

Is Augmented Reality the Future?

TJ VanToll (@tjvantoll)





Augmented Reality



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Principal Developer Advocate

@tjvantoll



TJVanToll
& Bagon



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Agenda

- Brief history of AR
- AR today
- Building AR apps

Augmented Reality (AR) is the integration of digital information with the user's environment in real time.

Pokémon Go Brings Augmented Reality to a Mass Audience

By NICK WINGFIELD and MIKE ISAAC JULY 11, 2016

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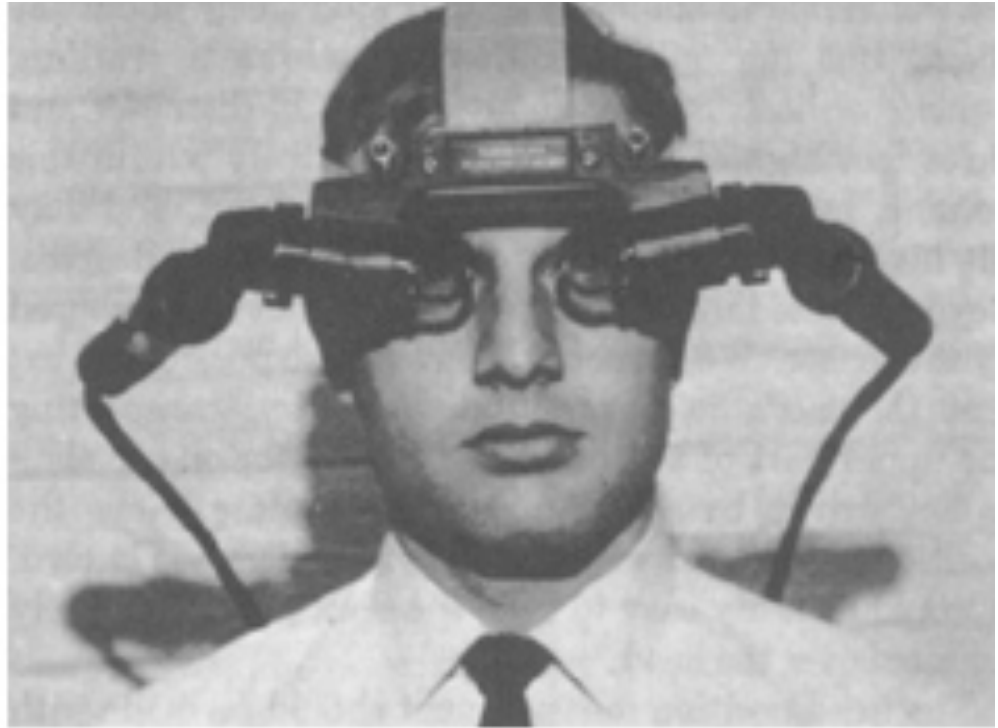
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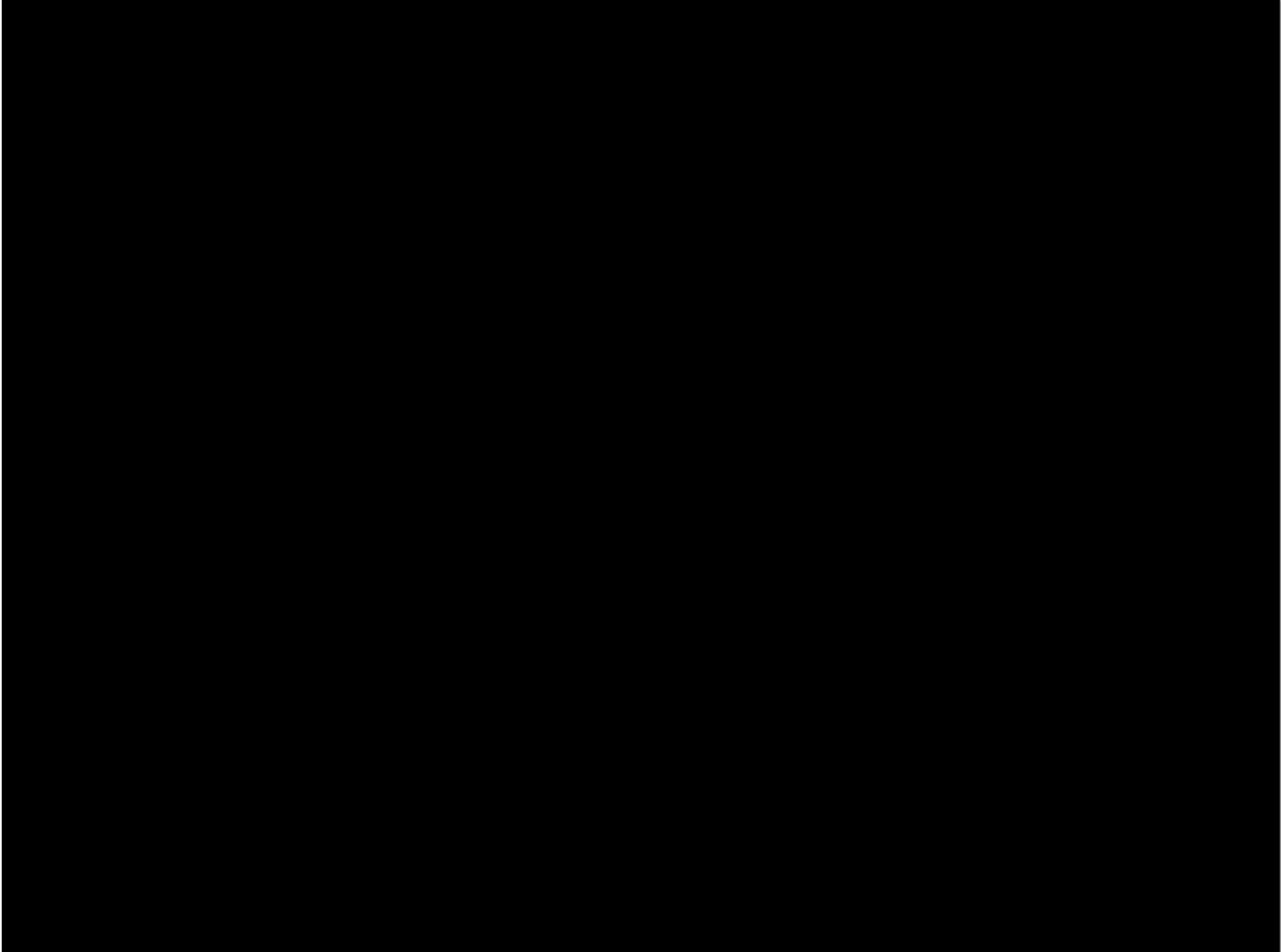
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Source: <https://www.wearable.com/ar/everything-you-need-to-know-about-augmented-reality>



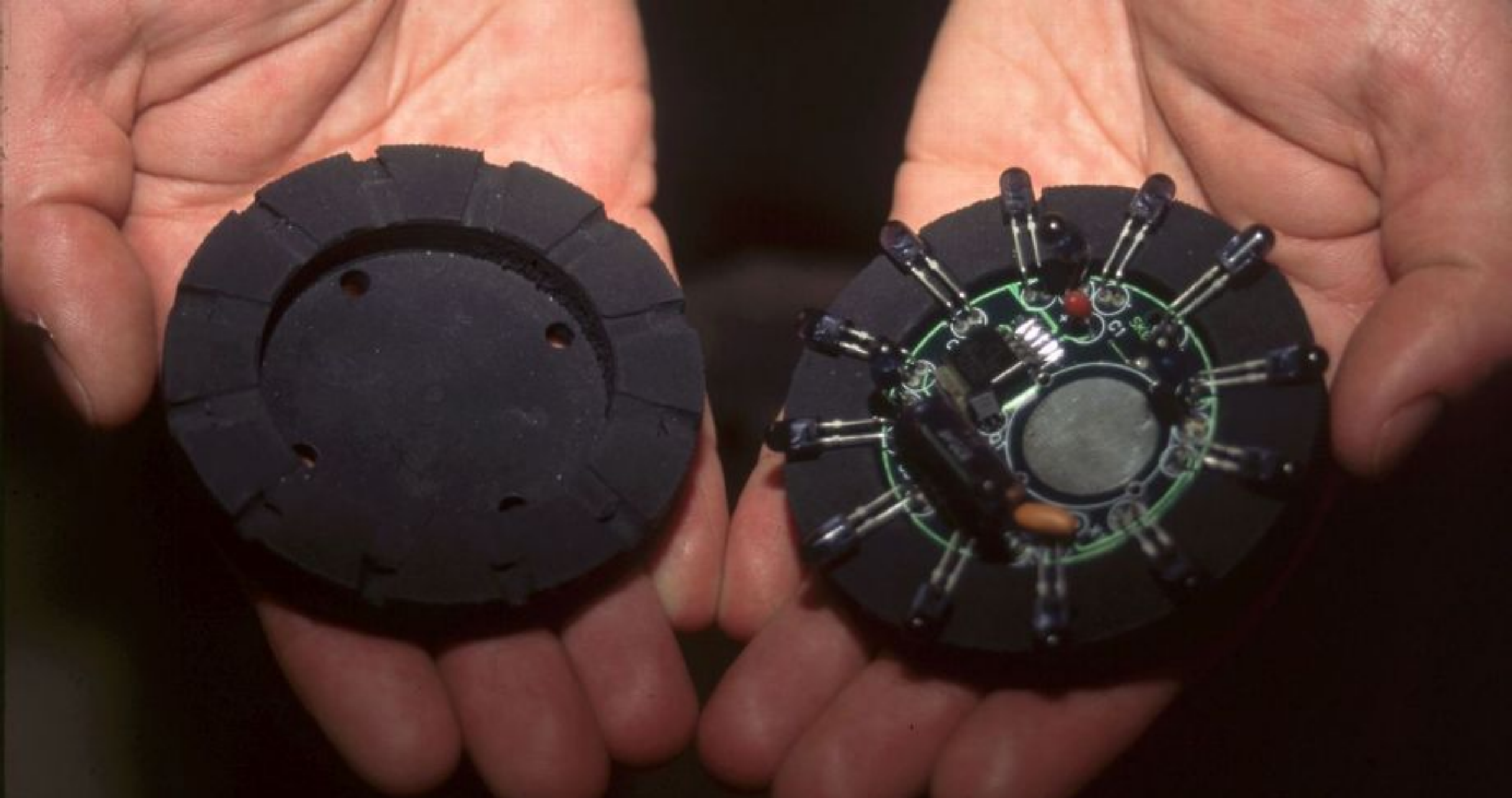


Image from http://www.espn.com/nhl/story/_/id/21080555/nhl-bring-back-infamous-glow-puck

FoxTrax glowing puck: Was it th X


www.slate.com/articles/sports/sports_nut/2014/01/foxtrax_

SLATE

Lame Puck

Was Fox's glowing puck the worst blunder in TV sports history, or was it just ahead of its time?

By Aaron Gordon



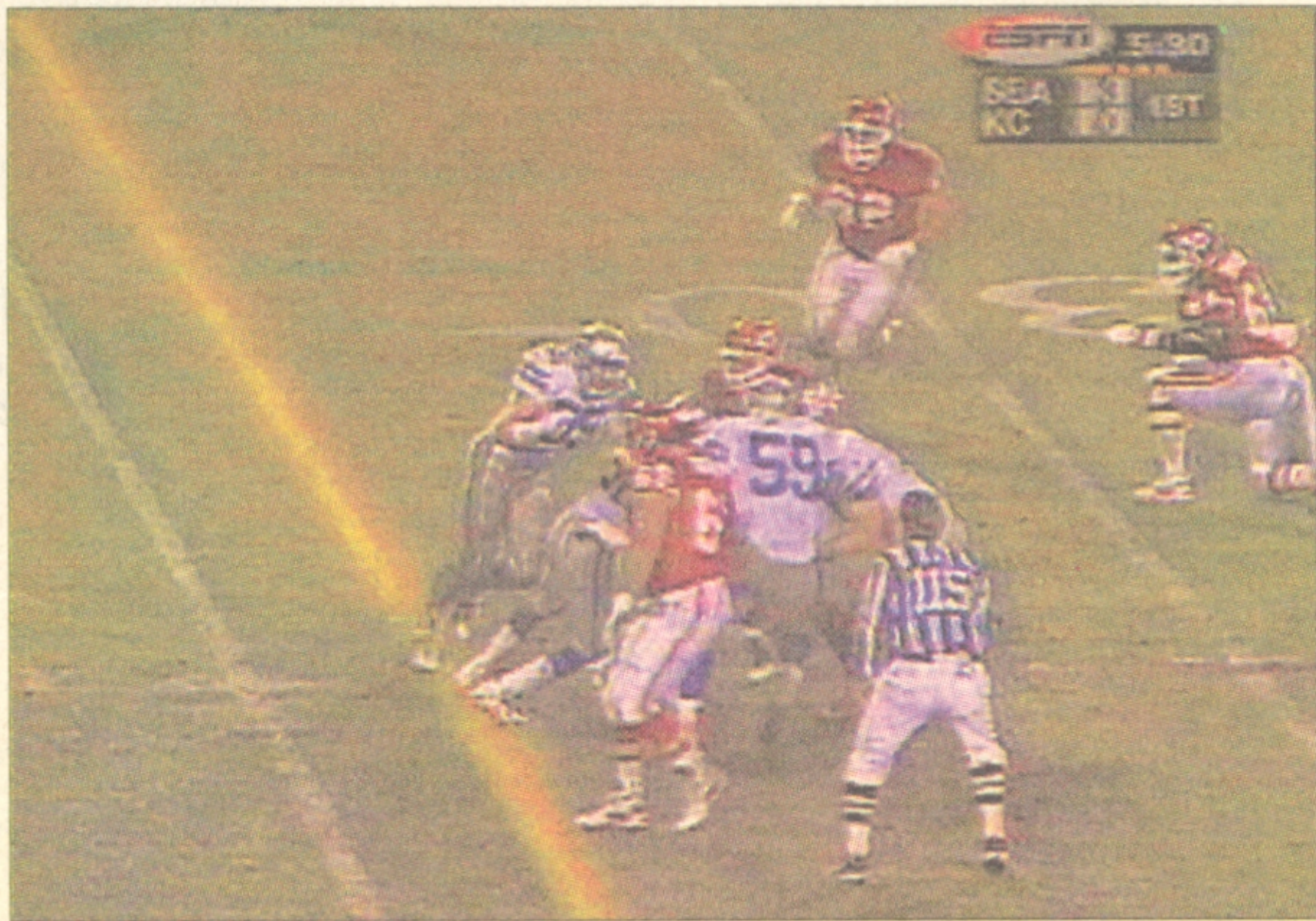
It's alive!

The 1996 Fox Sports promotional video starts with a bunch of scientists straight from central casting, puttering with Erlenmeyer flasks that are bubbling over with smoking fluids. Then, there's a quick flash of a slap shot accompanied by a laser beam

Source: http://www.slate.com/articles/sports/sports_nut/2014/01/foxtrax_glowing_puck_was_it_the_worst_blunder_in_tv_sports_history_or_was.html

The thin yellow line

ESPN added a new feature in its football broadcasts this year. "1st and Ten" technology places a yellow line, visible only to TV viewers, that indicates where the first-down marker is. **Story, D-4**



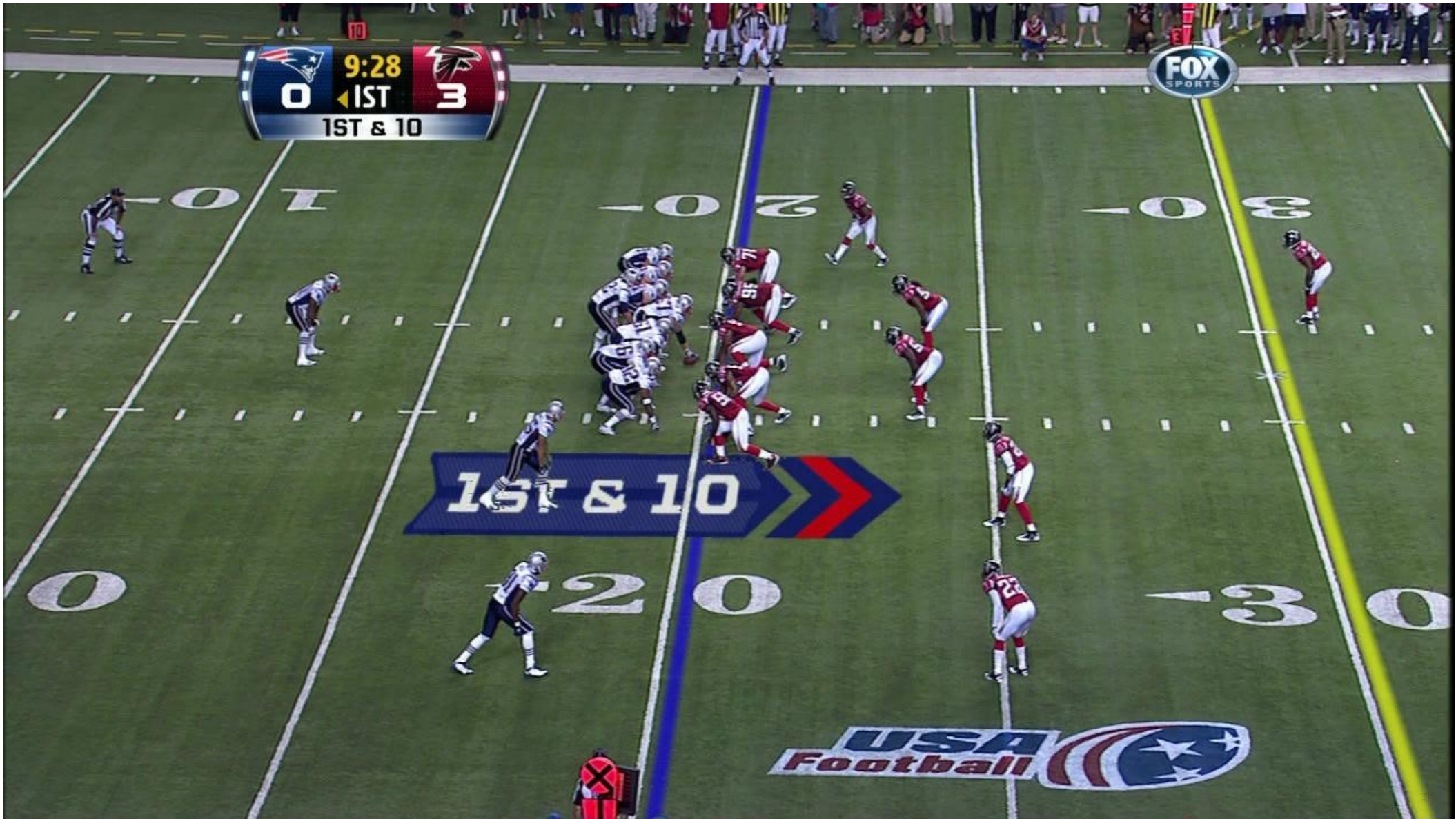


Image from <https://gobraithwaite.com/creative-marketing-saved-nfls-yellow-first-line/>

“It probably cost the broadcaster **\$25,000-\$30,000**
for a weekend back then.

We had to roll out an entire truck to make it work for games in the early days. It was five racks of equipment, a lot of engineers, a traveling circus.”

“Now it's basically one computer”



Source: <https://technabob.com/blog/2008/12/17/mini-augmented-reality-ads-hit-newstands/>





Source: <http://mashable.com/2012/04/04/google-glasses-project-glass/>

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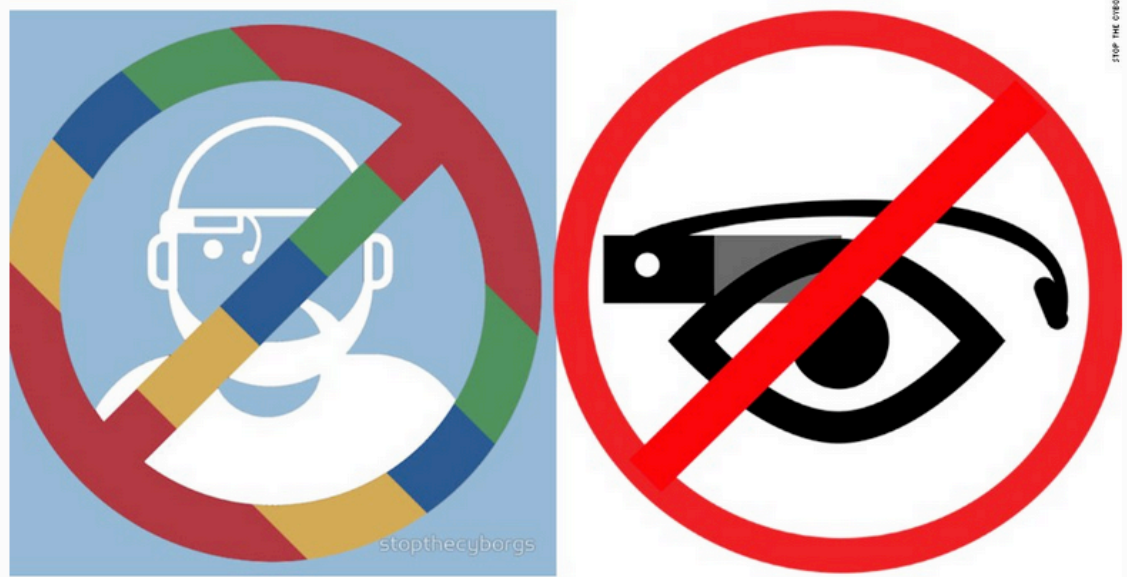
Interest over time ?



Google Glass users fight privacy fears

By Heather Kelly, CNN

Updated 2:48 PM ET, Thu December 12, 2013



Anti-Google Glass icons from StopTheCyborgs.org, a group raising awareness about Google Glass privacy concerns.

Story highlights

Google Glass users have faced some negative reactions from businesses and strangers

Carolyn Capern and her business partner Greg Trujillo were eating breakfast in a Panera bakery in Florida recently, each wearing Google Glasses but actually

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Google Glass available to everyone for \$1500

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MAY 13, 2014

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Google's flagship wearable device—Google Glass—is [now available](#) for anyone in the US who wants to spend \$1,500 on the smart spectacles some find fascinating and others find bizarre.

In a post to the Google+ social network Tuesday afternoon, Google announced the new availability of the devices, which combine a set of spectacles with a small computer that sits just above the wearer's right eye.





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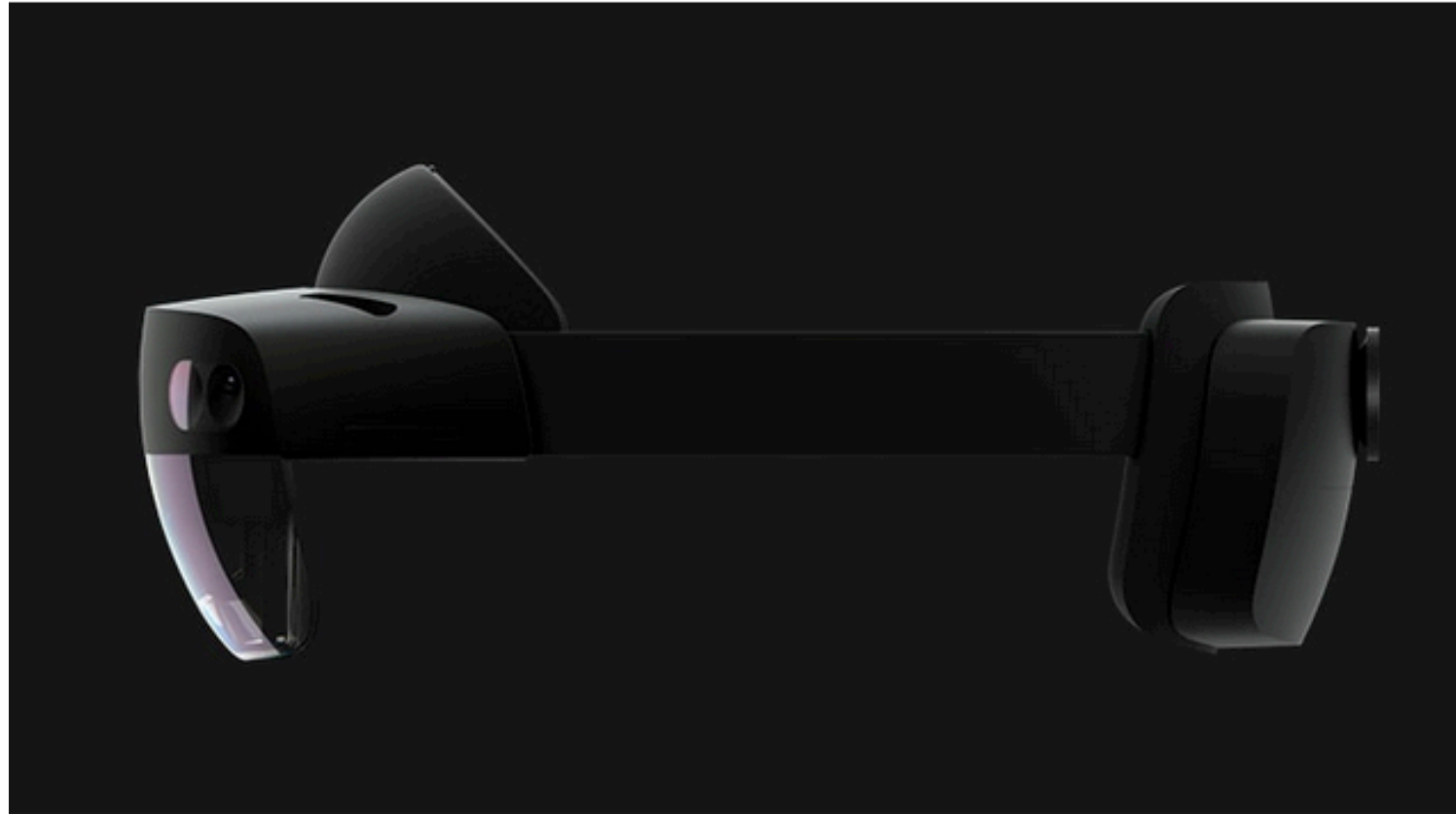
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HoloLens 2 (device only)

HoloLens 2 offers the most comfortable and immersive mixed reality experience available —enhanced by the reliability, security, and scalability of cloud and AI services from Microsoft. \$3,500 per device.

- Immersive
- Ergonomic
- Ready for business

Agenda

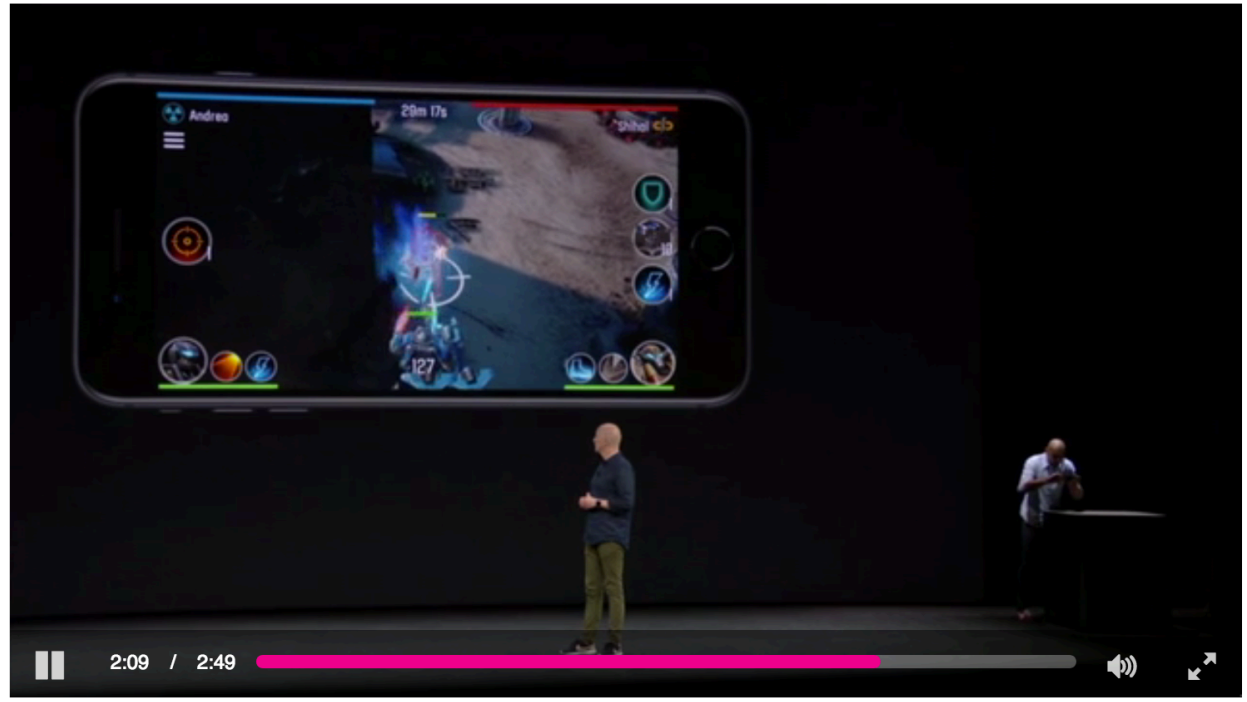
- ~~Brief history of AR~~
- AR today
- Building AR apps w/JS

Apple shows off breathtaking new augmented reality demos on iPhone 8

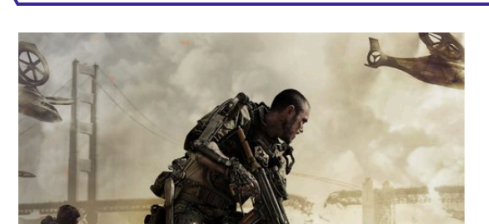
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By Nick Statt | @nickstatt | Sep 12, 2017, 2:36pm EDT

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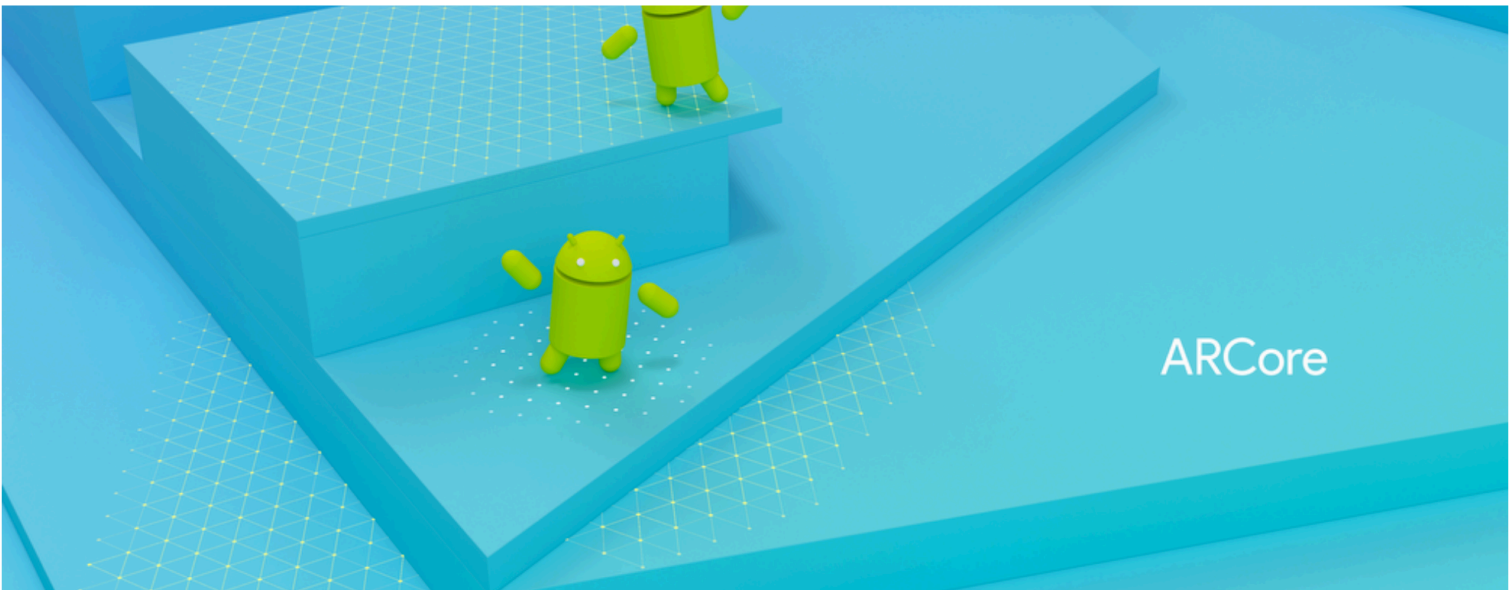


Apple today showed off a handful of new augmented reality demos to show the efficacy of



GOOGLE AR AND VR

ARCore: Augmented reality at Android scale



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Google publicly launches ARCore 1.0 on 13 phones, will begin expanding Lens preview

Posted Feb 23, 2018 by [Lucas Matney \(@lucasmtny\)](#)



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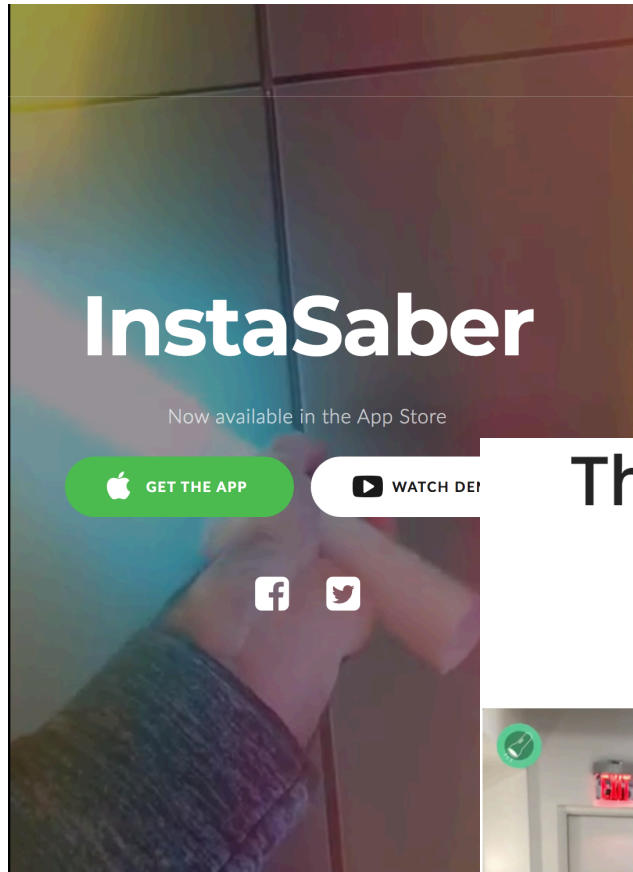
After playing around in the experimental phase, Google is bringing its ARCore augmented reality platform to its 1.0 release with availability on over 100 million Android devices.

Waiting for images.taboola.com...



Device Support

- ARKit
 - iPhone 6S+
 - iPad Pros and Generation 5+ regular iPads
- ARCore
 - Pixel+
 - Galaxy S8, S8+, Note8, S7 and S7 edge

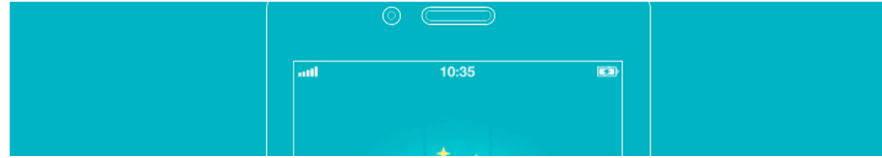


This AR app solves Sudoku puzzles using your iPhone's camera

Spoilers

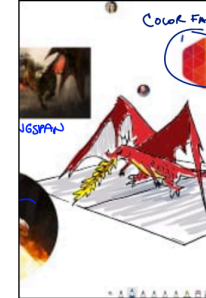
By [Thuy Ong](#) | [@ThuyOng](#) | Sep 21, 2017, 10:28am EDT

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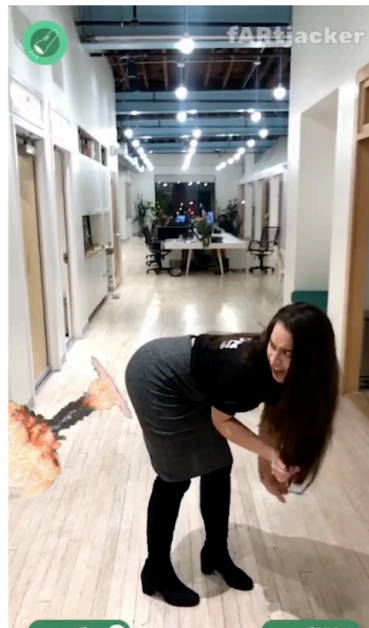


The AR Fart App We've All Been Waiting For

December 19, 2017 • by Jonathan Nafarrete




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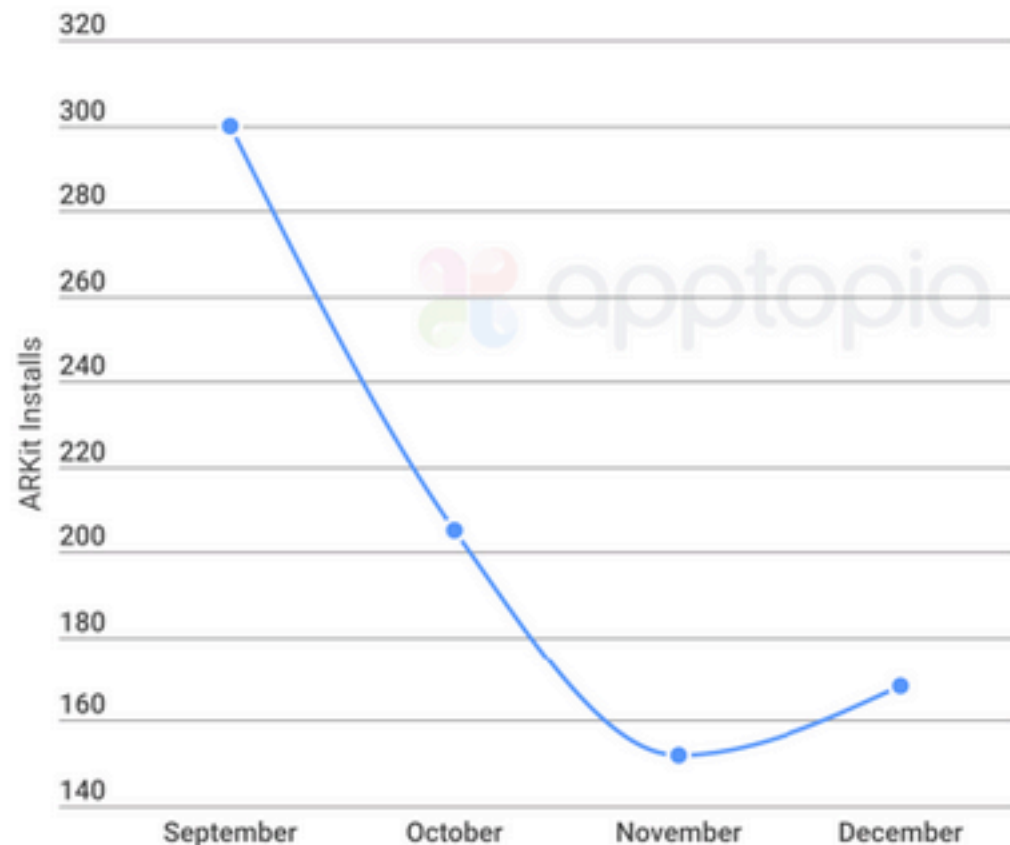
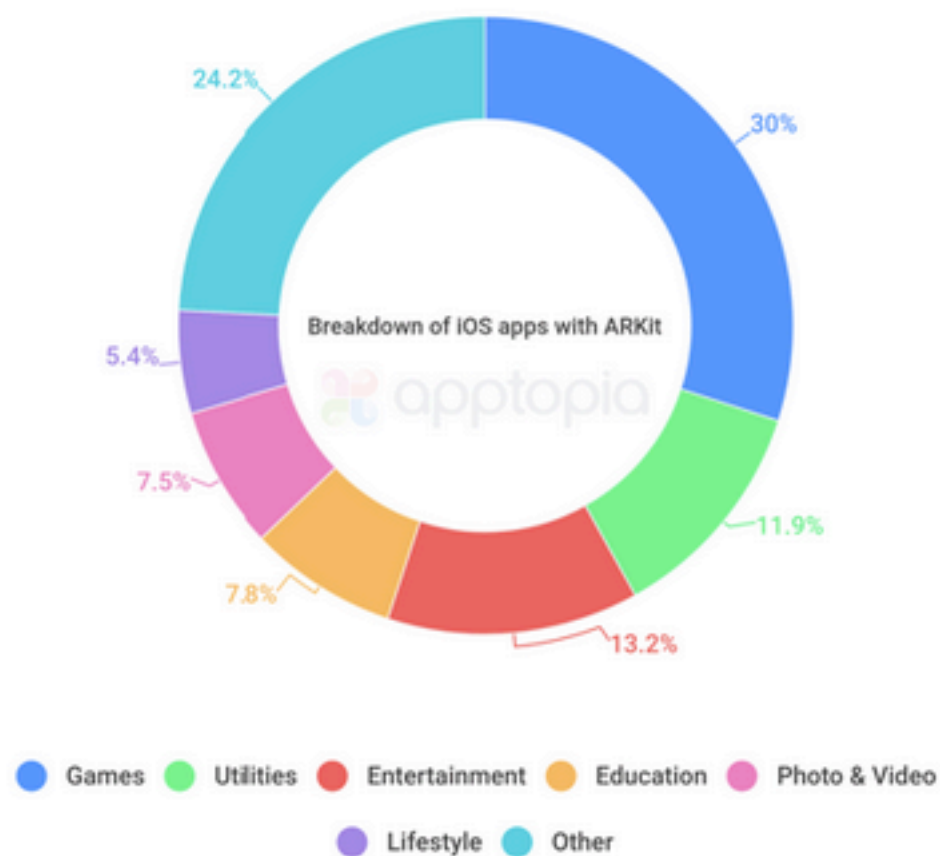


Report: Despite Apple's hype, early developer adoption of ARKit has been slow

Chance Miller - Jan. 3rd 2018 3:21 pm PT [@ChanceHMiller](#)

A person is standing on a stage in front of a large screen. The screen displays the text "Augmented Reality" in a large, white, sans-serif font. The person is wearing a dark blue shirt and light-colored pants. The background is dark, and the lighting is focused on the person and the screen.

Augmented Reality

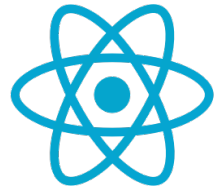


All in all, Apptopia estimates that there are under 1,000 applications currently in the App Store that take advantage of ARKit.

Agenda

- ~~■ Brief history of AR~~
- ~~■ AR today~~
- Building AR apps w/JS





React Native



HippoAR/react-native-arkit: React Native binding for iOS ARKit

GitHub, Inc. (US) | https://github.com/HippoAR/react-native-arkit

This repository Search Pull requests Issues Marketplace Explore

HippoAR / react-native-arkit Watch 34 Star 824 Fork 54

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React Native binding for iOS ARKit

arkit react-native augmented-reality ios objective-c

400 commits 15 branches 17 releases 6 contributors MIT

Branch: master New pull request Create new file Upload files Find file Clone or download

macrozone Merge pull request #133 from gtfargo/master Latest commit 0404b04 10 hours ago

components	fix assign bug	22 days ago
hocs	add option to overwrite position	a month ago
ios	adds requiresMainQueueSetup to fix warning in rn 0.49+	8 days ago
lib	refactor	a month ago
screenshots	Update README.md	6 months ago
.eslintrc	eslint	6 months ago
.gitignore	[Issue 33] Solve Xcode 9 deprecated. [No Issue] Add Xcode .gitignore.	4 months ago
ARKit.js	added onPlaneRemoved, eulerAngles and simple changelog	22 days ago
CHANGELOG.md	update changelog	22 days ago
CODE_OF_CONDUCT.md	Create CODE_OF_CONDUCT.md	6 months ago

EddyVerbruggen/nativescript-ar

GitHub, Inc. (US) | https://github.com/EddyVerbruggen/nativescript-ar

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Augmented Reality NativeScript plugin <https://www.nativescript.org/blog/pre...>

nativescript nativescript-plugin augmented-reality

33 commits 1 branch 4 releases 1 contributor MIT

Branch: master New pull request Create new file Upload files Find file Clone or download

EddyVerbruggen Added repository Latest commit 4b73f5e 7 days ago

.github	Enjoy, world!	4 months ago
android-lib-src	Android library typings added	2 months ago
demo	Travis	16 days ago
docs	Allow undefined plane material #2	3 months ago
publish	Enjoy, world!	4 months ago
src	Added repository	7 days ago
.gitignore	Android support	3 months ago
.travis.yml	Travis	16 days ago
LICENSE	Bumped a few dependencies	28 days ago
README.md	Android support	3 months ago

Snapchat buys Israeli augmented reality start-up for \$40 million: Report

Arjun Kharpal | @ArjunKharpal

Published 6:32 AM ET Tue, 27 Dec 2016



Snap Inc – the owner of Snapchat – has quietly acquired Israeli augmented reality (AR) start-up Cimage Media for a reported \$30 to \$40 million, according to a media report.

Cimage Media makes software that allows businesses or consumers to visualize what an item might look like in their environment. For example, the start-up works with Shop Direct to allow customers to see what furniture would look like in their home via a tablet.

This so-called augmented reality use is of interest to Snap Inc, considering Snapchat uses this technology in their lenses to let users turn their faces into animals for example.

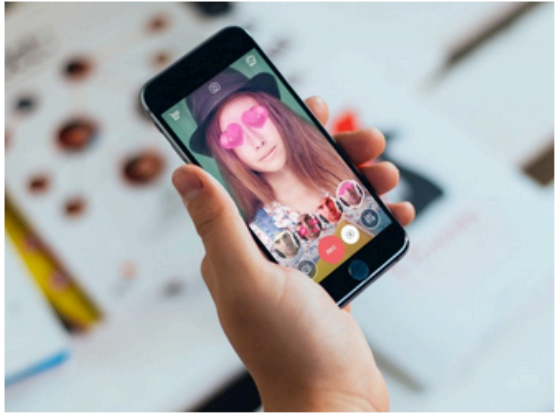
Snapchat buys Lookery, a 2-year-old startup that lets you Photoshop your face while you video chat

Alyson Shontell   
Sep. 15, 2015, 3:36 PM  19,111

 FACEBOOK  LINKEDIN  TWITTER  


Snapchat has acquired facial recognition startup Lookery.

The deal was first flagged by Ain.ua, a Ukrainian publication, which states Snapchat purchased the startup for ~ \$150 million. Business Insider has



Lookery's app. Snapchat now offers that same selfie filter as a lens. Lookery

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Google buys Word Lens, the app that translates languages with your phone's camera

By Chris Welch | @chriswelch | May 16, 2014, 2:50pm EDT

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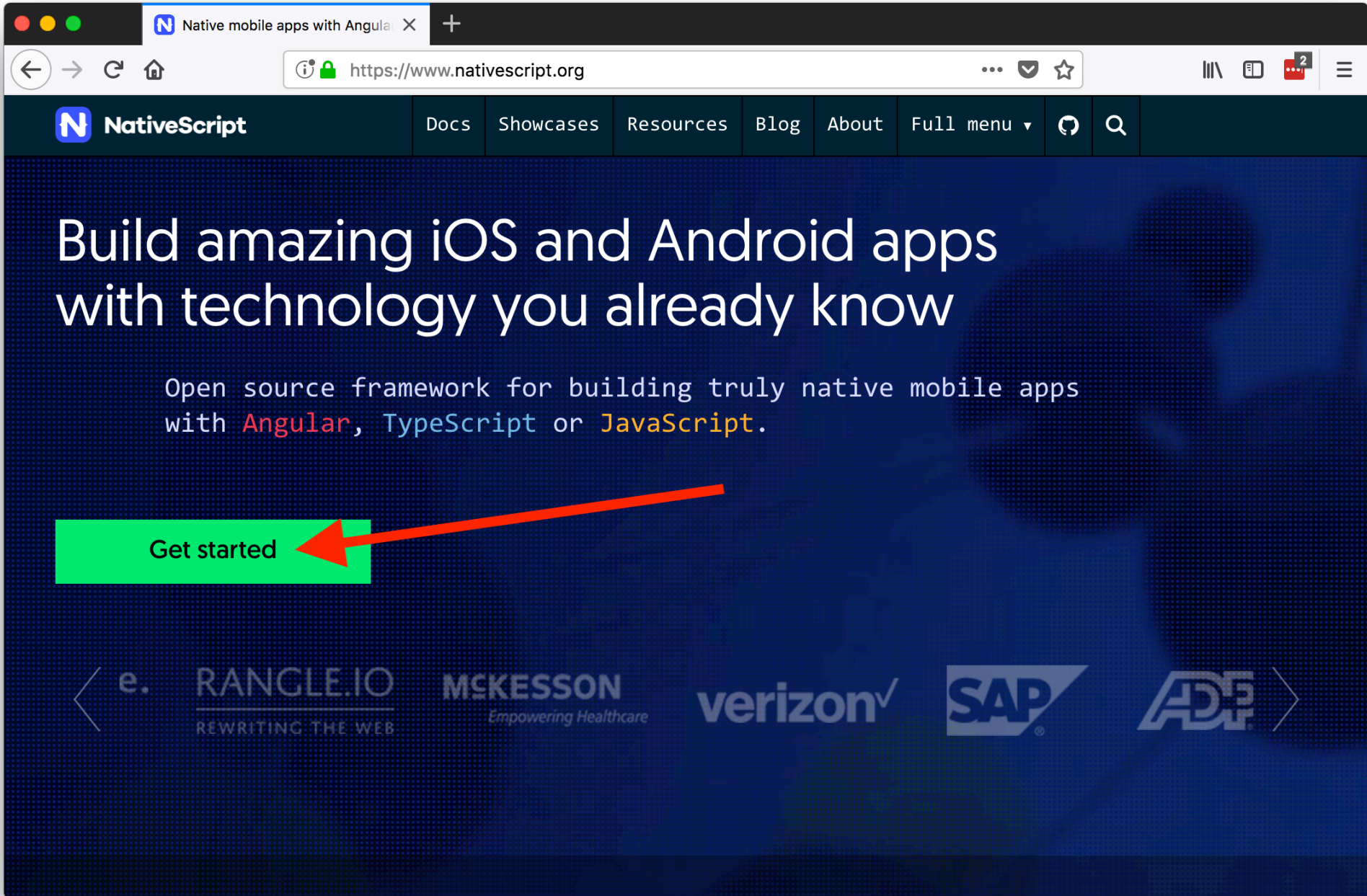
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NativeScript AR



Summary

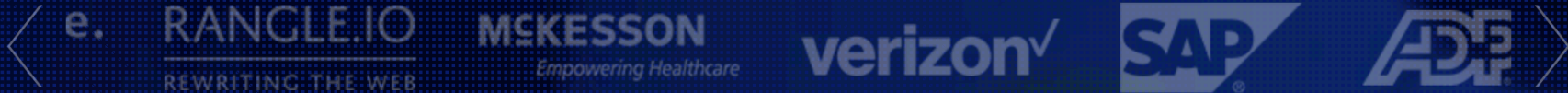
- AR is cool.
- AR is hard.
- It's probably a few years before AR is simple enough for your average developer to build something compelling with.



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