

How to navigate the new world of augmented reality

The corpus explores augmented reality (AR), emphasizing its transformative potential and multifaceted challenges. Document 1, an article from *Scientific American* on September 14, 2018, and Document 4, an article from *The Economist* on February 4, 2017, discuss AR's capacity to overlay data onto the real world and how it is likely to develop. Document 2 from *The Guardian* and published on July 14, 2016, dwells upon the subsequent blurred boundary between humans and machines. A cartoon from ITworld.com illustrates AR's cultural normalization by depicting a woman trying AR glasses in a Microsoft store. Does augmented reality represent a transformative revolution poised to reshape humanity's perception of reality ?

The integration of digital elements into the physical world through AR represents a sophisticated merger of technology and perception. As outlined in **Document 1**, AR operates via devices such as smartphones, or smart glasses which superimpose digital images and information onto real-world views, as with Pokemon Go mentioned in **all three articles**. **Document 4** provides concrete examples of AR's utility in businesses, driving efficiency and customer engagement. **The cartoon** humorously portrays people's expectations: a woman wants to buy AR glasses to make her companion resemble Brad Pitt. These examples highlight AR's capability to create engaging, immersive experiences.

The advancement of AR is propelled by industrial innovation, albeit constrained by technological and societal challenges. **Document 2** shows that AR is a concept invented in 1990 but that similar uses were foreseen back in the 1960s. But with its recent development, many companies like Google or Microsoft have great expectations (**Document 1**). **Document 4** highlights industries, like healthcare, as pioneers of AR adoption. The global market is projected to grow from \$25 billion in 2021 to over \$200 billion by 2030. However **Document 1** deplores AR's lack of affordability and practicality – hindering widespread adoption – but it also predicts a bright future once these obstacles are overcome.

AR's ability to blend digital enhancements with the physical world creates a blurred boundary between reality and fiction. As **Document 1** puts forward, AR differs from virtual reality as it makes reality and fiction co-exist and merge. **Document 2** draws a parallel with a thought experiment in 1963 aiming to create prostheses offering extra capabilities to humans. Although those prostheses and AR do have things in common, their relationships with reality differ : such prostheses enhance your capacities in the real world but AR is neither real nor sheer fiction like a movie, thus question both reality and identity. Finally, **the cartoon** portrays an everyday scenario where AR fails to live up to its promise and where in the end, much to the user's chagrin, reality remains unchanged.

449 mots – 9 mots (sources et dates comptabilisées comme un mot chacune) = 440 mots