

Wkh#Wudqvirup dWlyh#S rz hu#ri
DUZYU#Whfkqrørj hv#ru#gqvwu|#

Dr. Khalid Mirza
ARC Founding Director
Oakland University

ARC
AUGMENTED REALITY CENTER

Immersive technologies are set to revolutionize industries

Enhanced Realism & Interactivity

G hwdlbg#
k lj k0lg h d w | #
v p x a i w i r q v # l q g #
l y w u d f w i r q z l k #
g l j k d d h d p h q w l

- W u d l q l q j
- S u r w r w | s l q j
- F x v w r p h u #
h q j d j h p h q w

Cost-Effective Solutions

Y l w x d d e s u r w 0
w | s l q j # z l k r x w # k h #
q h h g # r u # s k | v i f d d #
p r g h o v # h q d e d j j #
t x l f n # h u d w i r q v l

l p p h u v l y h # u d l q l q j #
d y r l y v # u d y h d # l q g #
h t x l s p h q w z h d u #
d g g # h d u # f r w v l

Risk Mitigation

V d i h # u d l q l q j #
h q y l r q p h q w #
z k h u h # k v n u w # f d q #
s u d f w i f h z l k r x w #
u h d o z r u g # i l n v l

W h w i d j j # l k r x w #
w k h # i l n # c # d l b c u h #
l p s d f w i d j j # h d o #
z r u g # s h u d w i r q v l

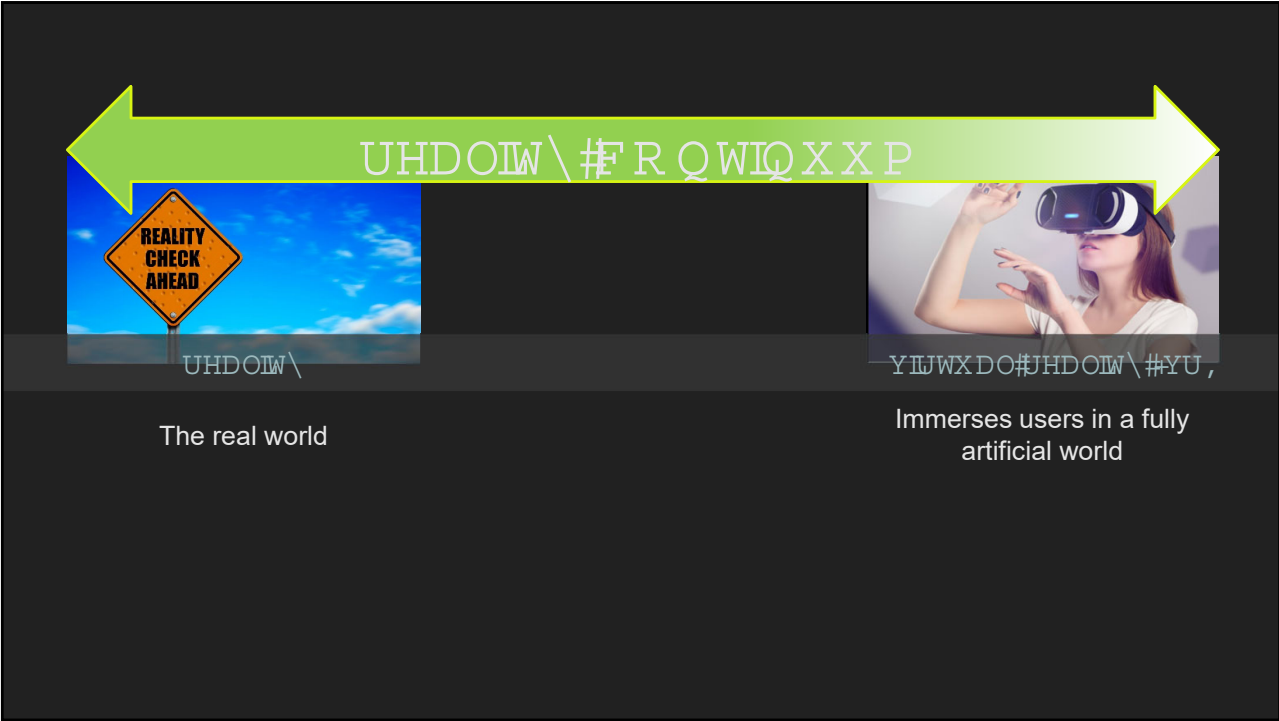
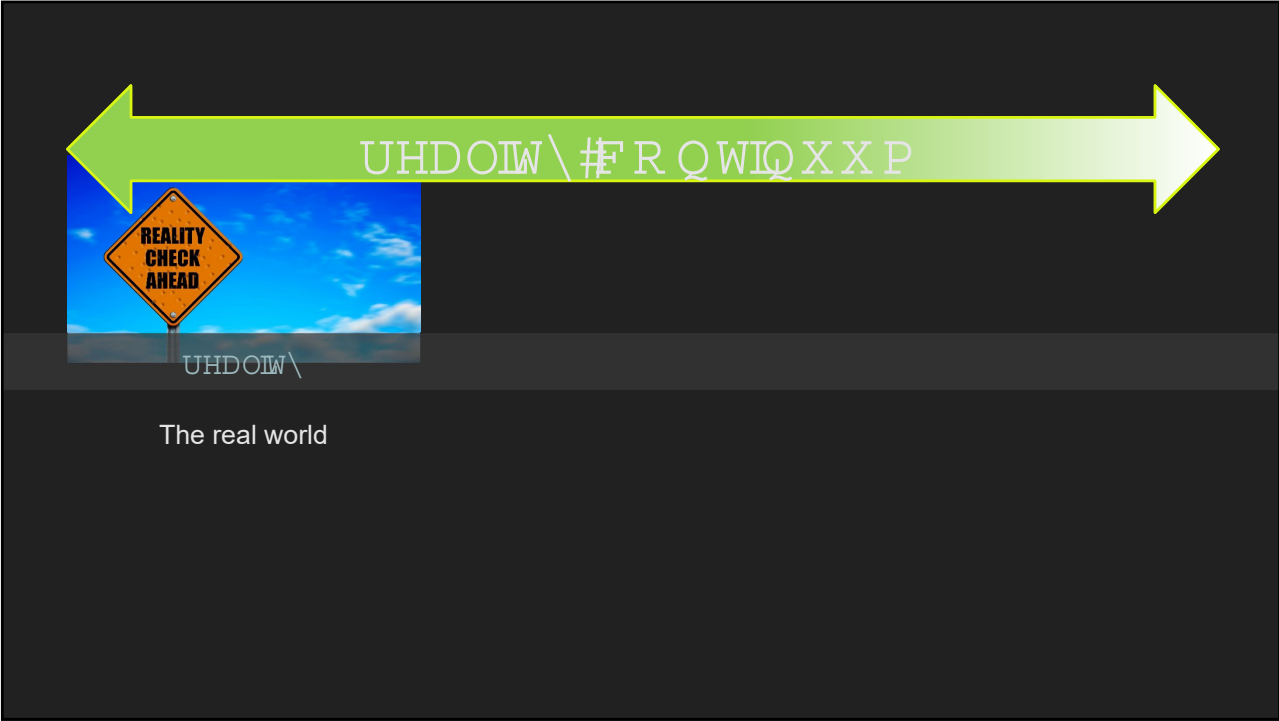
Enhanced Collaboration & Communication

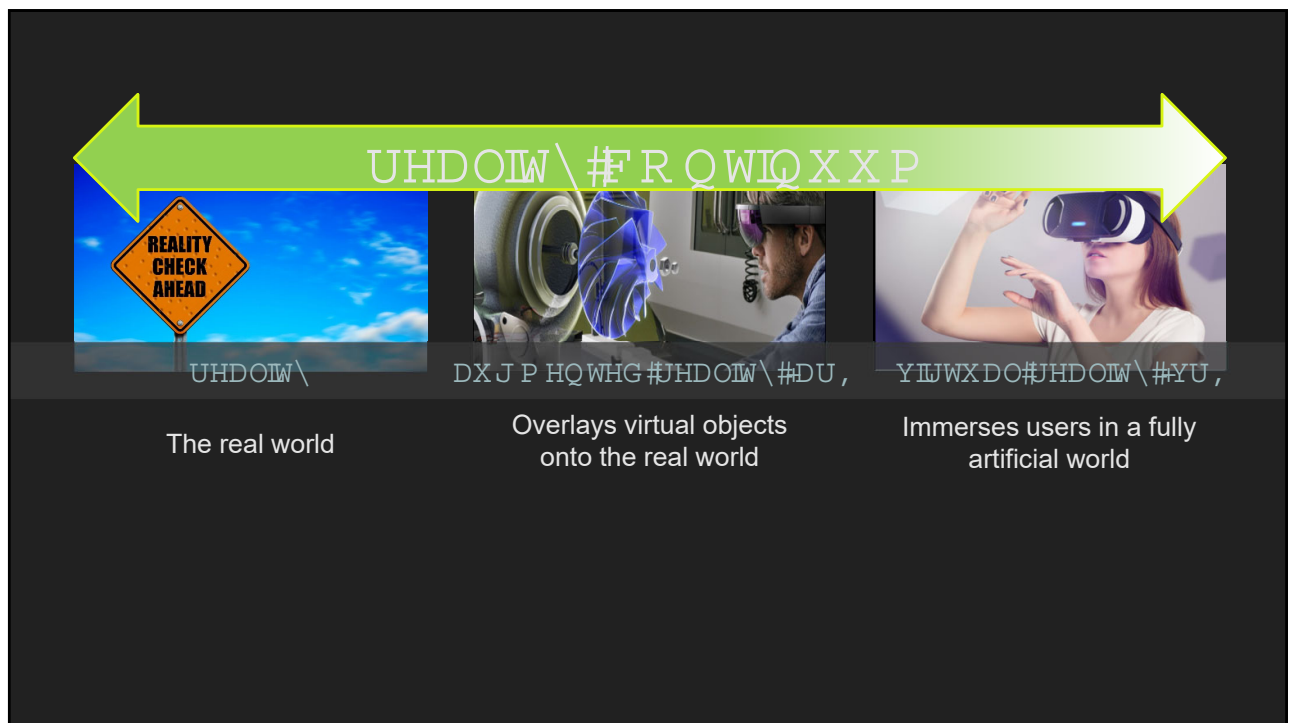
Y l w x d d e p h h w i d j j #
v s d f h v z k h u h #
w h d p # p h p e h u w #
f d q # l y w u d f w i r q # # #
w k h | # h u h # l q # k h #
v d p h # r r p 1

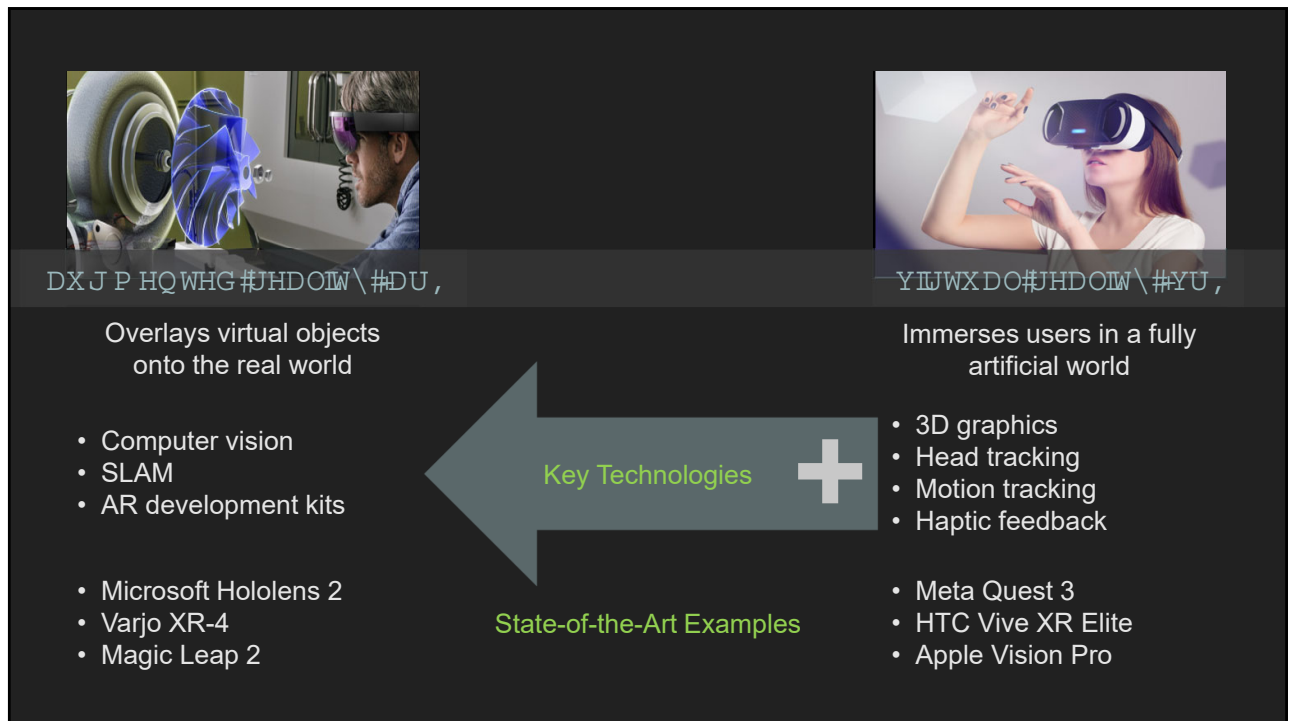
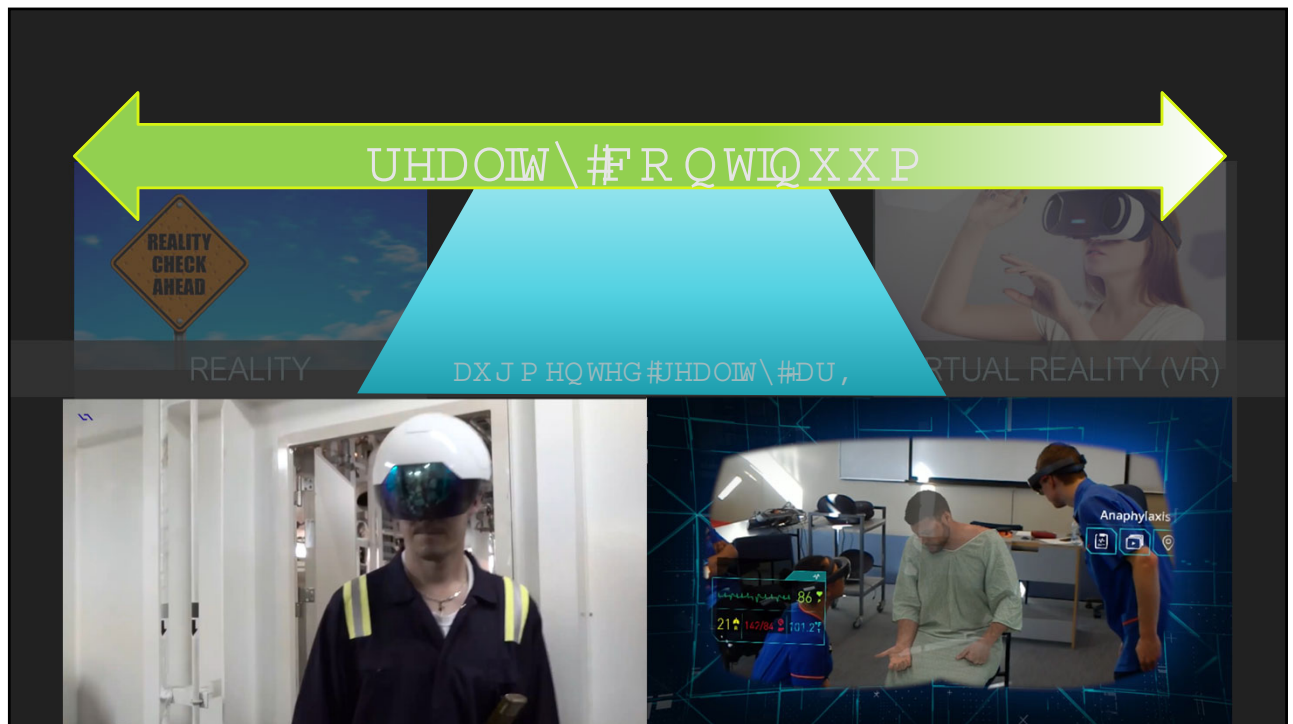
P r u h # i n f w y h n #
p d q d j h p h q w # # d # #
j a e d d z r u n i r u f h l

Innovation & Competitive Advantage

H d u d # l g r s w i r q #
f d q # h v x w # l q # d #
f r p s h w d y h n #
d g y d q v d j h # e | #
r i i n u b j j # q t x h #
f x v w r p h u #
h { s h u h q f h v l
I r v w h u w # d i # e x a u h #
r # # l q q r y d w i r q l







H [DP SOHV# I#U# #U#GHYIF HV

Smartphones + Tablets

HUD + Projection

Smart AR Glasses

Pass-Thru HMDs

HMDs

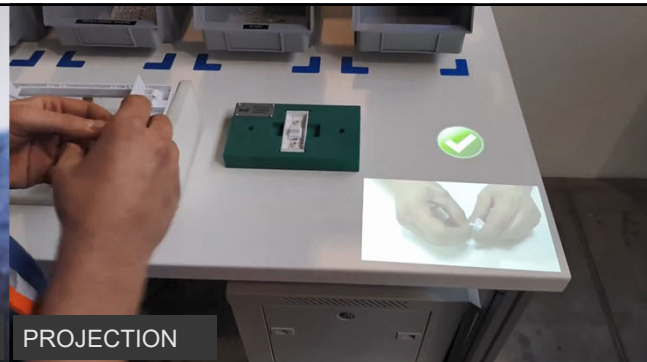


DU

YU



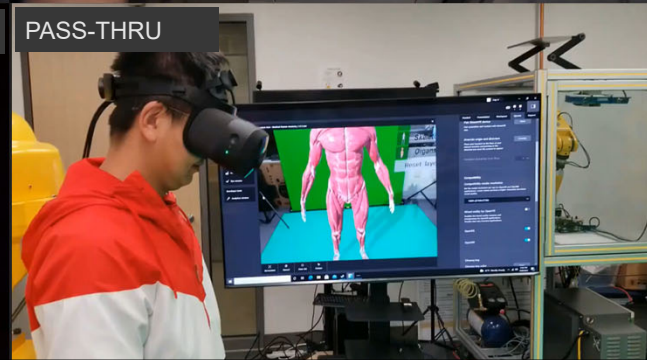
SMARTPHONE



PROJECTION







AR GLASSES



PASS-THRU



Challenges in deploying and implementing AR/VR technologies

<p>Cost</p>	<ul style="list-style-type: none"> • Frp sxhw • DU2U#kdgz dih • Vriz dih2rrc 	 <ul style="list-style-type: none"> • Tuh#KH#rize dih# • Tuhh2rz #frv#ivhw • Hdvh#r#ghyh#rsp hqw
<p>Technical Understanding</p>	<ul style="list-style-type: none"> • Iq0kxvnh{shuwn • Vvdi#vdqij • Vxersvp d#hfk#xvh 	 <ul style="list-style-type: none"> • Traijij #z runvkrsv • Edkfdwrgd#surjudp v • Wounirufh#ghyh#rsp hqw
<p>Evaluating Solutions</p>	<ul style="list-style-type: none"> • Ehw#ilw • Fxwrp #ghyh#rsp hqw • Vfdaleh 	 <ul style="list-style-type: none"> • R shq#vdggdug • DUF #de#vsdfh • Iqgxvwl #sunifw
<p>Content/Experience Design</p>	<ul style="list-style-type: none"> • Hqjdj ij #frqhwq • Qhz #fdsdelhiv • X [2I#hv]j 	 <ul style="list-style-type: none"> • Iqvhugjvf#sdgdu #hdp v • X [2I#hp skdvlr • Ylxdd# #hvudfwyh



AUGMENTED REALITY CENTER



ouarc.org

DUF #z lq#hhw#kh#p hwyh#hfkqr#j | #ghgv r#
 wh#vrxwhdvw# lfk.lj dq#qgxvwl #lqg#h | rqq

Future Trends

Ip suryhg#dfhvwlebw|

G lvsø|#hfkqrørj|

Iqwhudfwlrq#p hwrgrv

DI#qwhjudwlrq

8J #gdwl

Vsdwld#frp sxwbj