

HOW IS IT USED?

Augmented reality is hidden content, most commonly hidden behind marker images, that can be included in printed and film media, as long as the marker is displayed for a suitable length of time, in a steady position for an application to identify and analyze it. Depending on the content, the marker may have to remain visible.

ADVANTAGES OF AR

- Can increase knowledge and information
- People can share experiences with each other in real time over long distances
- Games that provide an even more "real" experience
- Things come to life on people's mobile
- Form of escapism

