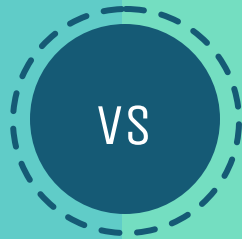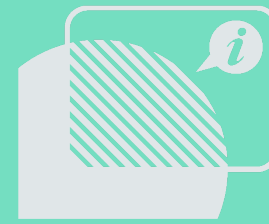# VIRTUAL REALITY

VS

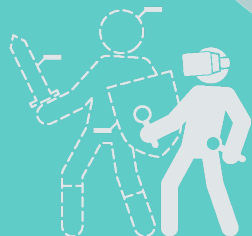# AUGMENTED REALITY

WHAT IS IT?: 1

The use of computer technology to create a simulated environment. VR places the user inside an experience - users are immersed and able to interact with 3D worlds

EXAMPLES: 2

Visiting Mars

Participating in a Simulated Sporting Event

Climbing Denali

1 WHAT IS IT?

An overlay of content on the real world - it fuses digital technology with the physical world

2 EXAMPLES:

Displaying a digital recipe on a kitchen surface

Pokémon Go

IKEA AR Catalog