

# AR/VR at Google

Vladimir Krneta  
Google Inc  
vkrneta@google.com

## Abstract

Augmented Reality, a technology that superimposes video or computer-generated image on a user's view of the real world, thus providing a composite view. Virtual Reality, a realistic and immersive simulation of a three dimensional environment, created using interactive software and hardware; experienced or controlled by movement of the body. Some things VR could be used: Virtual tourism, Product Design & Engineering, Real Estate & Architecture, Training & Simulation, Medicine & Psychiatry, Business Travel & Remote inspections, Gaming, Teleportation, Pocketable Movie Theater, Memory. Some things AR can be used for: Portable "desktop computing". Medicine, a big screen TV everywhere, Navigation, Telepresence, Annotated everything. Current trends: Google Lens, Daydream standalone VR headset, ARCore, Tilt Brush, WebVR

## References

1. GOOGLE . OFFICIAL BLOG Google AR and VR. [tiltbrush.com](http://tiltbrush.com).