Module-I
Introduction toAugmented Reality and Virtual Reality

Scope Of Augmented Reality

Most businesses are still in medieval times. They never realize that there are various technology trends which can make their business unique as well as bring in sufficient revenue. And one among the highly anticipated trend is the augmented reality.

What Is Augmented Reality For Business?

Augmented reality is penetrating deeper into businesses. Why? It is because their usage is wide. The technological upgrade is slowly becoming mandatory especially for handling the latest demand. Furthermore, technology is shaping better each day and there are various developers adopting themselves to the current trend. So, by putting these together, augmented reality software and technology has become the latest hero in the tech trend of the day.

Role Of Augmented Reality

The future of augmented reality is getting evident in various industries. Traveling, gaming, media, marketing, education, and entertainment are some of the major sectors where this one of the latest technology trends is creating an impact. Do you know the reason for such high demand? Well, it is simply due to the huge potential benefits of the augmented reality software which is able to make revolutionary innovations throughout many industries.

What To Expect?

If you are thinking about what is augmented reality's role in the future, then it is simply radical improvements in augmented reality software and technology. So, how is it possible? Well, it is by the introduction of the gestural interface accompanied by sensory feedback which can simply fuse the physical word with a lot of digital information.

Augmented Reality Impact On Business

- Future Of Marketing

- Increasing Number Of Users

- Apple AR Kit

- Social Media Platform

Module 1-Revision

Thank you