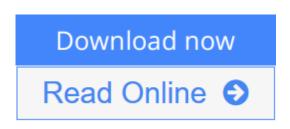# Understanding Augmented Reality: Concepts and Applications

By Alan B. Craig

Understanding Augmented Reality: Concepts and Applications By Alan B. Craig

Understanding Augmented Reality addresses the elements that are required to create augmented reality experiences. The technology that supports augmented reality will come and go, evolve and change. The underlying principles for creating exciting, useful augmented reality experiences are timeless.

Augmented reality designed from a purely technological perspective will lead to an AR experience that is novel and fun for one-time consumption - but is no more than a toy. Imagine a filmmaking book that discussed cameras and special effects software, but ignored cinematography and storytelling! In order to create compelling augmented reality experiences that stand the test of time and cause the participant in the AR experience to focus on the *content* of the experience - rather than the technology - one must consider how to maximally exploit the affordances of the medium.

Understanding Augmented Reality addresses core conceptual issues regarding the medium of augmented reality as well as the technology required to support compelling augmented reality. By addressing AR as a medium at the conceptual level in addition to the technological level, the reader will learn to conceive of AR applications that are not limited by today's technology. At the same time, ample examples are provided that show what is possible with current technology.

- Explore the different techniques, technologies and approaches used in developing AR applications
- Learn from the author's deep experience in virtual reality and augmented reality applications to succeed right off the bat, and avoid many of the traps that catch new developers and users of augmented reality experiences
- Some AR examples can be experienced from within the book using downloadable software

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Editorial Review

Review

"…Craig, an expert on data visualization, supercomputing, and augmented and virtual reality, offers a work intended for AR users, scholars, and developers. The introductory chapter discusses the history of AR and provides a detailed description of how the technology allows the user to interact with the (augmented) world. The rest of the book covers topics of interest to both users and developers…" **--Reference & Research Book News, December 2013** "This book offers great support for courses on human-computer interaction, interaction design, usability, and video game design, and could serve as a fundamental textbook for augmented reality courses. It will also be a valuable reference for augmented reality researchers and practitioners." **--ComputingReviews.com, September 2013**

From the Back Cover

Augmented reality is not a technology. Augmented reality is a medium. Likewise, a book on augmented reality that only addresses the technology that is required to support the medium of augmented reality falls far short of providing the background that is needed to produce, or critically consume augmented reality applications. One *reads* a book. One *watches* a movie. One *experiences* augmented reality. *Understanding Augmented Reality* addresses the elements that are required to create *compelling* augmented reality experiences. The technology that supports augmented reality will come and go, evolve and change. The underlying principles for creating exciting, useful augmented reality experiences are timeless.

Augmented reality designed from a purely technological perspective will lead to an AR experience that is novel and fun for one-time consumption?but is no more than a toy**.** Imagine a filmmaking book that discussed cameras and special effects software, but ignored cinematography and storytelling! In order to create compelling augmented reality experiences that stand the test of time and cause the participant in the AR experience to focus on the *content* of the experience - rather than the technology - one must consider how to maximally exploit the affordances of the medium.

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- Explore the different techniques, technologies and approaches used in developing AR applications. This book helps untangle the seemingly endless different approaches that are being taken in the market today.
- Learn from the author's deep experience in virtual reality and augmented reality applications to succeed right off the bat, and avoid many of the traps that catch new developers and users of augmented reality experiences.
- Some AR examples can be experienced from within the book using downloadable software
- Associated website includes: additional cool application examples available for download, links to interesting applications, and videos that support the points being made in the book.

About the Author

Dr Alan B. Craig is the Senior Associate Director for Human-Computer Interaction at the Institute for Computing in Humanities, Arts, and Social Sciences (I-CHASS) and a Research Scientist at the National Center for Supercomputing Applications (NCSA). He is also the Humanities, Arts, and Social Science sSpecialist for the Extreme Science and Engineering Discovery Environment (XSEDE). His work centers on the continuum between the physical and the digital. He has done extensive work in virtual reality, augmented reality, and personal fabrication, as well as educational applications of data mining, visualization, and collaborative systems.

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From reader reviews:

Donna Bohannon:

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Dolores Rawson:

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The particular book Understanding Augmented Reality: Concepts and Applications will bring you to the new experience of reading some sort of book. The author style to elucidate the idea is very unique. When you try to find new book to see, this book very appropriate to you. The book Understanding Augmented Reality: Concepts and Applications is much recommended to you to read. You can also get the e-book through the official web site, so you can easier to read the book.

Jeff Jones:

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