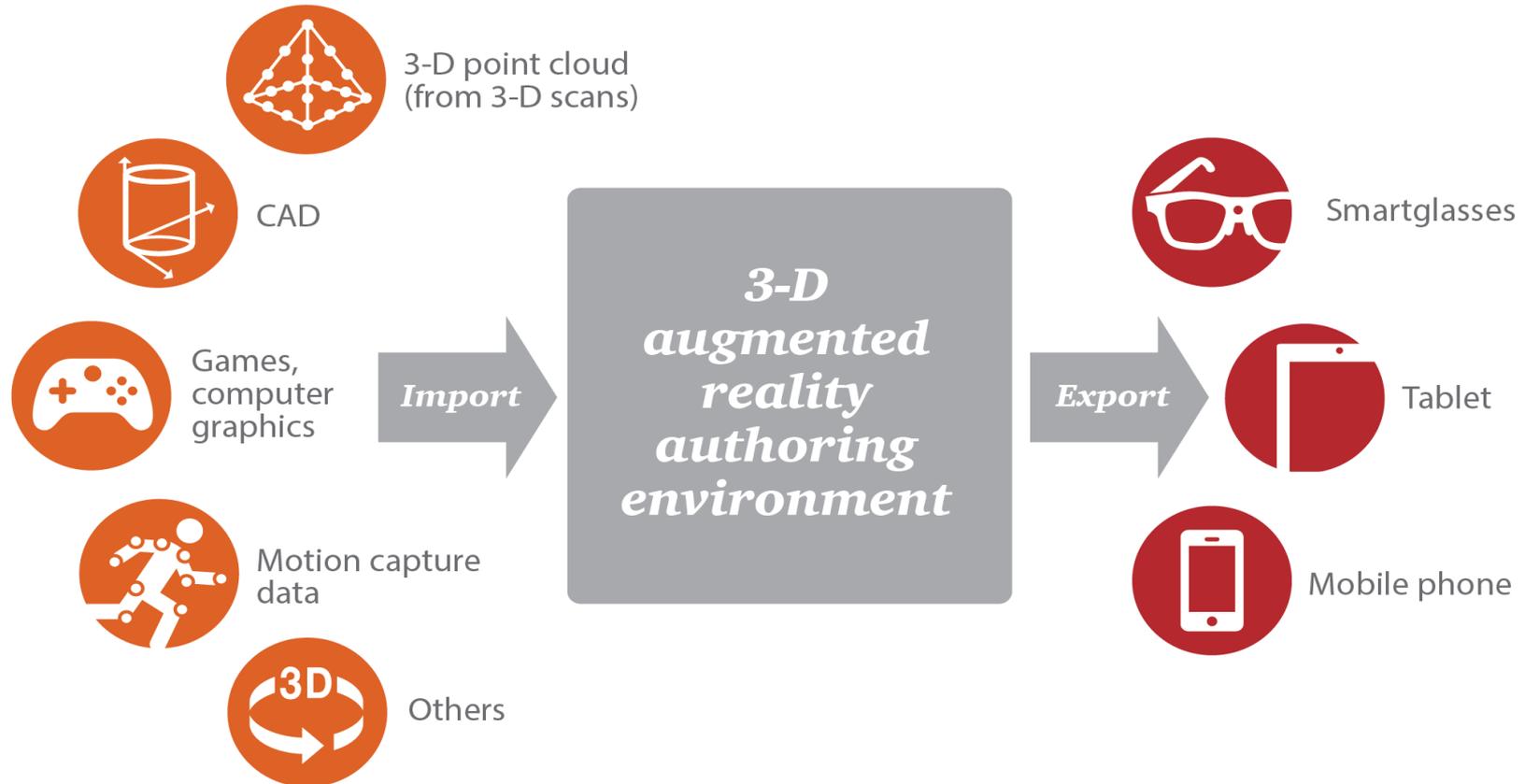# SİMTEK

ARTIRILMIŞ GERÇEKLİK

TÜSİAD ENDÜSTRİ 4.0 EYLÜL 2017

ARTIRILMIŞ GERÇEKLİK NEDİR?

GELİŞİMİ

İlk Gözlük

F-35 HMD

HOLOLENS

GELİŞİMİ

THE LENGTHY HISTORY OF AUGMENTED REALITY

Powered by Augment

1968

Ivan Sutherland developed the first head-mounted display system. The system used computer-generated graphics to show users simple wireframe drawings.

1974

Myron Krueger built an 'artificial reality' laboratory called the Videoplace. The Videoplace combined projectors with video cameras that emitted onscreen silhouettes, surrounding users in an interactive environment.

1990

Boeing researcher, Tom Caudell, coins the term "Augmented Reality".

1992

Louis Rosenberg develops Virtual Fixtures - one of the earliest functioning AR systems, built for the Air Force. The full upper-body exoskeleton allowed the military to control virtually guided machinery to perform tasks from a remote operating space.

1994

Julie Martin creates the first augmented reality Theater production, "Dancing in Cyberspace", featuring acrobats who danced within and around virtual objects on their physical stage.

AUGMENTED REALITY MAKES ITS WAY INTO ENTERTAINMENT AS TECHNOLOGIES ADVANCE.

1998

The 1st & Ten line computer system is broadcast by Sportvision, casting the first virtual yellow first down marker during a live NFL game.

1999

Naval researchers begin working on Battlefield Augmented Reality System (BARS), the robust, original model of early wearable units for soldiers.

The NASA X-38 spacecraft is flown using a Hybrid Synthetic Vision system that used augmented reality to overlay map data to provide enhanced visual navigation during flight tests.

2000

Hirokazu Kato created the ARToolKit, an open-source software library that uses video tracking to overlay computer graphics on a video camera. The ARToolKit is still used widely to compliment many augmented reality experiences.

2003

For the 2003 NFL season, Sportvision unveils the first computer graphic system capable of inserting the 1st & Ten line from the popular Skycam, the NFL's mobile camera that provides the field's aerial perspective.

2009

ARToolkit brings augmented reality to web browsers.

Print media tries out AR for the first time. Esquire Magazine prompts readers to scan the cover to make Robert Downey Jr. come alive on the page.

THE NOW

AR HARDWARE AND SOFTWARE MAKE THE LEAP TOWARDS CONSUMER AUDIENCES.

2013

Car manufacturers begin to use augmented reality as the new age vehicle service manuals.

The Volkswagen MARTA app (Mobile Augmented Reality Technical Assistance) provides virtual step-by-step repair assistance, allowing service technicians to foresee how a repair process will look on the vehicle in front of them.

2014

Google announces shipment of Google Glass devices for consumers, thus starting the trend of wearable AR.

Magic Leap announces the largest AR investment to date of $50M, Series A.

2015

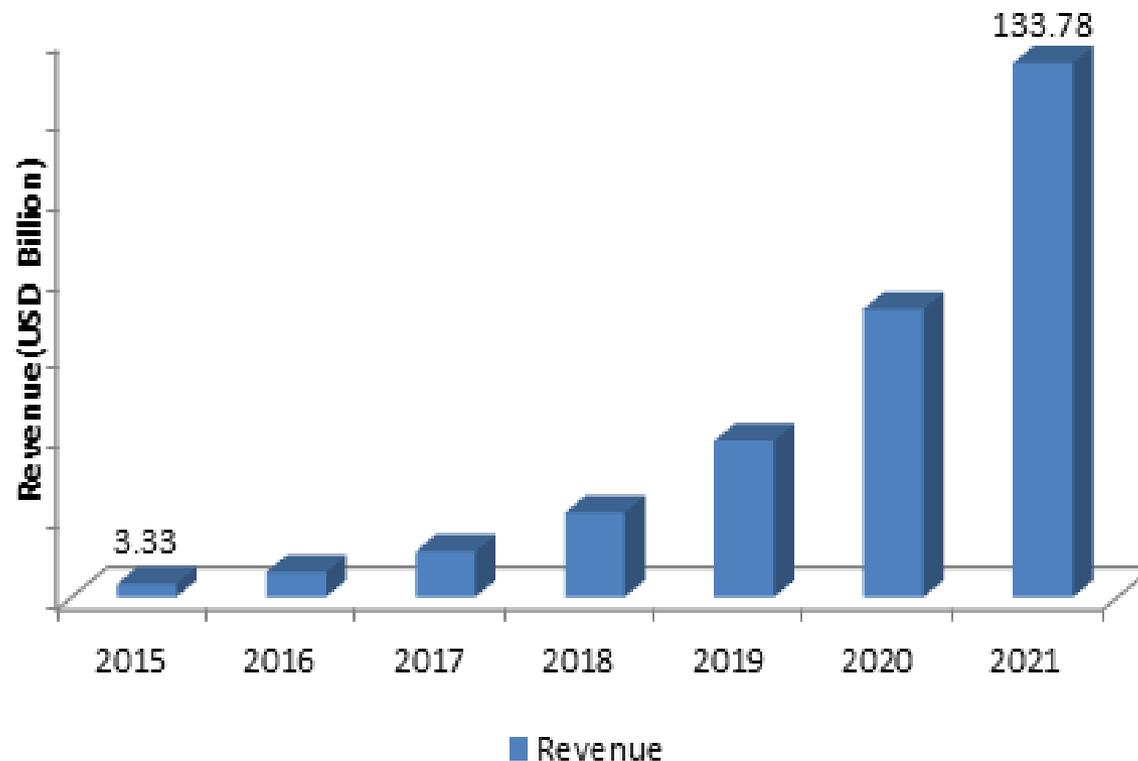Augmented reality and Virtual reality investment reach $700 Million this year.

2016

Augmented reality and Virtual reality investment reach $1.1 billion.

Microsoft HoloLens Developer Kit and the Meta 2 Developer Kit set to ship this year.

PAZAR BÜYÜKLÜĞÜ

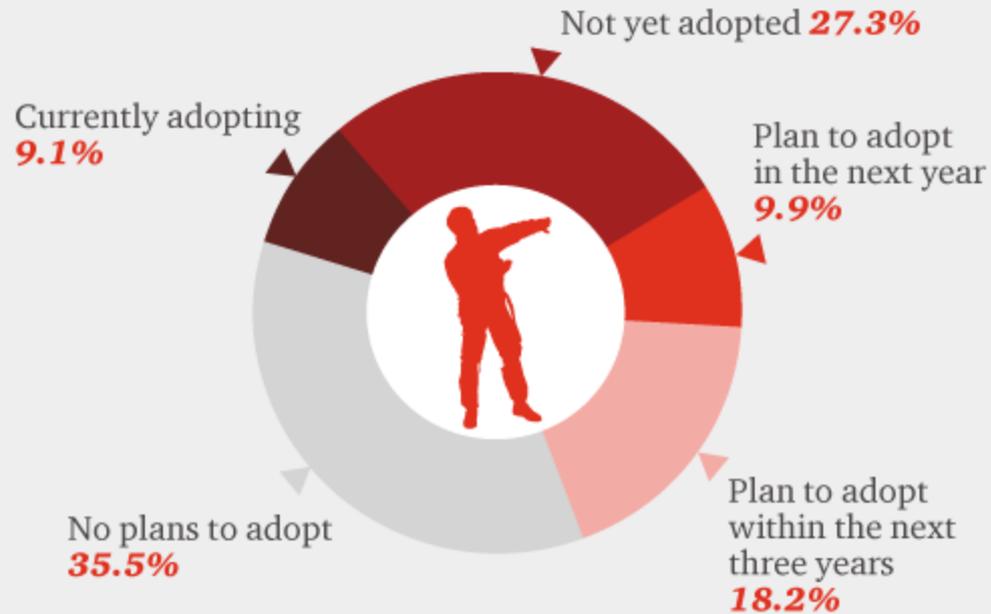## Global Augmented Reality (AR) Market , 2015-2021 (USD Billion)
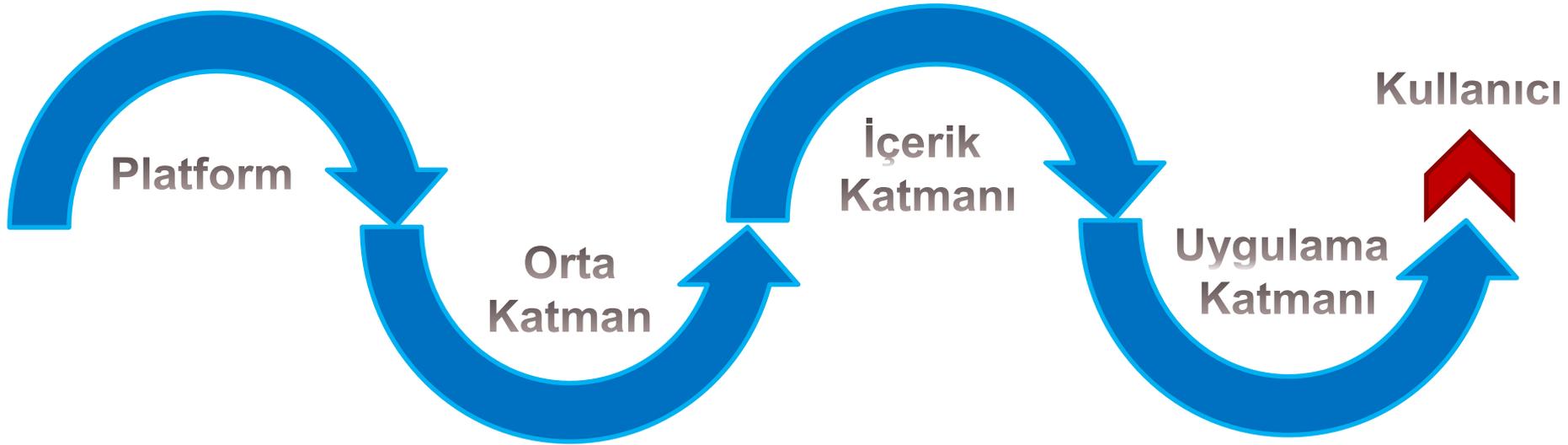
Source: Zion Research Analysis 2016

ÜRETİCİ YÖNELİMLERİ

MİMARİ

SİMTEK

- Görüntü İşleme
  - Nesne Tanıma
  - Nesne Takip
- Bilgisayar Grafikleri
- Mobil Uygulama

spectre

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