

FEBRUARY 6-8, WEST PALM BEACH, FL



FR109HOL

Getting Started With Augmented Reality

Introduction

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HELLO
my name is



DESTERY

Lets get Started

- Zappar app
- <https://tinyurl.com/ARwithDH>



Ready

Download Zappar for
from your app store

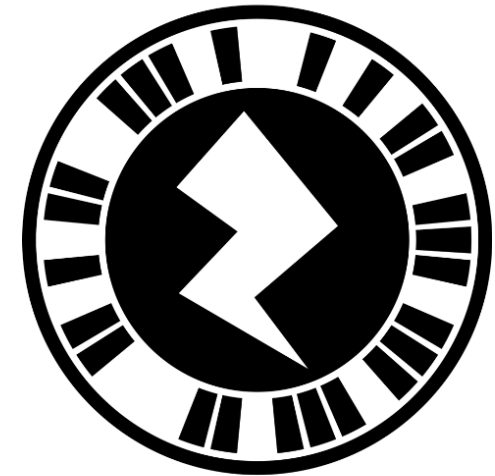
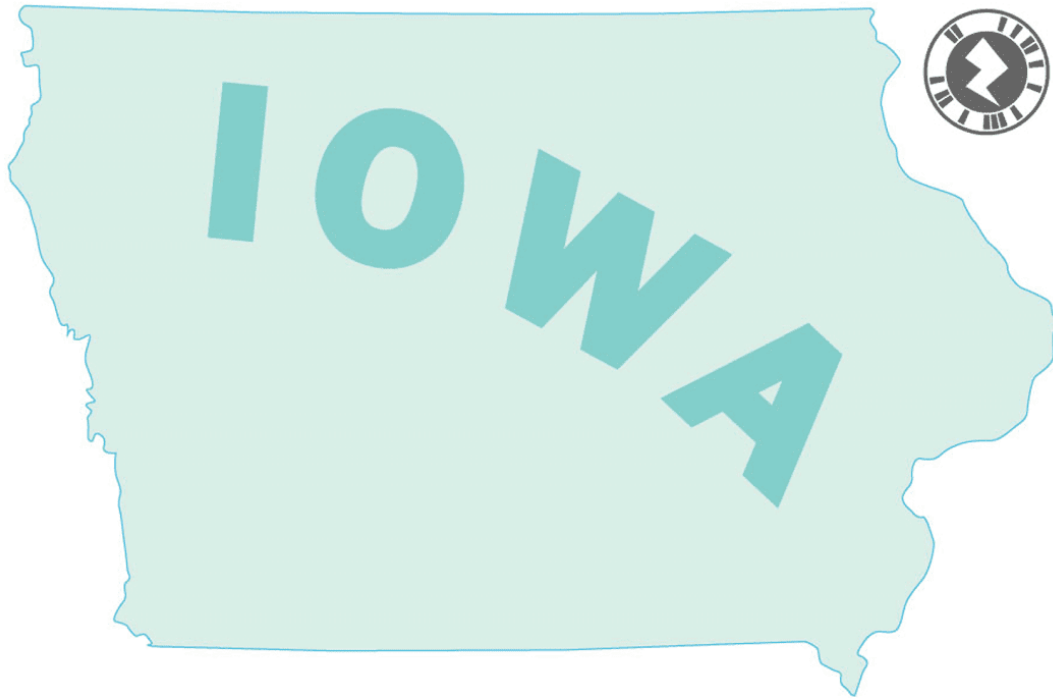
Aim

Scan the zapcode then
aim at the whole image

Zap

Watch it come to

Try it out



360° Immersive Example



Culinary Studio
DEMO

Augmented Reality

Augmented reality is the overlay of digital information onto the real world.



Reality of Realities

- Augmented Reality (AR) – digital overlay
- Virtual Reality (VR) – fully immersive
- Mixed Reality (MR) – interactive digital overlay
- 360° Video – fully immersive
- Extended Reality (XR) – all realities

Barriers to Adoption

- Time
- Resources
- Hardware/software uncertainty
- Organizational support
- User acceptance/expectations



Why Augmented Reality

- Accessibility
- Lower Cost
- User fit



Augmented Reality (AR) and Virtual Reality (VR) Market Worth 60.55 Billion USD and 34.08 Billion USD by 2023

SOURCE MarketsandMarkets

Why the Wait

- Cost
- Application
- Hardware/software
- Skillset



Where Augmented Reality

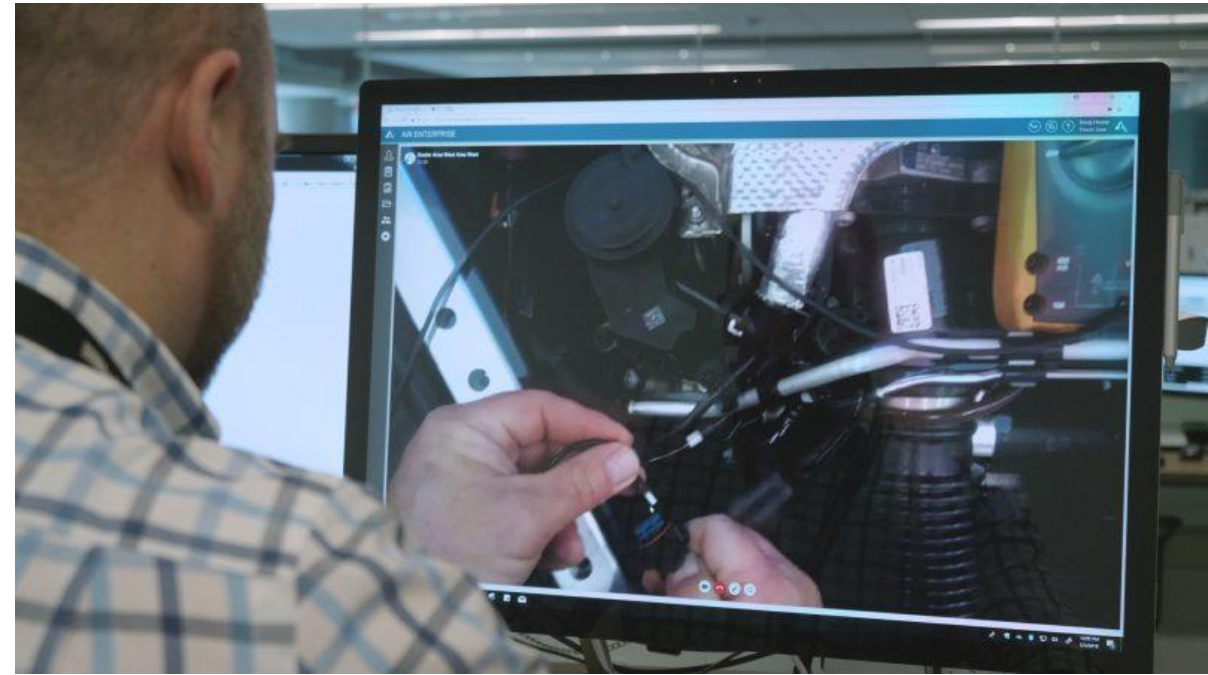
- Field Service
- Manufacturing
- Construction
- HR
- Learning and Development
- Wayfinding
- Entertainment/marketing



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Field Service



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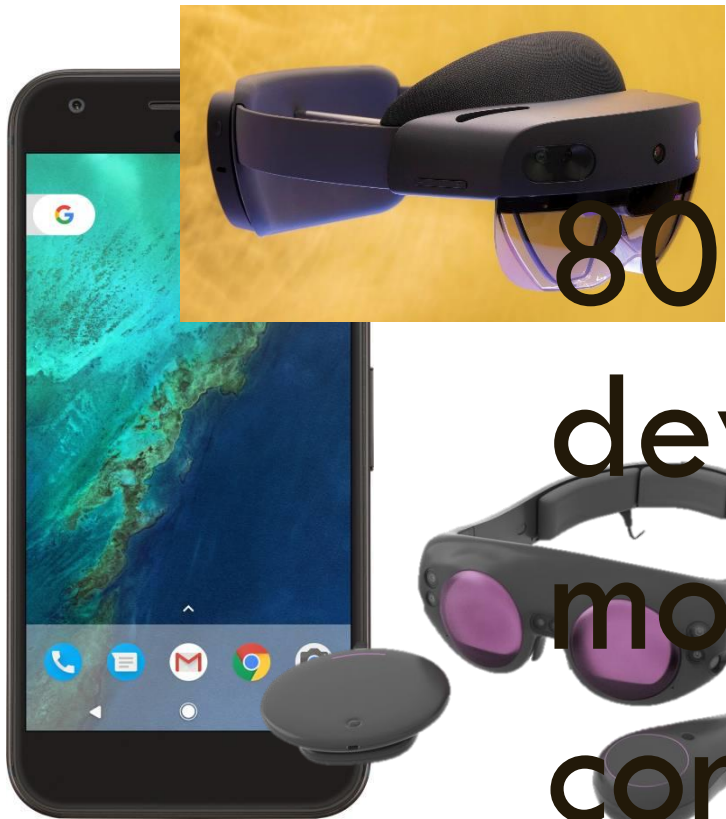
Construction



Wayfinding



AR Hardware



80% of AR development is for mobile due to hardware constraints and cost



Apple wearable AR accessory by 2020

AR Software



ARCore



Plan and Design in Layers

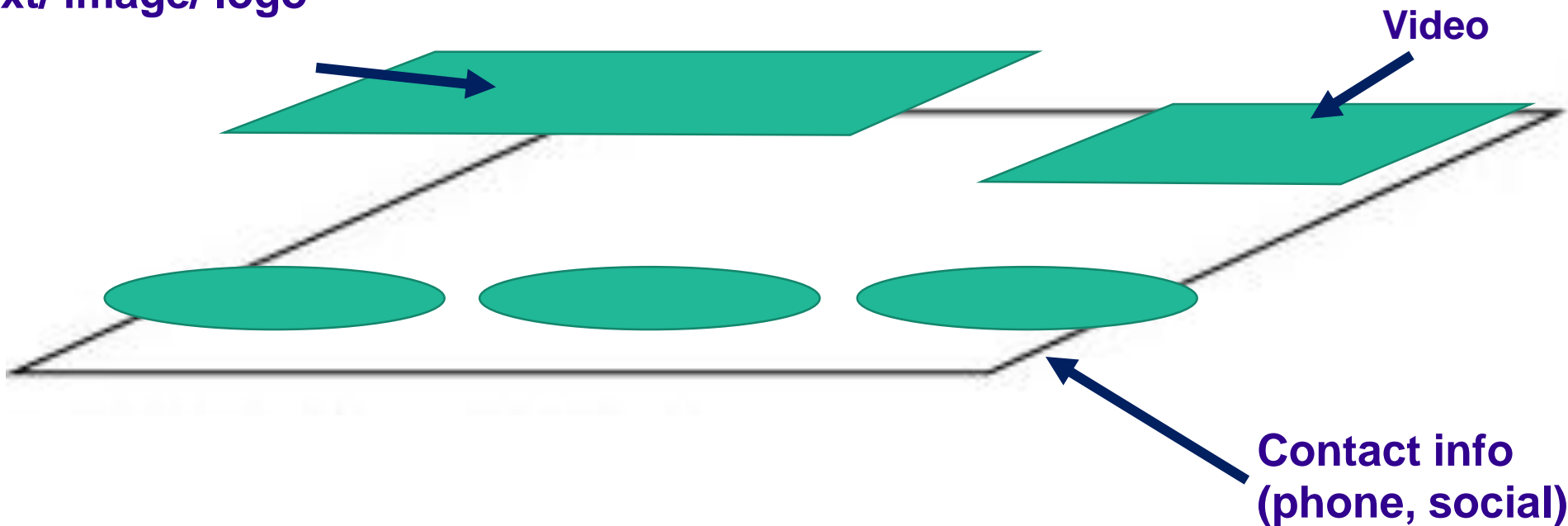


Design Notes

Fade in/out elements, stagger
Interaction for contact info

Business Card Storyboard

Text/ image/ logo




Destery Hildenbrand

Learning Specialist



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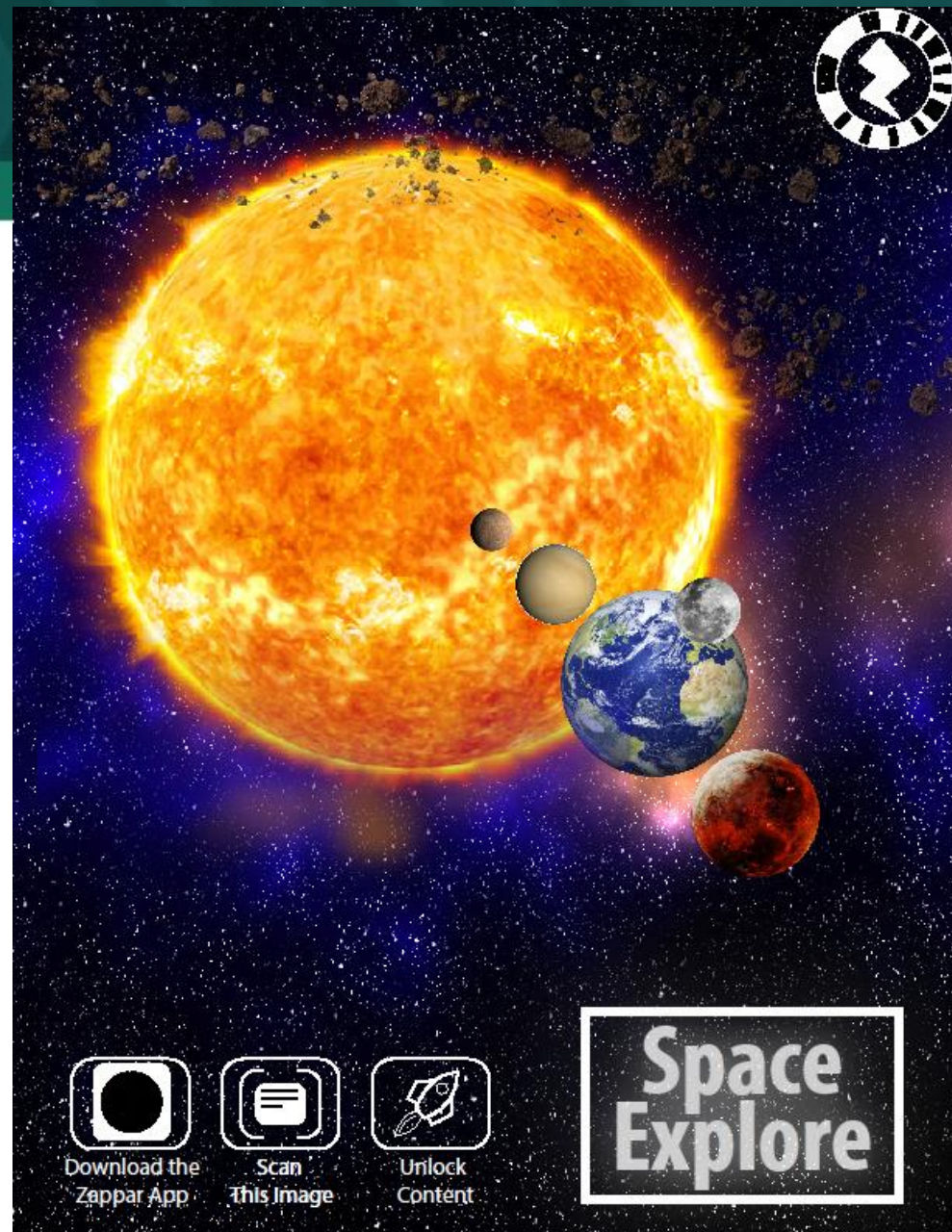
Media Integration



360° Interactive Example



Safety Check
DEMO



What doesn't change with immersive tech?

- Instructional design philosophy's
- Principles of good design
- Setting and meeting learning objectives
- Adult learning theory

*It's just a tool in the toolbox and it's
only as good as how you use it*

Thank you!

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