Look at the pictures. What is going on?

What is Augmented Reality? Read the first paragraph of the text. Have you ever experienced augmented reality? In the second paragraph, drag and drop phrases into the correct places.

Augmented reality (AR) is an enhanced version of the real physical world that is achieved through the use of digital visual elements, sound, or other sensory stimuli delivered via technology. It is a growing trend among companies involved in mobile computing and business applications in particular.

physical world   consumer spending habits

  primary goals   data collection

Amid the rise of _____ and analysis, one of augmented reality's _____ is to highlight specific features of the _____, increase understanding of those features, and derive smart and accessible insight that can be applied to real-world applications. Such big data can help inform companies' decision-making and gain insight into _____, among others.

Read, then unjumble the words in the phrases below the text and type them in

KEY TAKEAWAYS

Augmented reality (AR) involves overlaying visual, auditory, or other sensory information onto the world in order to enhance one's experience.

Retailers and other companies can use augmented reality to promote products or services, launch novel marketing campaigns, and collect unique user data.

Unlike virtual reality, which creates its own cyber environment, augmented reality adds to the existing world as it is.

ilvaurt _____ reality

tellcoc _____ data

alivus _____ information

temropo _____ products

chulan _____ campaign

yrosnes _____ information

Explain each phrase in your own words

We're about to watch a short sci-fi film SIGHT. Sight in this film is a powerful and very useful gadget. **What do you think SIGHT could be used for**?

Watch the first 2 minutes. What is going on?

Which characteristics would you choose to describe Patrick?

good-looking   shy   self-confident   self-conscious

tidy   scruffy   sloppy   perfectionist   lazy

smug   over-achiever   cagy   handsome   needy

insidious   neat- freak   fit   awkward

Watch the commercial for Sight Seeing 02:04 −02:25. What kind of product do you think it promotes?

Ask five questions about Sight Seeing.

Fill the gaps:

Life is a _____ , and in this _____ we all want to do more, _____ more, _____ more, and live with no _____ . And why shouldn't we? Sight-System presents Sight-Seeing. Feel free to go _____ .
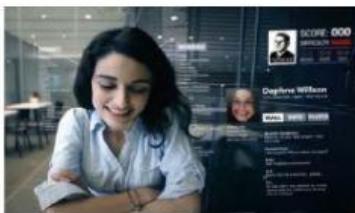
At the restaurant. Watch the next part till 04:00.

1. **What's the difference between a sports jacket and a normal one?**
2. **What was Daphne's first impression of Patrick? What did she twit?**
3. **What is "Wingman"?**
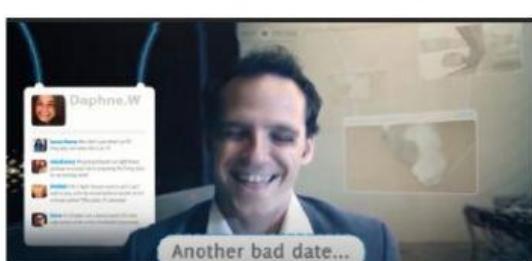
Definition of *wingman*

1 **a** : a pilot who flies behind and outside the leader of a flying formation

   b *informal* : a male friend or partner who accompanies and supports a man in some activity

Watch the film till 05:42.

Read the prompts Wingman gives to Patrick and match them with the correspondent moments. If you need, watch the scene in the restaurant again.

A beverage perhaps?   Modesty can't hurt   Change the subject

And wrap it up   Suggest going elsewhere   Act cool

Look interested   Go with the flow

1.   When Daphne says she's a vegetarian

2.   Wingman prompts Patrick that D likes wine

3.   When Daphne tells about her jogging experience

4.   D: My Sight crashed

      P: Sight doesn't crash

5.   P: that doesn't happen since our last patch

       D: do you work there or something?

6.   D: is it true that you guys implant stuff and
manipulate people's Sights?

7.   P: We've finished our drinks, what are we going to do?

8.   P: How about going to my place for a nightcap?

"You really get me" – What does Dapnhe mean?

Look at the mind map and make up your own examples
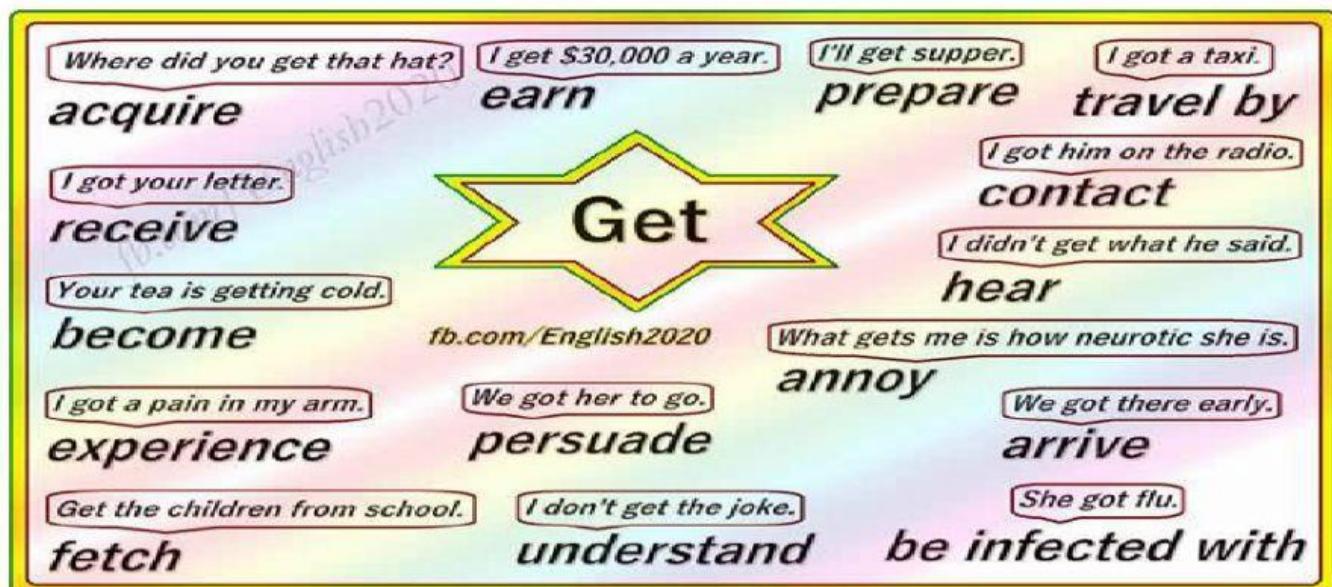
What do you think is going to happen next? Watch the rest of the short.

Do you find the story relatable? Would you like to have such system?

Would you get hurt if you learnt that your date used an app like Wingman?

LIVEWORKSHEETS