

# NAAC CYCLE III – AQAR

3.3 Research and Awards

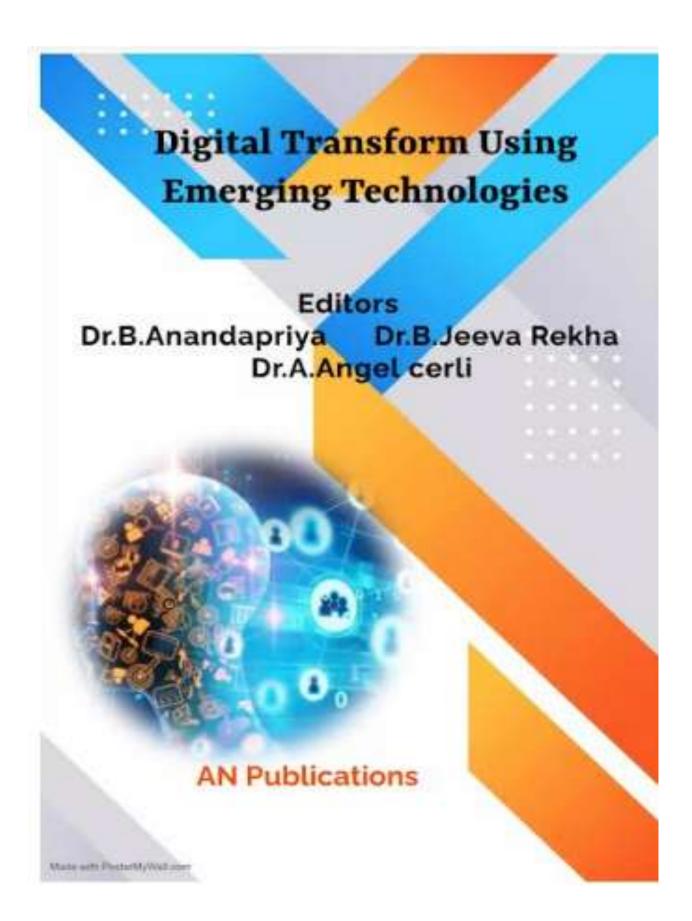
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Year: 2022-2023





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### Augmented Reality-An Incipient Technology for Digital Revolution

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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)

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