



# GUJARAT TECHNOLOGICAL UNIVERSITY

(Established Under Gujarat Act. No.:20 of 2007)

Date: 19-06-2017

## CIRCULAR

Interested faculty members and students may register for the following webinar which is going to be held on Thu, Jun 22, 2017 3:30 PM - 4:30 PM IST.

Virtual Academy: “Augmented Reality (AR)”

Thu, Jun 22, 2017 3:30 PM - 4:30 PM IST

Registration URL: <https://attendee.gotowebinar.com/register/4346170834897656833>

### Description:

Augmented reality is the integration of digital information with the user’s environment in real time. Unlike virtual reality, which creates a totally artificial environment, augmented reality uses the existing environment and overlays new information on top of it. One of the first commercial applications of AR technology was the yellow “first down” line that began appearing in televised football games sometime in 1998. Today, Google glass and heads-up displays in car windshields are perhaps the most well-known consumer AR products, but the technology is used in many industries including healthcare, public safety, gas and oil, tourism and marketing. AR applications for smart phones typically include global positioning system (GPS) to pinpoint the user’s location and its compass to detect device orientation. Sophisticated AR programs used by the military for training may include machine vision, object recognition and gesture recognition technologies.

“Users can control the display of these data glasses with their eye movements”

This is rather different from virtual reality. Virtual reality means computer- generated environments for you to interact with, and being immersed in. Augmented reality (also known as AR), adds to the reality you would ordinarily see rather than replacing it. Augmented reality is often presented as a kind of futuristic technology.

### Presenter:

Dr. Deeksha Bhardwaj

Asst. Prof. & Head of Computer Engineering Dept.

G.H Rasoni Institute of Engineering & Technology, Wagholi, Pune.

Sd/-

Registrar (I/c)