



**AN PUBLICATIONS**  
(Reg.Under MSME,Govt.of India)



**CERTIFICATE OF PUBLICATION**

This is to certify that Mr/Mrs Dr.A.J.Rajeswari Joe,Associate Professor,PG Department of Computer science,Thiruthangal nadar college,Chennai has published his /her Paper Augmented Reality-An Incipient Technology for Digital Revolution in the edited book on "Digital Transform Using Emerging Technologies ISBN: 978-81-960885-8-3



Date : 30-03-2023



*H. Charles*  
Editor –in-Chief  
(Dr.M.Charles Arockiaraj)



**AN PUBLICATIONS**  
(Reg.Under MSME,Govt.of India)



**CERTIFICATE OF PUBLICATION**

This is to certify that Mr/Mrs Dr.A.Ambeth Raja,Associate Professor & Head,PG Department of Computer science,Thiruthangal nadar college,Chennai has published his /her Paper Augmented Reality-An Incipient Technology for Digital Revolution in the edited book on "Digital Transform Using Emerging Technologies ISBN: 978-81-960885-8-3



Date : 30-03-2023



*H. Charles*  
Editor –in-Chief  
(Dr.M.Charles Arockiaraj)

# Digital Transform Using Emerging Technologies

Editors

Dr.B.Anandapriya    Dr.B.Jeeva Rekha  
Dr.A.Angel cerli



AN Publications

CONTENTS

1. **Augmented Reality-An Incipient Technology for Digital Revolution**  
Dr.A.J.Rajeswari Joe    Dr.A.Ambeth Raja
2. **Benificial Role Of Melatonin On Ndea Induced Liver Carcer In Mice**  
Dr.V.Devi    Dr.M.Punithavathi
3. **A Study On The Bioactive Potential Of Fresh And Dried Sprouts Of Cocos Nucifera L.–An In Vitro And In-Silico Approach**  
Dr.M.Punithavathi
4. **A Cram on Digital expertise in Teaching and Learning of Education**  
T.Jeya
5. **Digital Marketing: Role and Challenges in Business**  
Dr.Kiran Bala
6. **Digital Transformation in India**  
Mr. M. Nagarajan
7. **Digital Transformation in Higher Education**  
A. Anitha    D. Arunkumar
8. **Digital Transformation of Business Industries – A review**  
Dr.M.Umadevi
9. **A Study On The Impact Of Technologies In The Path Of Transformation Across The World Into A Digital Era**  
Loganayagi S
10. **Digitalisation: A Global Transformation In Education During COVID-19**  
Dr. Vijay Laxmi
11. **Digitalized Trade And Commerce**  
Ms.Radhika K G
12. **Don Delillo's White Noise: A Falling Man's Tale of Human Darkness**  
Prof. S. Naresh Kumar
13. **Economic Globalization And Digitization**  
Aswani T D , Dr. Shripathi Kalluraya
14. **The Effect Of Digital Transformation In Emerging Technologies**  
T.Ramaprabha1 , R.Auxiliaanitha mary
15. **e-Governance in India: History, Objectives and New Developments**  
Dr.S.Meenakshi

Digital Transform Using Emerging Technologies

ISBN: 978-81-960885-8-3

## Augmented Reality-An Incipient Technology for Digital Revolution

First Author

Dr.A.J.Rajeswari Joe

Associate Professor

PG Department of Computer science

Thiruthangal nadar college

Chennai

Second Author

Dr.A.Ambeth Raja

Associate Professor & Head

PG Department of Computer science

Thiruthangal nadar college

Chennai

Augmented reality is an improved and interactive version of a real-world environment. It is attained through digital visual elements, sounds, and other sensory provocations via holographic technology.

Augmented reality is a technology that works on computer vision based recognition algorithms to augment sound, video, graphics and other sensor based inputs on real world objects using the camera of a device.

The first AR technology was developed in 1968 at Harvard when computer scientist **Ivan Sutherland** (named the “father of computer graphics”) created an AR head-mounted display system. In the following decades, lab universities, companies, and national agencies developed further advanced AR for wearable and digital displays.

The purpose of augmented reality is that it is used to either visually change natural environments in some way or to provide additional information to users. The main aim and benefit of AR is that it manages to blend digital and three-dimensional (3D) components.

Augmented reality experiences can help the customers to determine the color, body type of a particular item they're purchasing. It shows them how it would look on a body type similar to theirs. For example, consumers can use AR to try on different pairs of sunglasses. With these glasses they can view how a sofa would fit within their home.

Newer device models will have AR software already integrated into the phone if it is running iOS 11.0 on the iPhone or have the ARCore app installed from the Google Play Store.

Requirements for ARCore for Android: Android 7.0 or later (some devices will need at least Android 8.0 in order for ARCore to work)

