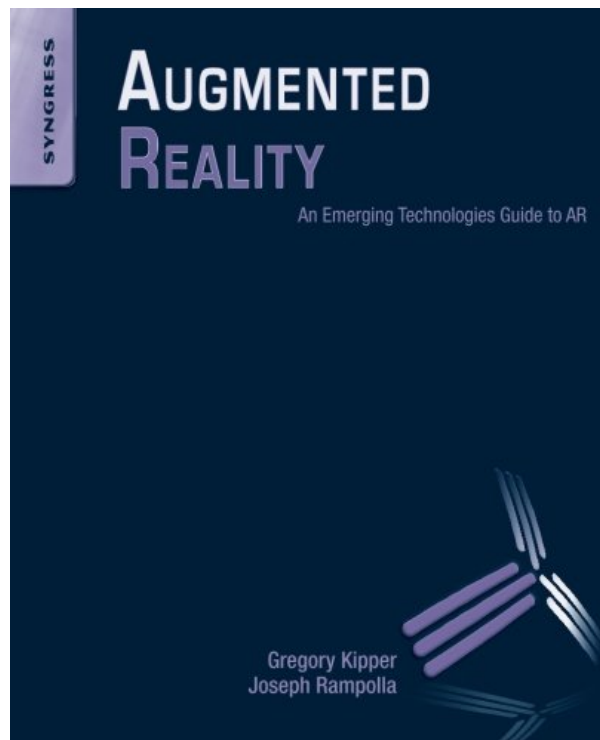
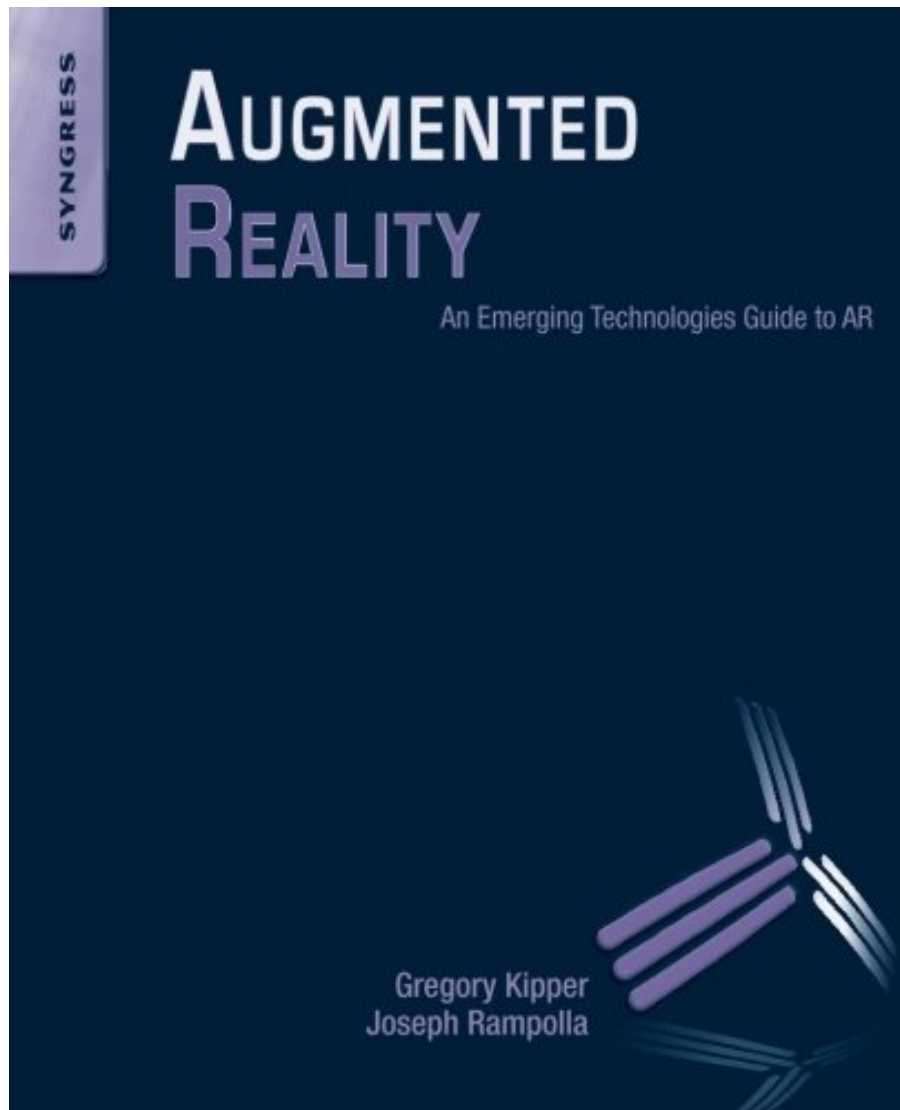


AUGMENTED REALITY: AN EMERGING TECHNOLOGIES GUIDE TO AR BY GREG KIPPER, JOSEPH RAMPOLLA



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Review

"Augmented Reality is not the stuff of science fiction any more, and we should all be at least familiar with its current and likely future uses. This book aims to be an easy-to-digest guide on the subject matter...If you are not familiar with the concept of AR, this book will be an eye-opener. It is a quick and fascinating read, and the authors don't get bogged down in unnecessary details." --Help Net Security online, January 2013

"Kipper and Rampolla explain what augmented reality (AR) is, how it can be used in a variety of industries and applications, and concepts for new applications in business and crime-fighting." --Reference and Research Book News, August 2013

"If you want to see the future, look here. The product of years of research, *Augmented Reality* is a comprehensive overview of this stunning disruptive technology - a type of 'reality on steroids'. A must read for venture capitalists, cyber-security professionals, policy makers, and entrepreneurs." --Edward M. Roche, Grenoble Ecole de Management

From the Back Cover

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About the Author

Gregory Kipper is a futurist and strategic forecaster in emerging technologies. He specialized in IT security and information assurance for 17 years, working for the last 11 years in the fields of digital forensics and the impacts emerging technologies have on crime and crime fighting. Mr. Kipper has been the keynote speaker at select industry events, a digital forensics instructor, and a trusted advisor to both the government and commercial sectors. He has published books in the fields of digital forensics and emerging technologies, including: "Investigator's Guide to Steganography," "Wireless Crime and Forensic Investigation," and "Virtualization and Forensics."

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- Educates readers how best to use augmented reality regardless of industry
 - Provides an in-depth understanding of AR and ideas ranging from new business applications to new crime fighting methods
 - Includes actual examples and case studies from both private and government application
-
- Sales Rank: #141621 in Books
 - Published on: 2012-12-03
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 - Original language: English
 - Number of items: 1
 - Dimensions: 9.25" h x .40" w x 7.50" l, .85 pounds
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Most helpful customer reviews

4 of 4 people found the following review helpful.

Fascinating Read for Marketing

By Lisa Kay

I picked up this book not knowing anything about AR, and I found it not only fascinating, but also extremely helpful from a marketing perspective. Kipper and Rampolla's writing style is clean and easy to follow, while they cover a breadth of information that is not only appropriate for today, but which lays a groundwork for what's to come in the future. This book will be a continual reference for me as I make marketing decisions, and as I navigate the various developing technologies that are playing larger roles in our daily lives. I would recommend Kipper and Rampolla's book to anyone who wants to know more about AR - what it means and where it's going.

1 of 1 people found the following review helpful.

Augmented reality - Excellent

By K Howerton

This is an EXCELLENT book...as a person who must be up on the latest technologies this book I found in highly informational and something that I can use in everyday life. This book makes you think--as all books should about how we all can understand, benefit and use AR to push forward capabilities. I found it well worth the money, well written and edited and in enough detail that makes it truly "usable". This is a MUST read for anyone that needs to understand the linkages that technologies has with us all

1 of 1 people found the following review helpful.

A MUST READ

By droid no taco neck

This book is very informative and sets the stage for how the future will be profoundly shaped by Augmented

reality. Kipper has a number of good books that have always been a pleasure to read and provided me with helpful insights. As a product developer needing to know what will be the next big thing and how to prepare this is a MUST READ.

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