



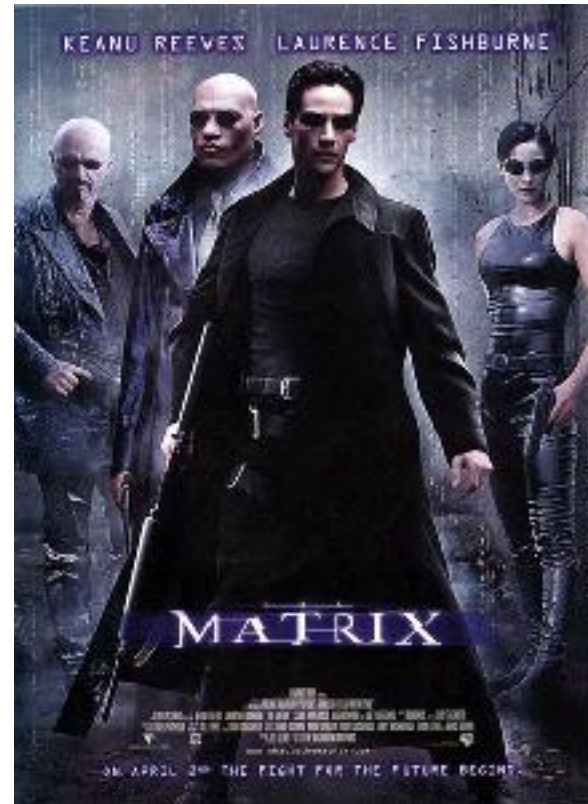
Augmented Reality

The Future is Already Here

Drew Davidson

Once Upon a Time

- Virtual Reality
 - Immerse in a World
- Not so much



Augmented Reality

- Computer-Generated Info
 - Visuals, Sounds, GPS Coordinates, Textual Data, etc
- Layered on a View of Physical World



Looking Back

- Directions
- Finding Media
- Interface



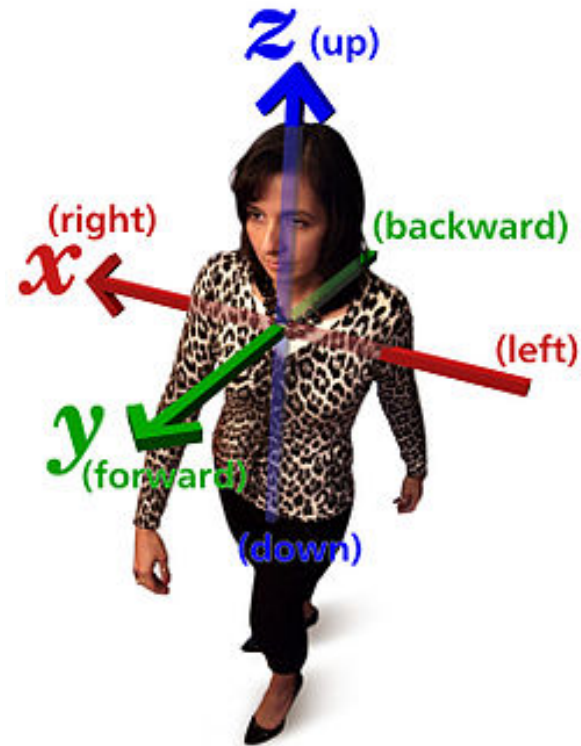
Directions

- Critical Thinking Skill
 - Relative
 - Spatial
 - Cardinal



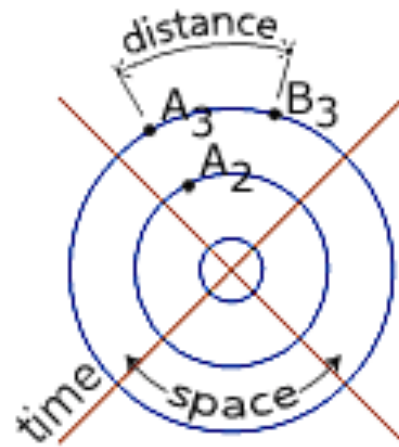
Relative Directions

- Around a Person
 - Right, Left
 - Forward, Backward
 - Up, Down



Spatial Directions

- Landmarks
- Distance
- Time



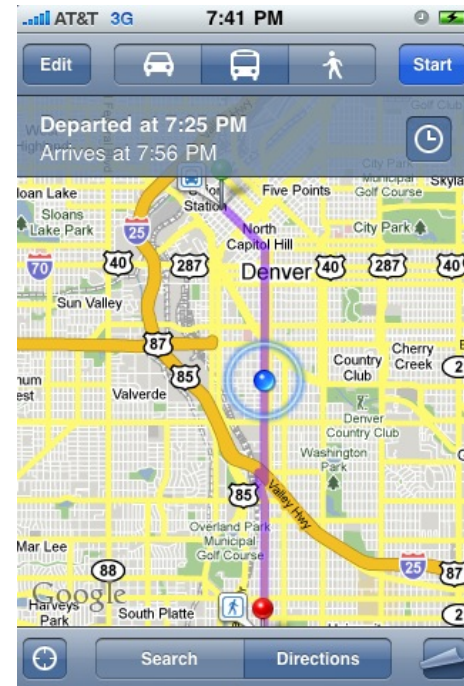
Cardinal Directions

- Geographic
- World
 - North, South, East, West
 - Ordinal Points in Between
 - NW, NE, SE, SW



GPS + Smartphones

- Just need an address
- Phone maps your route
 - Walking, Driving, Public Transportation



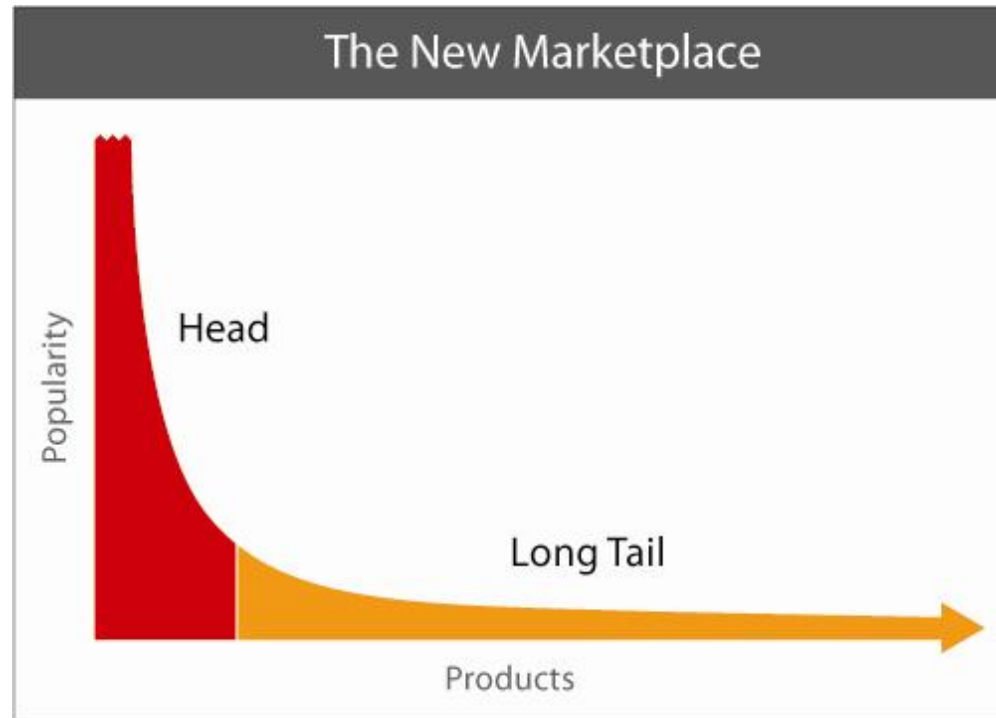
Finding Media

- Social Thinking Skill
 - Books, Music, etc
 - City or College



Internet!

- Amazon
- Pandora
- Long Tail
- Persuasive Profiling



Interface

- Metaphoric Thinking Skill
 - Punch Cards
 - Command Line
 - Desktop



Gestures!



Will Wright – Jesse Schell

- Contextually Aware
- Pervasive Sensing



Augmented Reality

- Enhance Perceptions
- Integrates with Thinking Skills
- Into Our World
- All Around Us



Thanks!

- Questions?

