

Augmented Reality

The future of media and commerce



How will Augmented Reality create business opportunities? A Fieldfisher perspective

Welcome to the (un)real world

Augmented Reality (AR) has quickly evolved from the pages of sci-fi novels to become an everyday reality with real commercial potential. What began in the 1960s with the Sensorama - a cabinet designed by cinematographer Morton Heilig that displayed 3D movies and simulated smells - has grown into an industry that analysts predict will be worth over \$150 billion by 2020.

The popular press discuss AR and virtual reality (VR) interchangeably but what exactly is AR and how does it differ from VR?

VR refers to computer-generated simulated environments, whereas AR enhances what we already sense in the real world by imposing graphics and information over real world objects. Yet with technology rapidly developing, even the term AR is becoming somewhat dated but at least we are beginning to see trends and patterns that give some certainty to our attempts to evaluate the risks arising from AR.

So, what are the legal implications of AR for business?

As with many technical innovations, the market is calling it the next 'Wild West', claiming that existing law could never be applied. Yet many legal commentators disagree, arguing that AR is no different to other new technologies. That is, while the facts presented may differ, the same legal analysis should be applied when evaluating the risks of implementing an AR-based solution. Here at Fieldfisher, we think the truth lies somewhere between the two.