Augmented Reality And The Dawn Of A New Era In UX (User Experience)

@whurley

(What is Augmented Reality (AR)?)

✳ Augmented reality (AR) is a term for a live direct or indirect view of a physical real-world environment whose elements are merged with (or augmented by) virtual computer-generated imagery - creating a mixed reality.

The Impact Of Augmented Reality on User Experience

All Applications for "augmented reality"

Trippy - a reactive musi...
Music
Updated Jan 20, 2010
$2.99 BUY

Pocket Universe: Virtual...
Education
Updated Jan 15, 2010
$2.99 BUY

Nude It
Utilities
Released Jan 05, 2010
$0.99 BUY

RjDj
Music
Updated Jan 19, 2010
FREE

Cheap Gas!
Travel
Updated Dec 22, 2009
FREE

VisualMap
Navigation
Released Jan 05, 2010
$0.99 BUY

Metro Paris Subway
Travel
Updated Oct 07, 2009
$0.99 BUY

Heads Up Navigator: 3D...
Navigation
Updated Nov 19, 2009
FREE

London Tube
Travel
Updated Oct 07, 2009
$0.99 BUY

Sun Seeker: 3D Augmented ...
Navigation
Updated Dec 28, 2009
$2.99 BUY

Theodolite
Navigation
Updated Jan 15, 2010
$1.99 BUY

Snowglobe
Lifestyle
Updated Dec 11, 2009
$0.99 BUY

PhotoTropedelic
Photography
Released Jan 16, 2010
$1.99 BUY

Washington Metro
Navigation
Updated Oct 07, 2009
$0.99 BUY

Gunman
Games
Released Dec 08, 2009
FREE

Little Boots - Reactive R...
Music
Updated Jan 19, 2010
$2.99 BUY

Spyglass (with compas...
Navigation
Updated Dec 10, 2009
$0.99 BUY

Tokyo Underground
Travel
Updated Oct 07, 2009
$0.99 BUY

Robotvision
Navigation
Updated Oct 07, 2009
$0.99 BUY

NextTrain DC Metro - AR
Navigation
Updated Jan 07, 2010
$0.99 BUY

SpotCrime
News
Updated Jan 02, 2010

Bionic Eye
Navigation
Updated Sep 28, 2009

Car Finder
Navigation
Released Nov 02, 2009

Heads Up Navigator Pro...
Navigation
Updated Nov 19, 2009

iNeedCoffee
Navigation
Updated Jan 21, 2010

(iTunes & Augmented Reality...Well Sort Of...Augmented Reality.)

Saturday, January 23, 2010

(The Issues With Most iPhone/Mobile AR Apps)

- ✳ Accessibility

- ✳ Proximity

- ✳ Usability

- ✳ Ridiculousness

Saturday, January 23, 2010

Accessibility
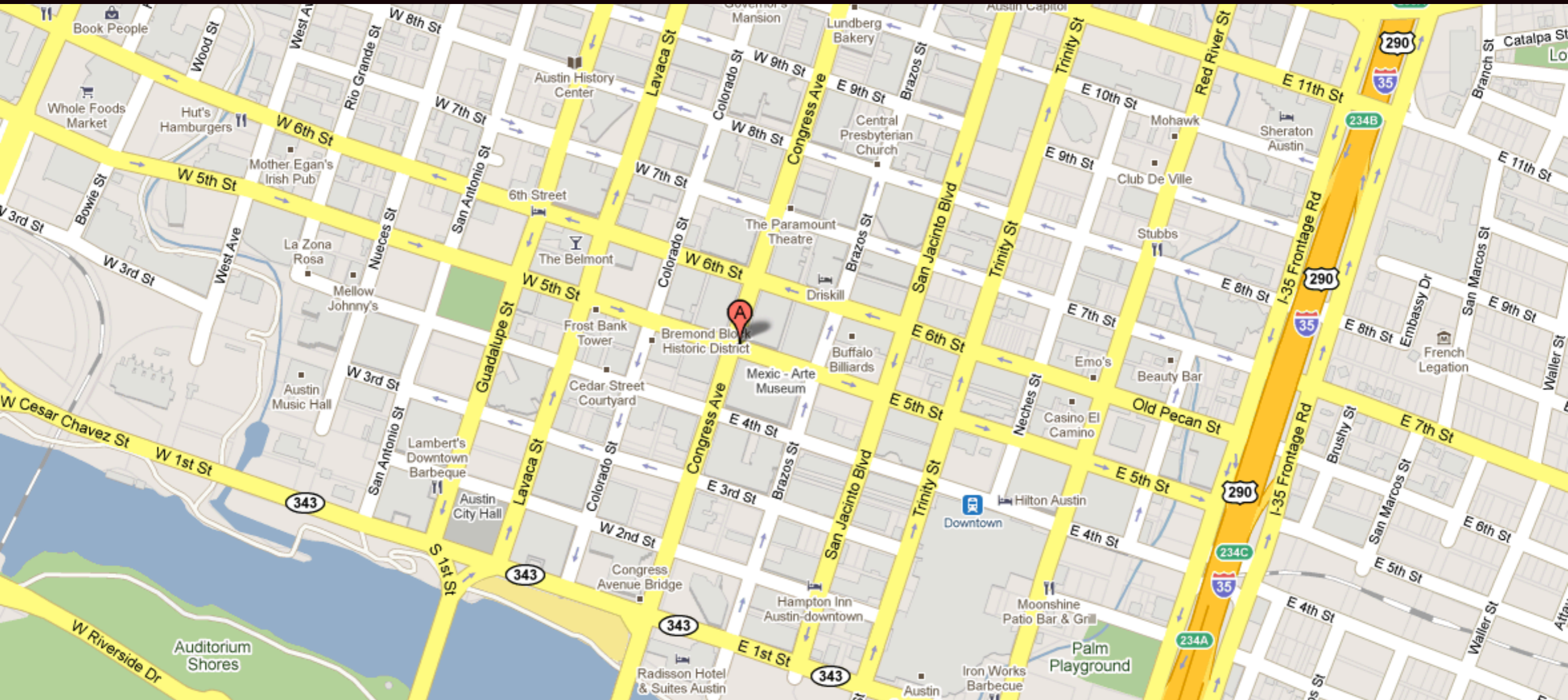
Proximity

✴ Without proximity what you see in the camera may be of little if any use.

✴ The 'Two coeds in the coffee shop have nothing to do with what I'm looking for...maybe.

✴ Does this mean we should just stick to using Google Maps?

(Usability)

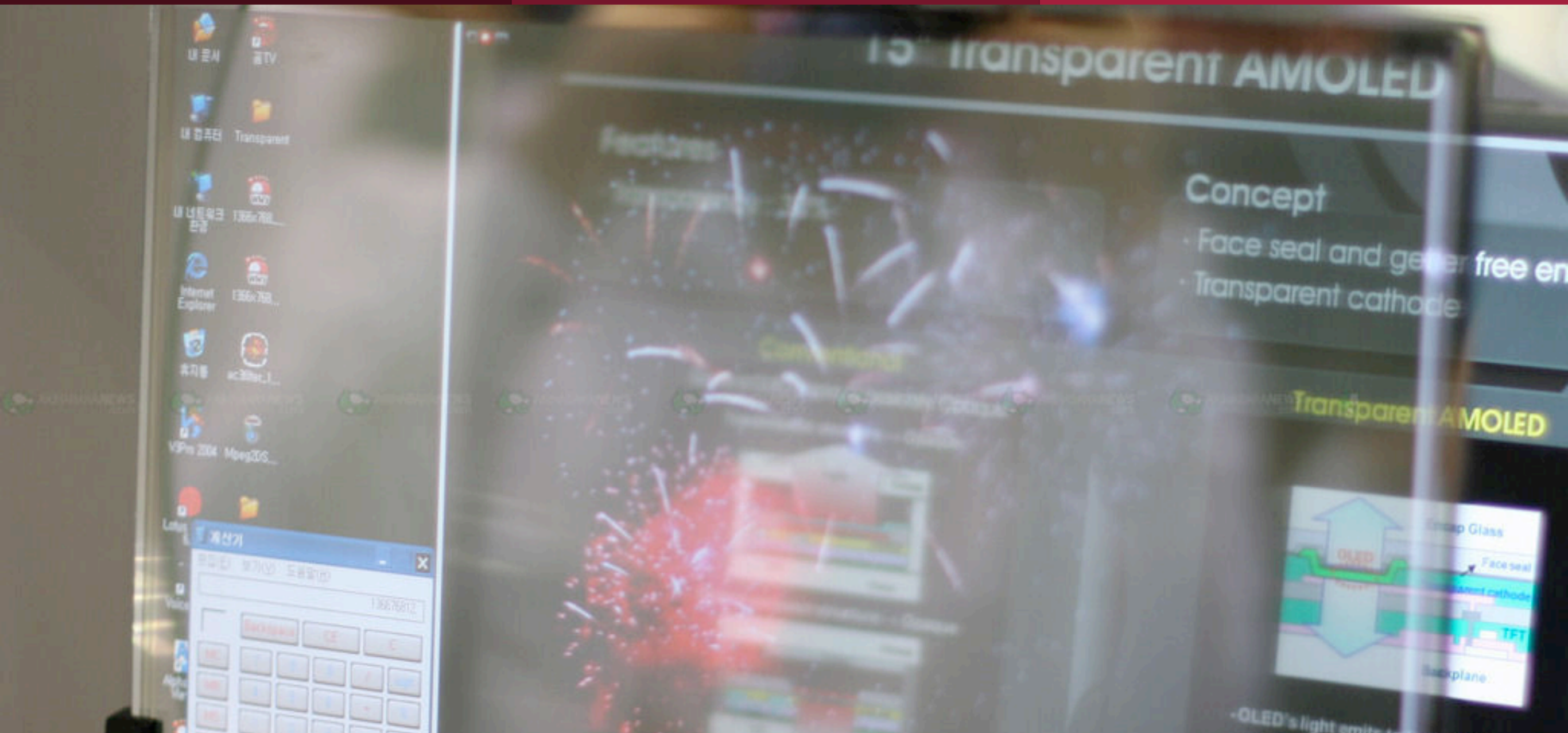# (Ridiculousness; Augmented Reality Golf...Really?)

(In The Future, We Will Have Solutions...That Come With Their Own Issues.)

(LG, Samsung, & Transparent Displays)

Issues With Transparent Displays

✳ Where should I start...oh yeah, privacy. :)

✳ Is this really the best form factor?

✳ Would you use this? I mean if you weren't at a geek event wanting to impress people?
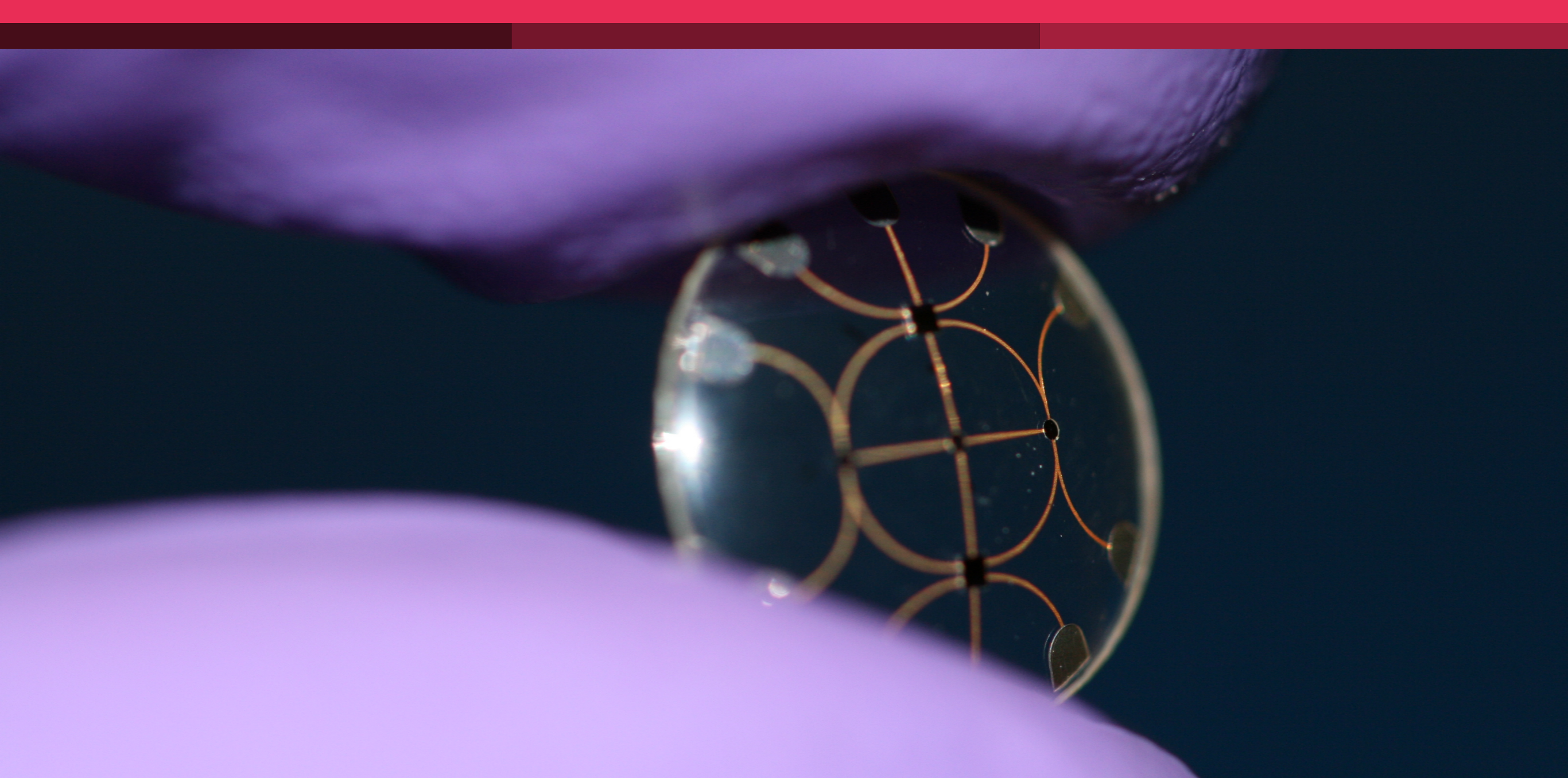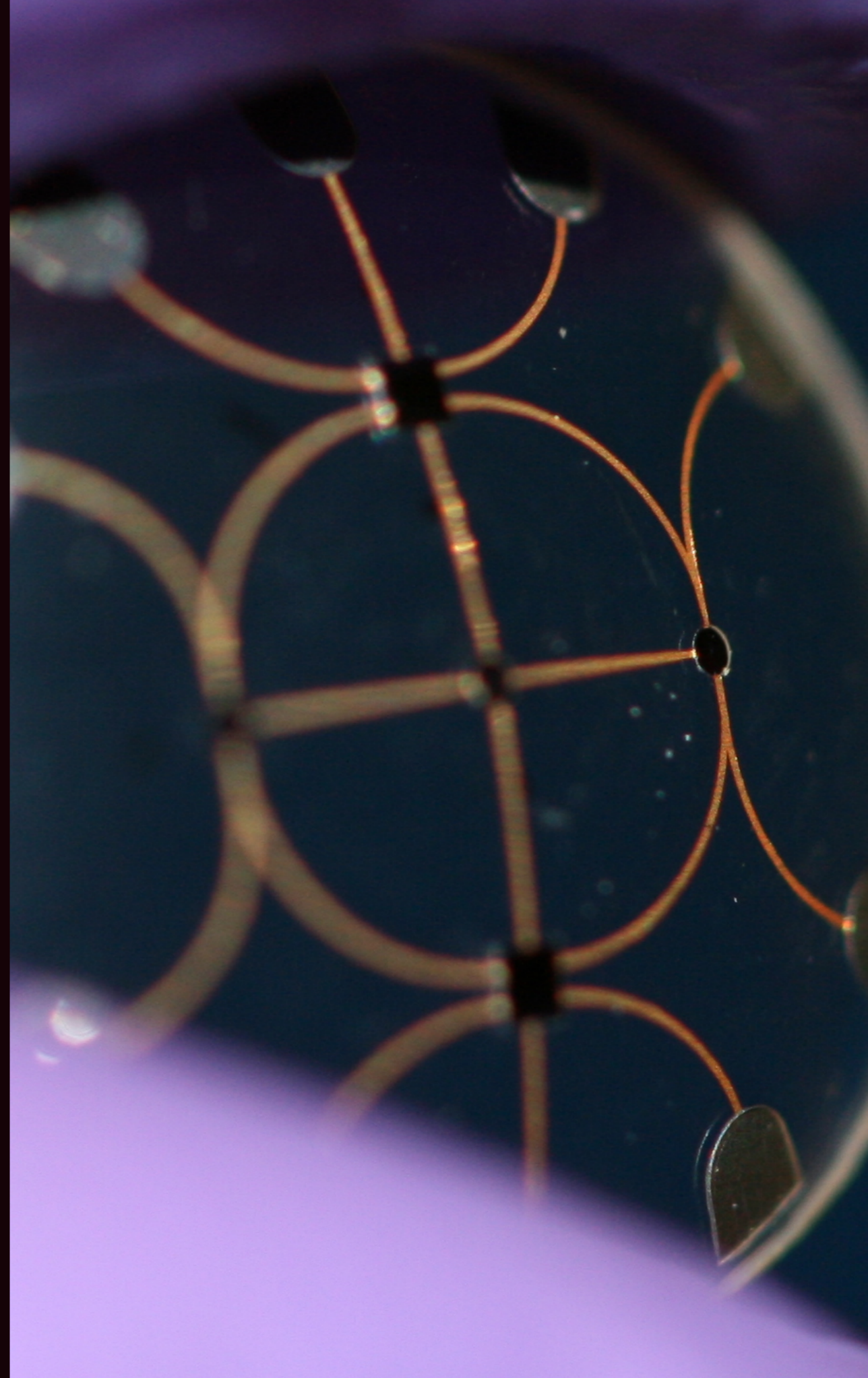
(**Contact Lenses**)

The Issues With Contact Lenses

* Focal point?

* Power Source?

* Refresh Contacts Contact Lens Comfort Drops...AR Edition?

Group Discussion

Question And Answer Time

One More Thing

What are you doing June 2-3rd ?

(Augmented Reality Event 2010)

Saturday, January 23, 2010

(are2010)

✳ Current augmented reality market scope and what's expected in the next 5 years.

✳ Latest augmented reality innovations, engines and tools.

✳ Showcases and postmortems of landmark augmented reality projects.

✳ How to fund and build a successful augmented reality start up.

✳ How to leverage augmented reality to advance your brand, attract and keep your customers.

✳ How to build successful campaigns and products that will delight users.

Bruce Sterling

"augmented reality prophet,"
world-renowned author, futurist,
editor and critic.