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