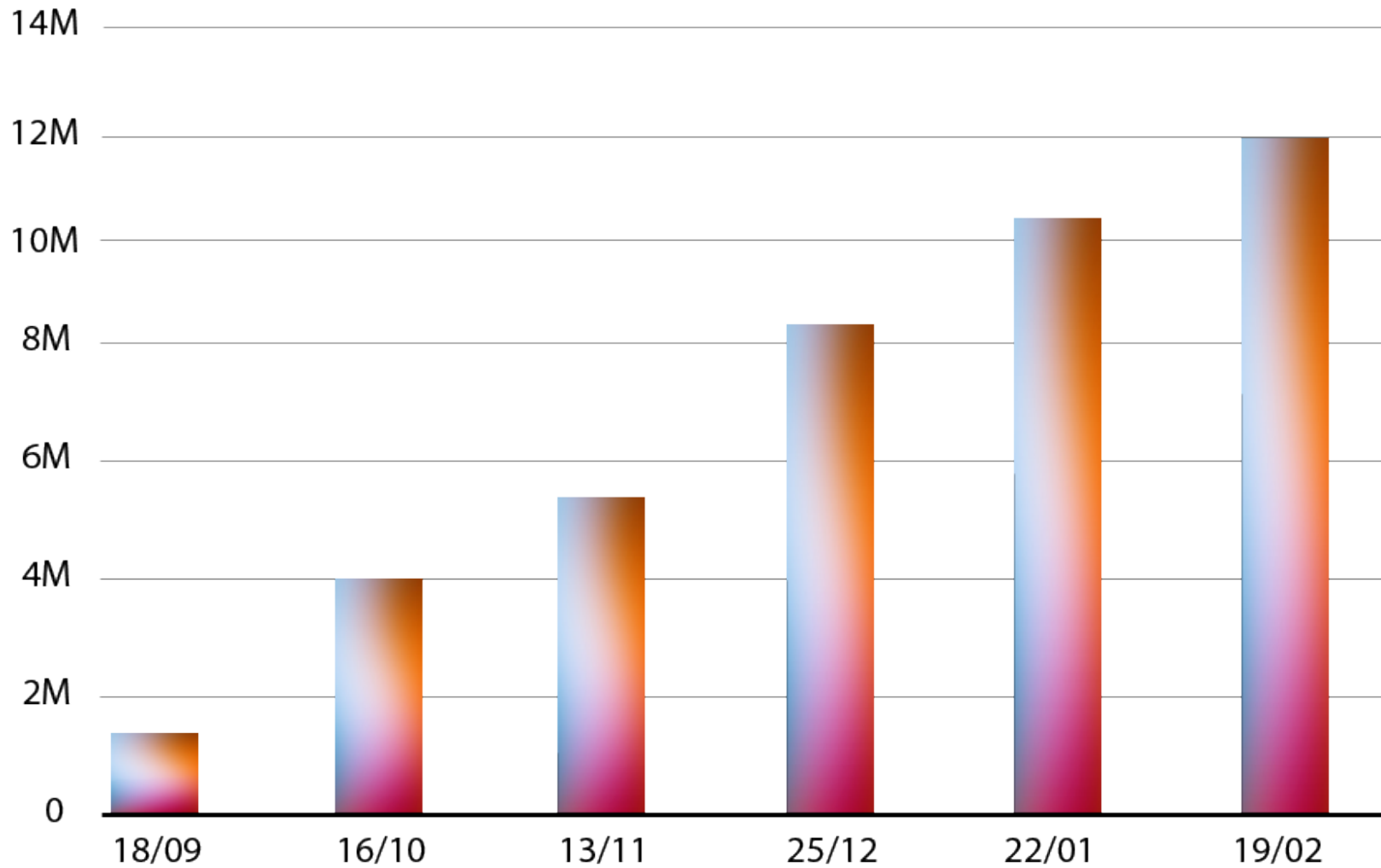
- Casey, H., & Corpuz, J. (2018). Best AR Apps for iOS. Retrieved from <https://www.tomsguide.com/us/pictures-story/1263-best-applehttps://www.tomsguide.com/us/pictures-story/1263-best-apple-arkit-apps-demos.html#s11-arkit-apps-demos.html#s11>
- iOS - Augmented Reality. (2018). Retrieved from <https://www.apple.com/au/ios/augmented-reality/>
- Jones, R., & Dvorsky, G. (2017). All Of The Best Augmented Reality Tricks Your iPhone

- Can Do Right Now. Retrieved from <https://www.gizmodo.com.au/2017/09/all-of-the-best-augmented-reality-tricks-your-iphone-can-do-right-now/>

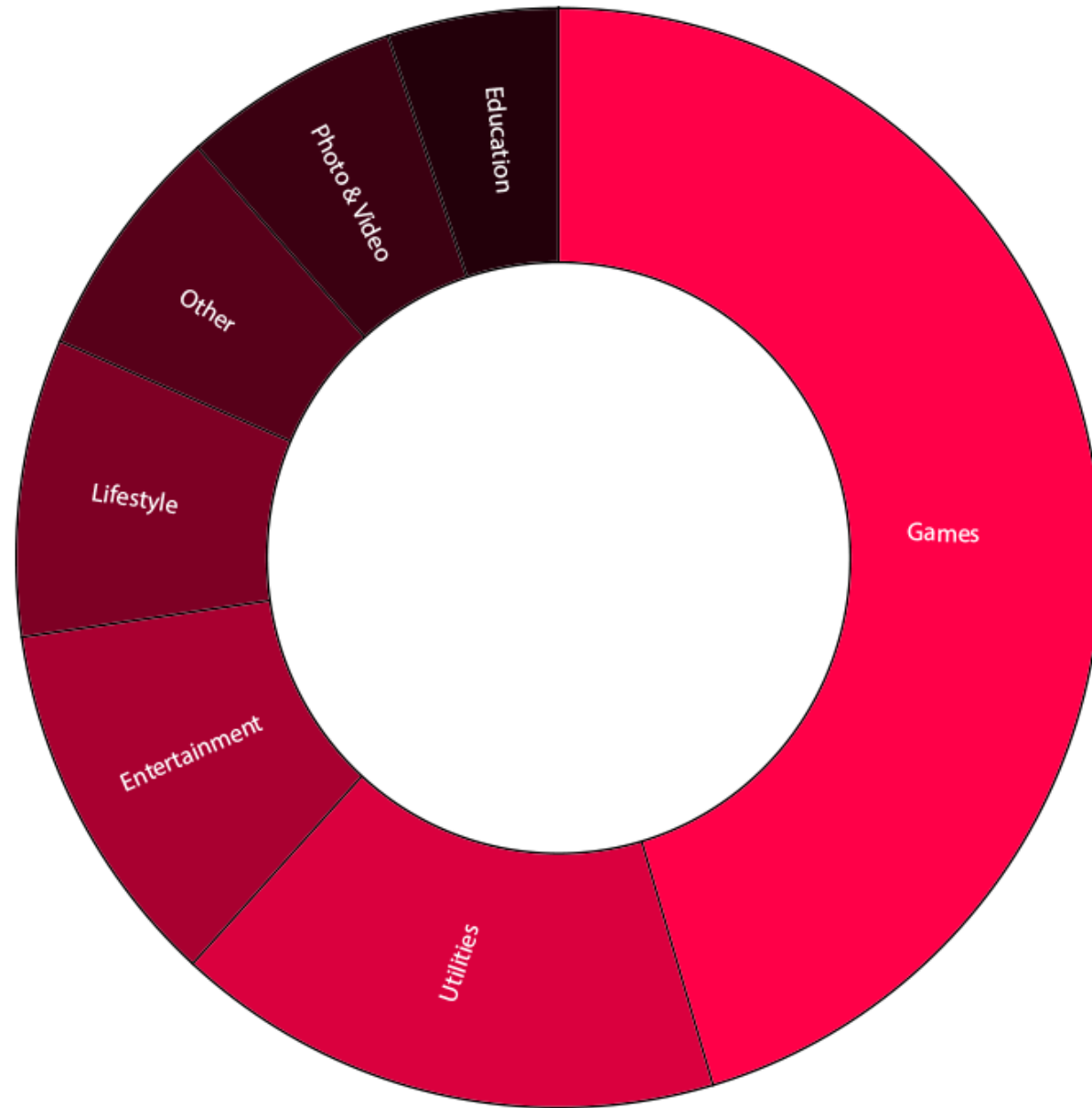
- Rampolla, J., & Kipper, G. (2013). Augmented Reality: An Emerging Technologies Guide to AR. Syngress.

- VIRTUAL REALITY. (1995). Retrieved from <http://archive.ncsa.illinois.edu/Cyberia/VETopLevels/VR.Overview.html>

Downloads of ArKit Since Released in September 2017



ArKit App Download Average by Category



Top 10 Free ArKit App Downloads

