DISRUPTIVE TECHNOLOGIES-2 WORKSHEET

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EXPERIMENT - 2.1

- **Aim of the Experiment :-** Understanding different AR effects, tool interface and capabilities.

- **Tools Used :-** Blippar

- **Theory :-**

What is Augmented Reality (AR)?
AR Technology adds digital details to our physical world. This platform adds layers of information to any real-world physical object by projecting digital graphics on it. Unlike virtual reality, it does not constitute an entirely different eco-system, but it makes the existing physical objects more interactive and informative.

Types of AR :-

- Markel-less
- Marker-based
- Projection-based
- Superimposition-based AR

- **BlippAR:-**
BlippAR is an open source cloud based AR platform and also specialised in computer vision (AI). BlippAR vision is to enhance everyday life with Augmented Reality and give you more from the world you see- more entertainment, more information, more value.

- **Tool Interface:-**
In BlippAR, Blippbuilder is a tool that enables users to create and publish AR content themselves. Also, it has various tools such as graphics, shapes, etc. that can be used to create a more creative visudisation.

- **AR effects and it's capabilities:-**
BlippAR focus on mobile and webAR, and a proprietary content creation and publishing platform, Blippbuilder, that enables us to create and publish AR content themselves. It provides a 3D shapes menu and different colour aspect of it. Using this we can make our visualisation more creative.

It also provides different perspective for the AR such as 'AROUND THE USER', 'ON A PRINTED MARKER', 'ON ANY FLAT SURFACE' which makes the AR more real. The empty sprite, Text, cylinder map, sphere map, Ambient light, Directional light, point light and spotlight are other AR effects that we can use.

Link : https://www.blippar.com