Innovative Vision for Augmented Reality (RA) in the Printed Advertising

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Abstract:

Augmented reality (AR) is a modern technology by which the recipient is really re-living the experience, as if they are a part in his home environment. The user opens up virtual 3D shapes by adding multimedia content (such as the texts, images, graphics, audio files, video clips, and 3D shapes) "that are not supported by printing. This makes the user take note of new information and data, whether they are textual or visual ones. That the user becomes an important part of it. This is either through advertisements that take the reader to online links via QR codes, or through applications that use Detection techniques, so that a specific application identifies a character in a newspaper or in a paper, and then moves the character through the programmed application so that the AR in Ads is not only an ideal for promoting sales, but also it is dedicated for building the company's reputation.

Research Problem:

- Products in the paper print are always seen as static and motionless, and there is no much interaction between them and the body senses that we can touch, see, and sometimes taste or even smell, however, it remains static. The question is how can we take advantage of the modern and innovative RA techniques and its applications in the printed ads to attract the customer's awareness?

Objectives:-

- Use AR to create Creative Print Ads that are free from traditional methods

Results: -

- RA Technology is easy to apply on the ground, especially in the print ads, since the recipient has no longer needed to use 3D VR Virtual Reality Glasses to actually experience the RA. -RA Technology may be considered one of the most advanced technologies is expected and most likely to shape the future of advertising.

Keys: -

1- Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside in the real-world are "augmented" by computer-generated perceptual information" to provide additional information or serve as a router.
2- Printed ads: anything written in the print media to attract the attention of the targeted audience by what is known as the printed ads.

Keywords:

Augmented reality (AR) ‹Printed ads ‹QR