

Reading. Part II

Augmented Reality (AR) and Virtual Reality (VR)



AUGMENTED REALITY (AR)

Just like VR, AR is also used for a variety of purposes other than gaming. Overlaying virtual objects over reality offers a ton of opportunities businesses can **capitalize on**. Companies are implementing AR technologies to increase interaction with their brand by offering try-on programs where you can place a virtual object in a real environment such as a virtual couch in your living room or virtual shoes on your feet. Not to mention special apps where you can **hover your phone over** a real-life object and learn more information about it. AR events such as AR meetups and concerts is another trend that seems to be **gaining traction**.



VIRTUAL REALITY (VR)

We're used to seeing virtual reality in gaming but does it exist outside it? Yes, it does. There are many fields in which VR technology can be used these days, the **primary** ones are education and healthcare. The healthcare industry, in particular, has been a major **early adopter** of VR. On top of that, VR has applications in business forecasting allowing businesses to **come up with** new creative products and collect user feedback without needing a finished MVP.

Exercise 1. Read the texts and use the highlighted words to complete the sentences.

1. John always _____ brilliant creative ideas.
2. I think AR is going to _____ in the next couple of years.
3. He knows how to _____ market trends, that's why he is so successful.
4. Our company was an _____ of VR technology. We've been using it since the late 2000s!
5. Our _____ objective is to gain more users.
6. If you _____ your mouse this button, it will change its colour.

Exercise 2. Check your knowledge of the vocabulary from Lesson 5.

1. I've never heard this _____ before. What does it stand for?

- a) termin
- b) term
- c) theremin

2. "Fascinating" stands for:

- a) very interesting
- b) very challenging
- c) very advanced

3. The opposite of "upside" is:

- a) oversight
- b) downside
- c) outside

4. We need to be more strategic so that we can _____ growth.

- a) drive
- b) move
- c) push

5. Mark is a big fan of cutting-edge technology. He loves being an early _____.

- a) adopter
- b) adapter
- c) acquisition

6. That was a very productive meeting. We came _____ with a few good ideas and _____ out a couple of issues we should fix later.

- a) out; put
- b) in; fixed
- c) up; pointed

7. Are you going to try and capitalize _____ your success?

- a) in
- b) on
- c) for

8. Our sales numbers have been good this quarter. Looks like our product is _____.

- a) taking over
- b) gaining traction
- c) leveraging itself

9. If you _____ your mouse _____ this icon, what happens?

- a) move; over
- b) point; to
- c) hover; over