

## The effectiveness of augmented reality in converting static advertising into animation

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### Abstract:

Augmented reality emerged as a result of technical and artistic development in the field of advertising. He has benefited from modern technology from devices, data and ideas, Here, science fiction can be achieved in the form of augmented reality by relying on the elements of animated and interactive images, Augmented reality has been defined as a simultaneous interactive system that provides content by integrating real reality with virtual elements to provide the audience with information through advertising, augmented reality can be considered as a resource technology that may contribute to facilitating the transition from the information society to the knowledge society Augmented reality involves a qualitative change in the composition of information and knowledge, Augmented reality makes print ads interactive, so that the user can read a new print ad with additional means (mobile, tablet) that add new possibilities for advertising and these are the advantages of augmented reality that has developed due to modern technologies.

The research problem:

- The effectiveness of augmented reality in the development of advertising?
  - What are the techniques of augmented reality to convert static advertisement into animation?
- How effective is augmented reality on the perception of advertising content?

research aims:

- 1-Determining the mechanisms of using augmented reality in advertisements.
- 2-Clarify the technical development of augmented reality advertisements.

research importance:

- 1-Emphasis on the process of viewer perception of augmented reality ads.
- 2- Confirmation of the use of animated augmented reality advertisements.

### Keywords:

Effectiveness, augmented reality, perception, animate advertising

### definition of augmented reality:

Augmented Reality or "AR" is a modern technology in which the recipient lives the experience in his surroundings, as if it were part of his environment, so the narration of the news\* is combined by the printed form with the user's experience of it, and the user opens up to virtual three-dimensional forms by adding multimedia content such as texts Pictures, graphics, audio files, videos, and three-dimensional shapes. We will often hear the term augmented reality for many years, especially after smart phone companies integrated augmented reality into their applications for new versions of it. Our imagination is part of reality.

The term augmented reality "AR" stands for an integrated combination between real and virtual reality composed by computer. With the existence of a real "being" in life that is photographed

by modern cameras, the technology installed in smart phones enhances the shot by adding hidden layers to the original image, and this The layers contain digital information, that is, that was collected from the Internet in connection with this entity. It could be information on the information network (Wikipedia), or video clips of the same snapshot or what is circulating on social networking sites related to the same topic. It depends on the ability of Smart phones search and compile for the same topic at the maximum speed, it displays it through special applications for augmented reality and shows all these changes on one image, so we see on the final screen designs as if they are actually real reality, but rather a virtual reality, given that the image used may include the intelligence of the phone itself, It is an augmented reality with important information that it conveys to us to increase our knowledge.

### Results:

- 1- The study confirmed the spread of print ads using augmented reality technology and converting them into interactive ones.
- 2- The study emphasized the application of modern technology, which increased the effectiveness of advertisements and the realization of new levels in marketing campaigns.
- 3- The augmented reality added interactive content to the advertising campaign and added marketing value to the print advertisement.
- 4- Fixed ads that contain augmented reality are transformed into moving elements using modern technologies.
- 5- Augmented reality ads enhance the relationship between the product and the recipient.
- 6- The effectiveness of using augmented reality technology attracts the recipient of the products and takes them out of the monotony of repeated advertisements.

### Recommendations:

- 1- Researchers and scientists must be interested in studying augmented reality and benefiting from modern applications in serving advertisements and marketing campaigns.
- 2- The designers of advertising campaigns must be interested in benefiting from modern technology in the fields of advertising, whether fixed or mobile.
- 3- Interest in applying modern technology in graduation projects for students to become fully aware of the labor market.
- 4- Dissemination of different experiences of augmented reality to benefit from it in the development of various advertising campaigns.
- 5- Paying attention to augmented reality in creating new ideas for print advertising and benefiting from introducing new technologies that add movement and sound.
- 6- Training designers and directors in photography and advertising on augmented reality technology to raise the efficiency of their production.

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