

Augmented Reality (AR)

Amsterdam (Netherlands)

17 - 21 March 2025

UK Training

PARTNER



Augmented Reality (AR)

Code: IT28 From: 17 - 21 March 2025 City: Amsterdam (Netherlands) Fees: 4900 Pound

Introduction

Welcome to the cutting-edge world of Augmented Reality AR! This dynamic course immerses participants in the forefront of augmented reality development, showcasing the limitless possibilities AR technology offers. Augmented Reality AR has revolutionized how businesses operate across industries, from augmented reality in business to immersive augmented reality solutions in healthcare, retail, and education. This advanced training provides participants with the knowledge, skills, and tools needed to effectively leverage AR for business and innovation, opening doors to the vast potential of augmented reality projects.

Course Objectives

- Introduce participants to the core concepts and types of augmented reality.
- Explore AR development techniques and platforms to build impactful augmented reality applications.
- Understand augmented reality benefits and how AR can enhance business processes.
- Develop skills to design, prototype, and implement AR solutions for various industries.
- Gain insights into future trends and statistics surrounding AR adoption.
- Examine the ethical and societal considerations, including privacy implications in augmented reality.
- Equip participants to become augmented reality specialists through hands-on practice with augmented reality equipment and tools.

Course Outlines

Day 1: Introduction to Augmented Reality AR

- Overview of augmented reality technology and its evolution.
- Fundamental principles and components of AR systems.
- Understanding AR hardware and software platforms, including top augmented reality equipment.
- Exploring real-world AR applications across sectors.

Day 2: Advanced AR Development Techniques

- Introduction to AR development frameworks and tools.
- Hands-on exploration with popular platforms like Unity, ARKit, and ARCore.
- Techniques for spatial mapping and registration in AR.
- Implementing interactive AR elements and visual effects.

Day 3: Designing Immersive AR Experiences

- Principles of user experience UX design in augmented reality.
- Crafting engaging AR interfaces and interactions.



- Prototyping and testing AR applications to maximize usability.
- Reviewing case studies of successful AR design projects to understand augmented reality benefits.

Day 4: Integrating AR Across Industries

- Examining augmented reality applications across various industries e.g., business, retail, healthcare, education.
- Strategies for seamlessly integrating AR into existing workflows.
- Identifying and addressing challenges and considerations for augmented reality adoption.
- Exploring augmented reality in business with industry-specific examples.

Day 5: Future Trends and Ethical Considerations in AR

- Insight into emerging trends and advancements in AR technology.
- Understanding the ethical dimensions and privacy implications of augmented reality.
- Examining the societal impact and future potential of AR services.
- Strategies for responsible AR development and long-term augmented reality success.

Conclusion

Participants will complete the course as skilled augmented reality specialists, equipped to develop and apply AR solutions that enhance customer engagement, operational efficiency, and competitive advantage. Through a blend of theoretical knowledge and practical experience, this augmented reality training will transform how participants view and utilize AR, empowering them to lead future augmented reality projects with confidence.



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