

Student's name: _____ Date: _____

3F Augmented reality



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.

Watch the video and do the activities below.

A. Which three groups of people does the video say could benefit from this technology?

B. Correct these sentences.

- a. Professor Feiner is working with a group of biology students.
- b. The team wants to develop a virtual world that is separate from the physical world.
- c. The virtual world can provide extra information about what you feel.
- d. A global positioning system allows the team to use the equipment in the laboratory.
- e. The system wouldn't be very useful for people to find their way around places they don't know well.
- f. Professor Feiner developed the technology because he has a bad sense of smell.

C. Answer the questions.

- 1. What is the Columbia University program trying to do?
- 2. How could these people use this technology?
 - a. firefighters
 - b. pilots
 - c. tourists.
- 3. What do you think a "situated documentary" is?
- 4. What would visitors to the campus "see" in addition to the library?

About you

Have you ever seen or used any of the following devices?

- simulators for learning to drive
- night vision glasses for seeing in the dark
- billboard ads that speak to pedestrians
- Wii™ games
- T-shirts with moving images



How useful do you think they are?

What are the advantages and disadvantages of augmented reality technology?

Useful vocabulary

asylum (n) /ə'saɪləm/ a hospital for mentally ill patients

blueprints (n) /'bluːprɪnts/ building plans

cockpit (n) /'kɒk,pɪt/ place in an airplane where the pilot sits

handheld (adj) /'hænd,held/ carried in the hand

obscure (v) /əb'skjʊr/ hide

overlay (v) /,oʊvər'leɪ/ show on top of

prototype (n) /'prɒtə,təɪp/ an experimental working model

superimpose (v) /,sʊpə'ɪm'pəʊz/ put one image on top of another

surroundings (n) /sə'reaʊndɪŋz/ the area around something or someone