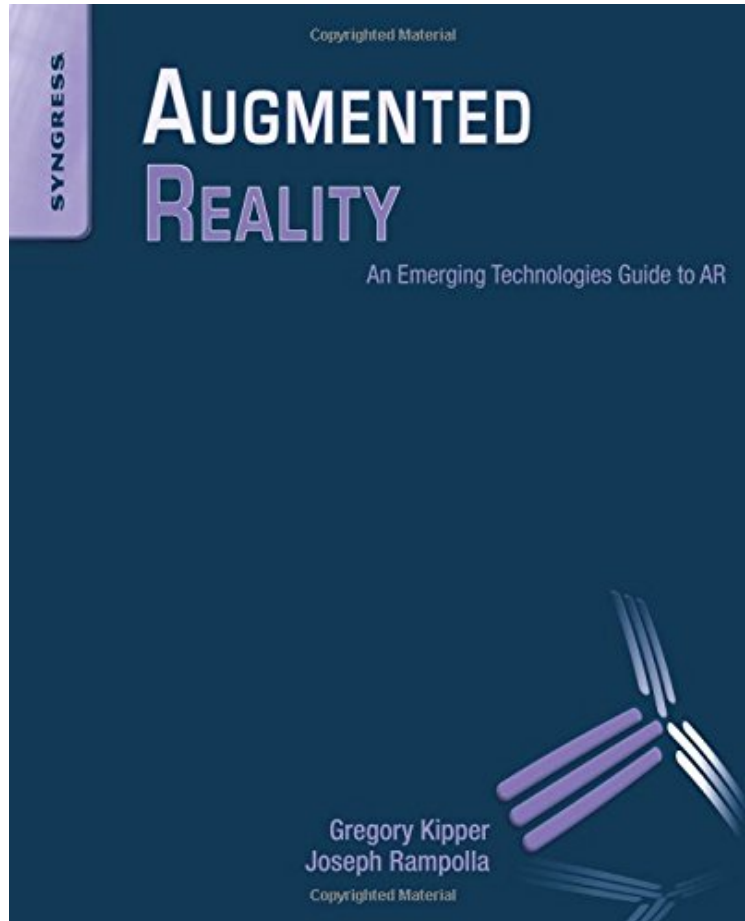


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Augmented Reality: An Emerging Technologies Guide to AR

Greg Kipper, Joseph Rampolla
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Greg Kipper, Joseph Rampolla : Augmented Reality: An Emerging Technologies Guide to AR before purchasing it in order to gage whether or not it would be worth my time, and all praised Augmented Reality: An Emerging Technologies Guide to AR:

4 of 4 people found the following review helpful. Fascinating Read for MarketingBy Lisa KayI picked up this book not knowing anything about AR, and I found it not only fascinating, but also extremely helpful from a marketing perspective. Kipper and Rampolla's writing style is clean and easy to follow, while they cover a breadth of information that is not only appropriate for today, but which lays a groundwork for what's to come in the future. This book will be a continual reference for me as I make marketing decisions, and as I navigate the various developing technologies that are playing larger roles in our daily lives. I would recommend Kipper and Rampolla's book to anyone who wants to know more about AR - what it means and where it's going.1 of 1 people found the following review helpful. Amazingly Informative and InsightfulBy Michael StevenI thought I knew a little about "AR". That was until I picked up this book and was instantly hooked! From the first chapter on I was mesmerized by the depth and insight of the

content. I had no idea how much "AR" was actually in our daily lives and not only am I now informed, I look at everything around me during my day with much more interest and wonder. If you want your eyes opened, and mind expanded, GET THIS BOOK!!!! I seriously don't know of any other book out there that really tells it like it is, and tells it in a manner that not only explains what AR is, but explains it in a way that makes you wonder what is next . . . 0 of 0 people found the following review helpful. Great intro to AR and leaves you wondering what the future holds By Duke I've been a regular visitor to co-author Joseph Rampolla's blog and subscribe to his podcasts (ardirt.com) so AR is not a foreign topic for me. While this book is a great intro for someone who has never heard of AR, it's also fascinating to me, who has more AR knowledge than the average bear. The pages covering the history of this technology are particularly interesting because it makes the reader wonder what "everyday AR" will be like 50 years from now. I'm thinking about putting my copy of this book into a time capsule so that future generations can retrieve it and see what "leading edge" AR was like in 2013.

With the explosive growth in mobile phone usage and rapid rise in search engine technologies over the last decade, augmented reality (AR) is poised to be one of this decade's most disruptive technologies, as the information that is constantly flowing around us is brought into view, in real-time, through augmented reality. In this cutting-edge book, the authors outline and discuss never-before-published information about augmented reality and its capabilities. With coverage of mobile, desktop, developers, security, challenges, and gaming, this book gives you a comprehensive understanding of what augmented reality is, what it can do, what is in store for the future and most importantly: how to benefit from using AR in our lives and careers. Educates readers how best to use augmented reality regardless of industry Provides an in-depth understanding of AR and ideas ranging from new business applications to new crime fighting methods Includes actual examples and case studies from both private and government application

"Augmented Reality is not the stuff of science fiction any more, and we should all be at least familiar with its current and likely future uses. This book aims to be an easy-to-digest guide on the subject matter If you are not familiar with the concept of AR, this book will be an eye-opener. It is a quick and fascinating read, and the authors don't get bogged down in unnecessary details." --Help Net Security online, January 2013 "Kipper and Rampolla explain what augmented reality (AR) is, how it can be used in a variety of industries and applications, and concepts for new applications in business and crime-fighting." --Reference and Research Book News, August 2013 "If you want to see the future, look here. The product of years of research, Augmented Reality is a comprehensive overview of this stunning disruptive technology - a type of reality on steroids. A must read for venture capitalists, cyber-security professionals, policy makers, and entrepreneurs." --Edward M. Roche, Grenoble Ecole de Management From the Back Cover With the explosive growth in mobile phone usage and rapid rise in search engine technologies over the last decade, augmented reality (AR) is poised to be one of this decade's most disruptive technologies, as the information that is constantly flowing around us is brought into view, in real-time, through augmented reality. In this cutting-edge book, the authors outline and discuss never-before-published information about augmented reality and its capabilities. With coverage of mobile, desktop, developers, security, challenges, and gaming, this book gives you a comprehensive understanding of what augmented reality is, what it can do, what is in store for the future and most importantly: how to benefit from using AR in our lives and careers. About the Author Gregory Kipper is a futurist and strategic forecaster in emerging technologies. He specialized in IT security and information assurance for 17 years, working for the last 11 years in the fields of digital forensics and the impacts emerging technologies have on crime and crime fighting. Mr. Kipper has been the keynote speaker at select industry events, a digital forensics instructor, and a trusted advisor to both the government and commercial sectors. He has published books in the fields of digital forensics and emerging technologies, including: "Investigator's Guide to Steganography," "Wireless Crime and Forensic Investigation," and "Virtualization and Forensics." Joseph Rampolla is a nationally recognized speaker on the topics of cyber crime, augmented reality, virtual worlds, cyber-terrorism, cyber-bullying and undercover Internet Relay Chat (IRC) investigations.