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The magic of AR.

Does AR(Augmented reality) tech have a place in Apple's future?

Is it more than a gimmick?

The future scenarios where AR is beneficial.



The magic of Augmented Reality.

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Apple launched Augmented Reality(AR) support with their ARKit software and apps within the **iOS 11 (operating system)** update that was initially released in 2017 for all the latest iPhones and iPads. Is AR more than just a gimmick? Would it be a mainstay for future iPhones or will this tech fade with each passing year into the future? There is huge potential for supporting AR in the near future instead of Virtual Reality (VR), but will the millions of users across the globe adopt and appreciate the unique advantages of AR?

If people can imagine the future, with AR being commonplace, what would that look like?

The future could be a world where technology is seamlessly integrated within public spaces. Using AR to change a physical environment digitally or to enhance the look of the interior of a house. AR could get to a point where people would find it difficult to tell whether it was a digital object or a real object.

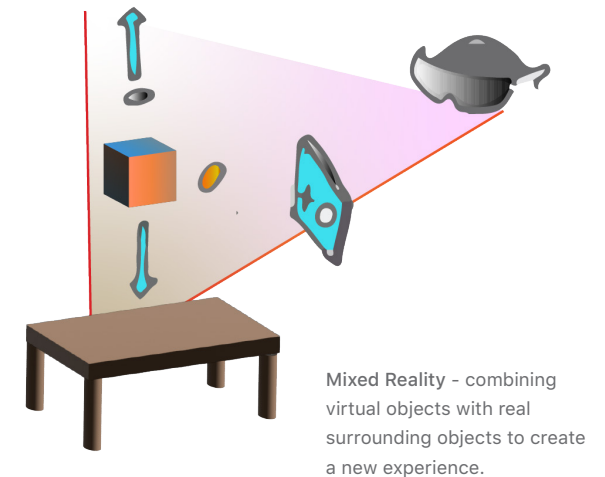
The first display for AR was a head-mounted one created by students at Harvard in 1968.

It took multiple decades of scientific research and development by other Universities and students to get to the capability that AR technology has today. In its early days, AR was mainly used for military and aviation training.

Apple including many major companies found that pouring money into developing and researching **VR(Virtual Reality)** headsets to big of a risk and wearing a headset is a hassle for their customers. **There are multiple benefits to developing and adopting AR technology.** These benefits include a greater sense of immersion and collaboration when used for learning or within a working environment. AR could also enhance digital content and reduce feedback time from customers to businesses.

Challenges to adoption.

There are concerning factors when it comes to the mainstream adoption of AR tech. There is a different ecosystem within the mobile brands so collaboration between brands could seem difficult. The software for AR technology is not public and openly shared so customers have to use one brand vs the other.



Privacy is also a concern for customers along with the performance of 3-D tracking and digital content.

Mixed Reality could eventually boost global adoption in the near future, this is done by combining elements of the virtual world with the real world to create a whole new experience. So far most apps within the AppStore are just gimmicks to show off graphics, very few apps have made the most out of the software ARKit from Apple.

What is ARKit? ARKit is a software launched with iOS11 in 2017 for app developers looking to use AR within their app to enhance user interactivity. This software uses complex sensors and calculations to track movement and the surrounding environment in real-time. This kit uses the iPhone device's camera, gyroscope, motion sensors and it's accelerometer to digitally map the physical space into a 3D render.

There is a great user appetite for digital information displayed in real-time, could AR technology meet this demand as it offers tools

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for workers or individuals to be more efficient and reduce human error.

There are a variety of reasons to be optimistic about AR technology, specifically within the iPhone ecosystem and unlimited real-world use cases within the near future. Eventually, AR will become a part of daily life. It can be more than a gimmick if developers are willing to create meaningful content, moving beyond the specifics of the e-commerce, educational and medical space to more everyday situations within the private and public environment.

Ultimately, AR does have a place in the future plans of the iPhone and Apple as a whole. The overall goal of AR is to enhance the potential of an iPhone and to create a more interactive user experience.



LiDAR Sensor

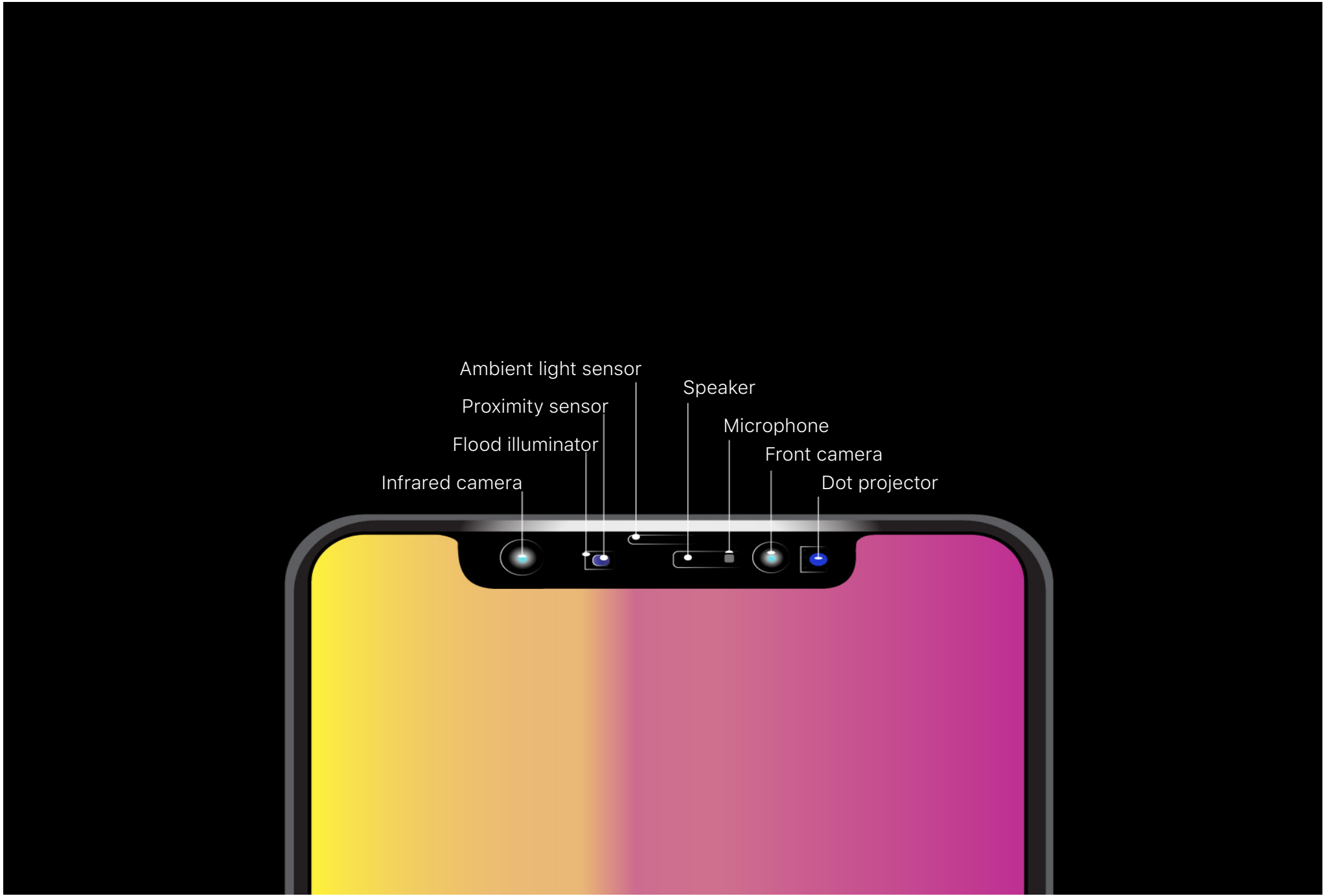
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Number of apps downloaded with
(embedded/standalone) augmented
reality worldwide from 2016 to 2022

