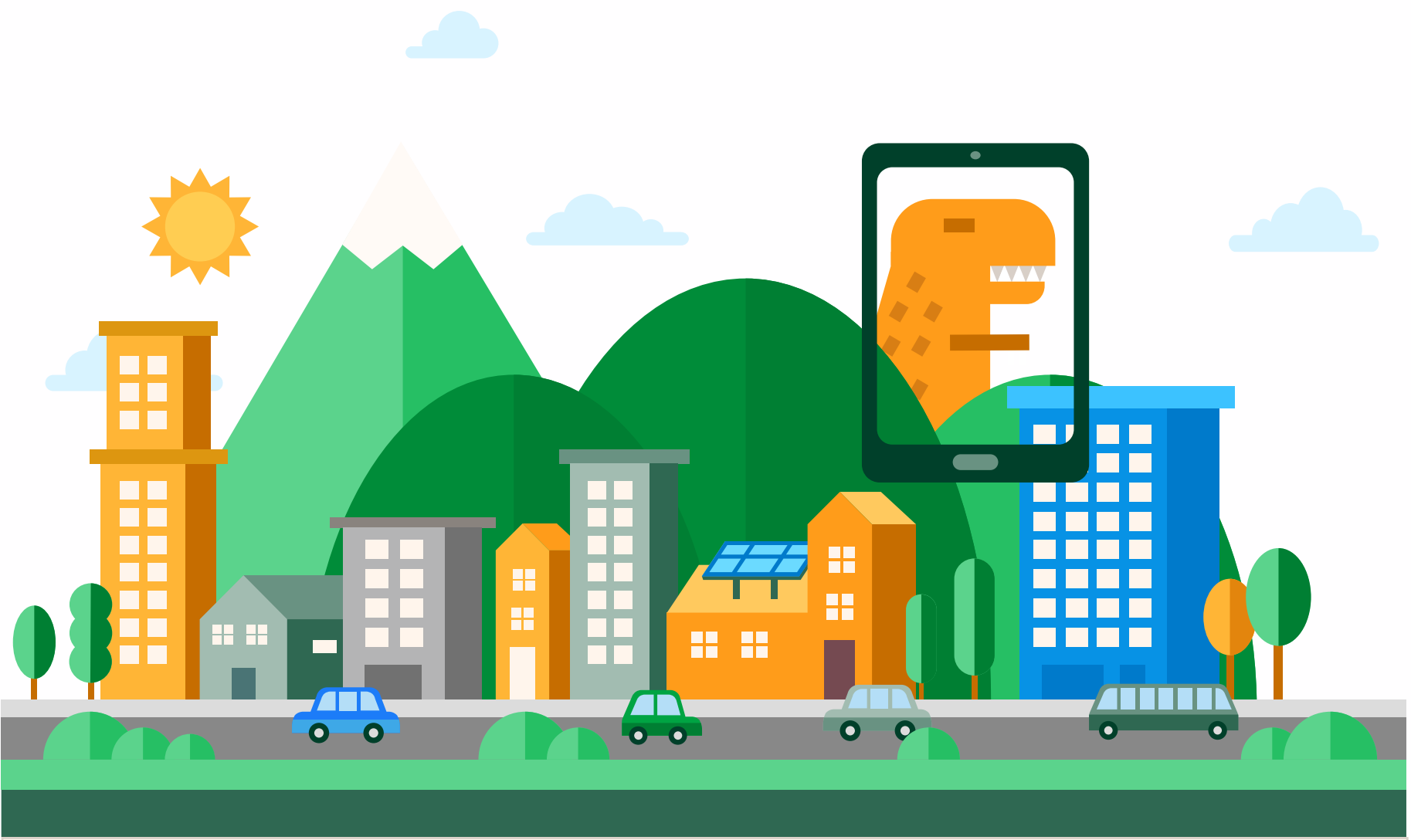


10 augmented reality applications

In 2024, AR applications are as innumerable as they are surprising: They are able to let us know the architectural style of a building located in front of us, bring to life a Monet painting, visualise a patient's report of a patient undergoing operation on another plane, and so much more. If you are a little familiar with these, don't miss any of the following examples of Augmented Reality:



Surgery in detail

Through tablets or holographic glasses, **doctors can visualise organs in 3D or consult the patient's history** before or during a surgical intervention.



Custom cars

More and more car manufacturers are offering their potential buyers the possibility of **visualising their future car** and adapting it to their tastes and needs.



Lessons that come to life

Many students are already benefiting from **notebooks that utilise special markers** which react to being placed in front of a computer screen or a mobile device offering 3D images.



Custom cars

Runners, cyclists, mountaineers, and hiking enthusiasts can now **explore their routes in 3D by projecting them into any surface**. This allows them to plan their next adventures and share their activities.



Instant translation

Perfect for travellers. Just take a picture of any text in front of you (a report, advertisement, recipe, etc.), and get an **instant translation**.



Facial scanners

It sounds like science fiction but there is already a service capable of **recognising a person's face** and simultaneously **showing the social networks in which he or she is active**.



Smart architecture

Many companies use AR to **enable clients to check in real time how their house will look once the work is completed or how a new armchair will fit in with the rest of the decor**.



Perfect for advertising

From **trying on clothes virtually to watching an interactive campaign on a wall in the middle of the street**, the sales and promotion potential offered by AR to brands is incalculable.



The universe brought closer

By focusing the your mobile device's camera to the sky, **you will be able to identify stars, constellations, planets, and other celestial bodies**, in addition to receiving extra information about them.



Designed for NASA

We continue to climb heights... Using smart glasses, astronauts now have the technology they need to **receive visual instructions in case they have to make repairs during their expeditions**.