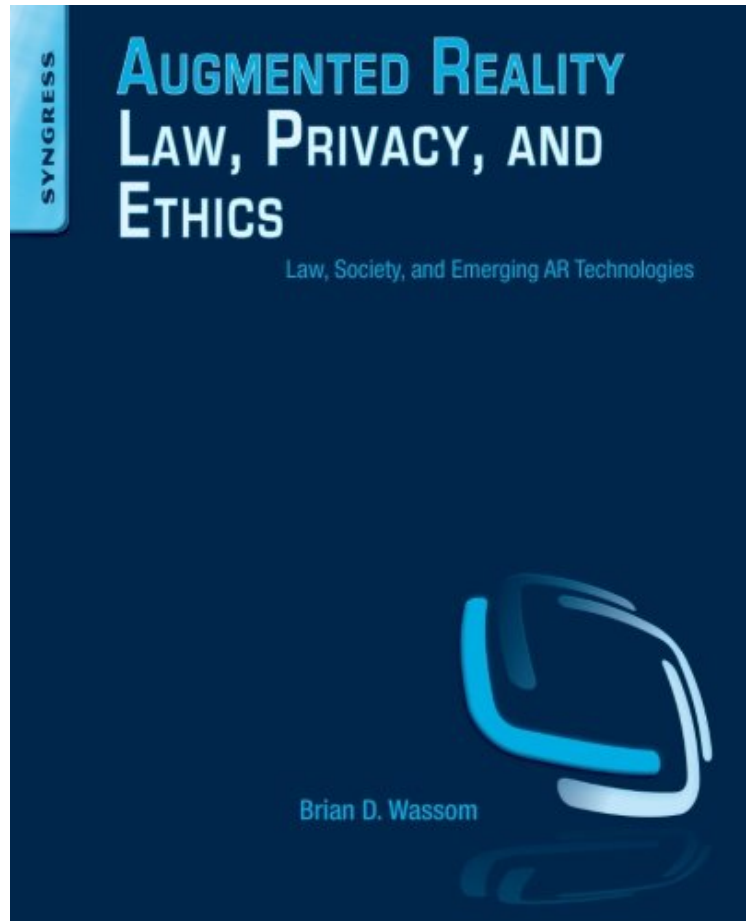


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Augmented Reality Law, Privacy, and Ethics: Law, Society, and Emerging AR Technologies

Brian Wassom

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Brian Wassom : Augmented Reality Law, Privacy, and Ethics: Law, Society, and Emerging AR Technologies before purchasing it in order to gage whether or not it would be worth my time, and all praised Augmented Reality Law, Privacy, and Ethics: Law, Society, and Emerging AR Technologies:

1 of 3 people found the following review helpful. I found this book to be an excellent resource from a trusted sourceBy E. WeissI found this book to be an excellent resource from a trusted source. This book is packed with recent content from the Augmented Reality field. What's more Wasson explores many little know areas of relevant legal issues regarding Augmented Reality which include: Property Rights and Free Speech, Negligence and Liability issues and even AR Darknets to only name a few. The book is 338 pages with a full index and includes many important citations for further reference. This book will truly enlighten anyone working in the field as to the responsibilities of both hardware and software developers working in this exciting field. I highly recommend this book as a must have text that is clearly the preminent book on the subject.2 of 3 people found the following review helpful. Great resource on

what AR means to society, individual the law

By Ben Rothke

The legal field is forever catching up to advances in technology. One of the many examples is the Digital Millennium Copyright Act (DMCA), which only went into effect in 1998. About 7 years after the creation of the World Wide Web.

In *Augmented Reality Law, Privacy, and Ethics: Law, Society, and Emerging AR Technologies*, author, attorney and AR expert Brian Wassom provides a forward thinking approach to how law and augmented reality (AR) work. The topic is near and dear to Wassom, as he heads up the *Augmented Legality* blog, which focuses on social media law and other new and emerging forms of expression, such as AR. Wassom brings an experts approach to the topic to every page in this fascinating and easily readable book.

AR is defined as a live direct or indirect view of a physical, real-world environment whose elements are augmented or supplemented by computer-generated sensory input such as sound, video, graphics or GPS data. It is related to a more general concept called mediated reality, in which a view of reality is modified possibly even diminished rather than augmented by a computer. As a result, the technology functions by enhancing ones current perception of reality. By contrast, virtual reality replaces the real world with a simulated one.

AR like other emerging and new technologies offer myriad benefits. Wassom details those, in addition to the many legal and privacy issues that go along with them. AR has a dark side to it, which the book details. The implications of AR are huge, and the book takes a look at the social, legal, and ethical issues surrounding AR technology. AR has entered most peoples lives, whether they know it or not, and whether they want it or not; via the preponderance of smartphones and integrated internet-ready devices.

While the book has a legal angle, it is written for a broad audience, not just attorneys or legal professionals. The book covers the entire range of AR topics from the legal side (intellectual property, criminal law, litigation procedures, and more), and the issues of AR and society, including politics, privacy, personal ethics and more. The issues of AR in our lives are huge and the implications significant. For anyone who wants to get a handle on what AR means to society and the individual, and its impact on the law, *Augmented Reality Law, Privacy, and Ethics* is a great resource.

2 of 4 people found the following review helpful. Must have book in your AR library!

By Joseph Rampolla

Brian Wassom is the leading world legal expert on the topic of Augmented Reality. That statement is not even open to debate. This book is a must have for any Augmented Reality enthusiast. The book's table of contents is carefully crafted to discuss important legal and social implications that Augmented Reality brings to society. It is a required resource that you need in your Augmented Reality library. Legal scholars and AR start-ups would also love this book because of the depth and emerging trend discussions throughout the chapters.

Augmented Reality (AR) is the blending of digital information in a real-world environment. A common example can be seen during any televised football game, in which information about the game is digitally overlaid on the field as the players move and position themselves. Another application is Google Glass, which enables users to see AR graphics and information about their location and surroundings on the lenses of their "digital eyewear", changing in real-time as they move about.

Augmented Reality Law, Privacy, and Ethics is the first book to examine the social, legal, and ethical issues surrounding AR technology. Digital eyewear products have very recently thrust this rapidly-expanding field into the mainstream, but the technology is so much more than those devices. Industry analysts have dubbed AR the "eighth mass medium" of communications. Science fiction movies have shown us the promise of this technology for decades, and now our capabilities are finally catching up to that vision. Augmented Reality will influence society as fundamentally as the Internet itself has done, and such a powerful medium cannot help but radically affect the laws and norms that govern society. No author is as uniquely qualified to provide a big-picture forecast and guidebook for these developments as Brian Wassom. A practicing attorney, he has been writing on AR law since 2007 and has established himself as the world's foremost thought leader on the intersection of law, ethics, privacy, and AR. Augmented Reality professionals around the world follow his *Augmented Legality* blog. This book collects and expands upon the best ideas expressed in that blog, and sets them in the context of a big-picture forecast of how AR is shaping all aspects of society.

Augmented reality thought-leader Brian Wassom provides you with insight into how AR is changing our world socially, ethically, and legally. Includes current examples, case studies, and legal cases from the frontiers of AR technology. Learn how AR is changing our world in the areas of civil rights, privacy, litigation, courtroom procedure, addition, pornography, criminal activity, patent, copyright, and free speech. An invaluable reference guide to the impacts of this cutting-edge technology for anyone who is developing apps for it, using it, or affected by it in daily life.

"For anyone who wants to get a handle on what AR means to society and the individual, and its impact on the law, *Augmented Reality Law, Privacy, and Ethics* is a great resource." --RSAConference.com

About the Author

Brian D. Wassom litigates disputes and counsels clients concerning copyright, trademark, publicity rights, and related intellectual property and advertising issues. In particular, Brian focuses his practice on social media and other emerging forms of digital communication. He has several years experience assisting media companies in exercising their freedom of the press, obtaining access to information, and defending claims of defamation, invasion of privacy, and eavesdropping. Brian chairs his firms Social, Mobile and Emerging Media Practice Group. He also authors a popular blog on this topic, as well as the online treatise *Wassom on Social Media Law* and the ebook *Augmented*

Legality 1.0, which examines the law governing augmented reality technologies. He is also a highly sought-after public speaker. Brian regularly speaks to industry groups, legal education seminars, and conferences across the country on social media, augmented reality, and related topics. Brian is also the Secretary of, and legal counsel to, AugmentedReality.Org, a nonprofit trade association for the AR industry and organizer of Augmented World Expo, the largest annual gathering of AR professionals.