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Autore	Kipper Gregory
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Nota di contenuto	Half Title; Title page; Copyright; Dedication; Contents; Acknowledgments; About the Authors; Foreword; 1 What Is Augmented Reality?; The Definition of Augmented Reality; What AR is Not; The Components of Augmented Reality; Augmented Reality Platforms; A Brief History of Augmented Reality; 1962; 1968; 1975; 1992; 1996; 1997; 1999; 2000; 2001; 2004; 2006; 2008; 2009; Augmented Reality Today; 2012; Advertising; Task Support; Navigation; Home and Industrial; Art; Sightseeing; Entertainment and Games; Social Networking; Education; Translation The Differences Between Augmented Reality and Virtual RealityWhat is Virtual Reality?; Similarities and Differences Between VR and AR; The Difference Between AR and QR Codes; Challenges with AR; Technical Challenges of Augmented Reality; Social Challenges of Augmented Reality; The Opportunities for Augmented Reality; Summary; 2 The Types of Augmented Reality; How Augmented Reality Works; AR Systems and Functionality; AR Functions; The Augmented Perception of Reality; The Creation of an Artificial Environment; The Basic Process of

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#### Sommario/riassunto

With the explosive growth in mobile phone usage and rapid rise in search engine technologies over the last decade, augmented reality (AR) is poised to be one of this decade's most disruptive technologies, as the information that is constantly flowing around us is brought into view, in real-time, through augmented reality. In this cutting-edge book, the authors outline and discuss never-before-published information about augmented reality and its capabilities. With coverage of mobile, desktop, developers, security, challenges, and gaming, this book gives you a comprehensive understanding of

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