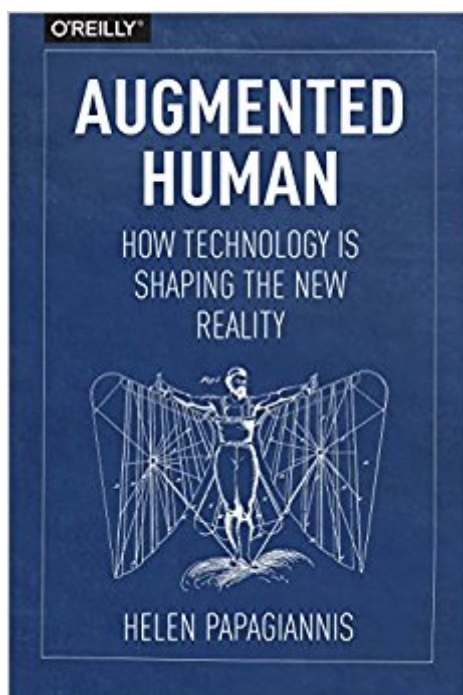


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Augmented Human: How Technology Is Shaping The New Reality



Synopsis

Augmented Reality (AR) blurs the boundary between the physical and digital worlds. In AR's current exploration phase, innovators are beginning to create compelling and contextually rich applications that enhance a user's everyday experiences. In this book, Dr. Helen Papagiannis—a world-leading expert in the field—introduces you to AR: how it's evolving, where the opportunities are, and where it's headed. If you're a designer, developer, entrepreneur, student, educator, business leader, artist, or simply curious about AR's possibilities, this insightful guide explains how you can become involved with an exciting, fast-moving technology. You'll explore how: Computer vision, machine learning, cameras, sensors, and wearables change the way you see the world. Haptic technology syncs what you see with how something feels. Augmented sound and hearables alter the way you listen to your environment. Digital smell and taste augment the way you share and receive information. New approaches to storytelling immerse and engage users more deeply. Users can augment their bodies with electronic textiles, embedded technology, and brain-controlled interfaces. Human avatars can learn our behaviors and act on our behalf.

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[View larger](#) [From the Preface](#) [Why I Wrote This Book](#) Twelve years ago, I caught my first glimpse of the power of Augmented Reality (AR) as a new communication medium. It was pure magic: a virtual 3-D cube appeared in my physical surroundings and I was awestruck. The

augmented cube demo wasn't interactive at the time (it did nothing else other than appear), however, it ignited my imagination for how AR could grow and evolve. At that moment, I dedicated my creative work, research, and public speaking to the new experiences AR made possible. I wrote this book because I began to witness a much-needed shift from a focus on the technology alone to a push towards creating compelling content and meaningful experiences in AR. This book is about exploring those big ideas and the extraordinary new reality AR affords. Now is the time to dream, design, and build our wondrous future. As AR advances, we must ask: How can we design AR experiences to enhance a user's life and make it easier and better? MIT Media Lab founder Nicholas Negroponte said, "Computing is not about computers anymore. It is about living." AR is no longer just about the technology, it's about living in the real world, and creating magical and meaningful experiences that are human-centred. This book is about how AR will enrich our daily lives and extend humanity in unprecedented ways.

Who Should Read This Book

It's not too often an entire new medium emerges. You should read this book if you're a maker, a doer, and an explorer who is excited by creating a path where there is no trail, and want to contribute to this rapidly growing industry. You should also read this book as an informed consumer for a peek at the new experiences that will change the way we live, work, and play. You are a designer, a developer, an entrepreneur, a student, an educator, a business leader, an artist, and a technology enthusiast curious about and excited by the possibilities AR presents. You are committed to designing and supporting AR experiences for the deepest of human values to have a profound impact on bettering humanity. No prior knowledge of AR is required to read this book. To get the most out of this book, I do recommend trying out an AR experience first-hand (several ideally), including any of the examples referenced throughout the chapters.

Dr. Helen Papagiannis is recognized as a world leading expert in the field of Augmented Reality (AR). She has been working with AR for a decade as a researcher, designer, and technology evangelist with a focus on storytelling and creating compelling experiences in AR. Dr. Papagiannis was named among the NEXT 100 Top Influencers (#16) of the Digital Media Industry in 2013, and is featured as an innovator in the book, "Augmented Reality: An Emerging Technologies Guide to AR", published in 2013. Her work and research in the field include her past roles as Chief Innovation Officer at Infinity Augmented Reality Inc. (New York City and Tel Aviv), and Senior Research Associate at York University's Augmented Reality Lab in the Department of Film, Faculty of Fine Art (Toronto). Dr. Papagiannis has presented her interactive work and Ph.D. research at global conferences and invited events including TEDx (Technology, Entertainment,

Design), ISMAR (International Society for Mixed and Augmented Reality) and ISEA (International Symposium for Electronic Art). Her TEDx 2011 talk was featured among the Top 10 Talks on Augmented Reality and Gamified Life. Prior to her augmented life, Dr. Papagiannis was a member of the internationally renowned Bruce Mau Design studio where she was project lead on "Massive Change: The Future of Global Design", an internationally touring exhibition and best-selling book examining the new inventions, technologies, and events changing the world.

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