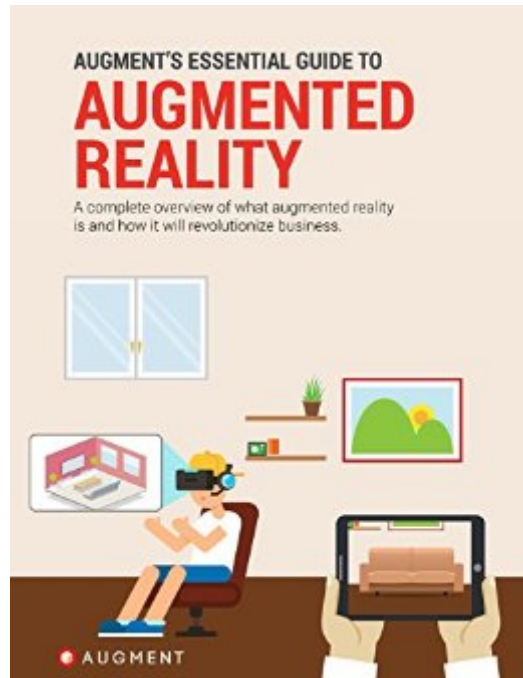


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# Augment's Essential Guide To Augmented Reality



## Synopsis

This book by Augment, a venture-backed AR enterprise software, is written as an overview of what augmented reality truly is, how it works, and the way it will revolutionize business. "A great summary of the potential for Augmented Reality in the business environment. A perfect read for marketers and sales people looking to get a quick understanding of AR." - Amy Messenger, Managing Director, US Technology Practice, Ogilvy "What makes Augment's ebook really stand out is the detail to which they outline the technical process behind AR." - Phil Voulgaris, Senior Product Marketing Manager | API Platform & Developer Services at AT&T

**Chapter 1: What is Augmented Reality?**  
Current Landscape  
Discussing the leaders in AR software and hardware

**Chapter 2: How Augmented Reality Works**  
The technical process behind AR  
3D Models and Processing  
Augmented Reality SDKs  
Tracking  
Rendering

**Chapter 3: AR for Enterprise**  
How AR will revolutionize business  
How AR Applies to Enterprise  
AR and the Business Life Cycle

We'll begin with explaining how augmented reality (AR) differs from virtual reality and which software and hardware teams are currently leading the AR market. In Chapter 2, we look at the process of creating 3D models and the technology used to make an AR experience. Chapter 3 will give you a forecast of how augmented reality will change enterprise - from design, B2B sales, marketing, and omni-commerce retail. At Augment our mission is to seamlessly connect our physical and virtual experiences. Together, we want to change the way people see and imagine the world around them. Overall, augmented reality can be applied to many industries - entertainment, gaming, navigation, design, marketing, sales, omni-commerce retail (just to name a few). With such a revolutionary technology, we felt it was important to show what AR can do at the ground level as well as give insight into where it's headed. Enjoy discovering the landscape of augmented reality and the way it is maturing in the coming years through this read.

## Book Information

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## Customer Reviews

I picked up this book not knowing anything about AR, and I found it not only fascinating, but also extremely helpful from a marketing perspective. The writing style is clean and easy to follow, while still covering a breadth of information. This book will be a continual reference for me as I make marketing decisions, and as I navigate the various developing technologies that are playing larger roles in our daily lives. I would recommend this book to anyone who wants to know more about AR - what it means and where it's going.

Augment's EBook can be read and understood quickly, and brings AR to life through real and accessible examples. With the craze created by Pokemon Go, I was interested to learn more about the space and where it's headed. It is helpful to be reminded that we already use AR in our everyday lives - from the football first-and-ten line projected on our TVs, to selfie filters on Snapchat. Quick, valuable read! Highly recommend.

As a tech insider, I've been familiar with the term AR for a while now. This essential guide really brought everything together and got me a solid foundation in understanding AR and how it can improve my business. With actionable tips and easy to follow along content, I would suggest this book to anyone looking to get a solid understanding of Augmented reality and its future possibilities. Five stars.

Great read. It was recommended to me by others. It's informative, comprehensive, and most importantly, easy to read (regardless of your levels of knowledge about AR/VR). One page end-of-chapter summaries make it easy review what you've read and also go back to the important

parts of the chapter.

I have been working in the AR space for 4 years and I still learned a great deal in this book. It's an excellent summary of the fundamentals of AR technology and business potential. A must read for anyone interested in the future of visualization.

Pro - No Complicated Jargons. Augmented Reality is explained in Layman's Terms. Cons - No anecdotes/quotes/interview inputs from a lot of AR Industry experts. Note to Readers: Few of the images used in the book are Interactive Prints (Read the book to understand what I mean). Download Augment app from PlayStore and scan them to see the 3D Models in AR. Highly Recommended to get a general overview of what is the current stage of AR Industry. Finished reading the guide in a 75 minute Train Journey. Go for it. Cheers.

Up until reading this book, I thought VR and AR were the same thing. But this book clearly explains the difference while discussing the benefits of each and why AR is poised to be the next big thing. Looking forward to more AR and utilizing its technology.

It's sort of exceptional to take on AR/VR's non-techy aspects. This book simply goes through basic technical details of AR/VR and then it also gives perspective for business side of these concepts. Brief and concise. Recommended.

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