

How Augmented Reality is Reshaping Web3 Experiences

[Epic Games](#)' CEO, [Tim Sweeney](#), delivered a speech at the [China Joy Trade](#) 2015 and in his talk, he said, “I believe that Augmented Reality (AR) will be the biggest technological revolution that happens in our lifetime.” This prediction is coming to pass in our current world.

Have you ever tried [Snapchat's dog filter](#) or tried on clothes and shoes while shopping online with just your phone or virtual glasses? If you have, then you have experienced Augmented Reality (AR). AR is a tremendous technological feature that mixes the real world with cool computer-generated features. Now, imagine using AR with Web3, the newest version of the Internet.

As Augmented Reality becomes more popular and Web3 develops, we wonder how AR changes our Web3 experiences. Therefore, we will explore what AR and Web3 are and how AR is reshaping our Web3 experiences.

What is Augmented Reality (AR)?

Imagine that you have the power to turn your boring morning jog into a thrilling adventure where you chase virtual creatures through your area. Picture a shopping experience where you never have to second-guess your choices. You magically try on clothes and accessories with the tap of a finger.

This world isn't a distant dream; it's here and accessible to anyone with a smartphone or AR glasses. The magic of Augmented Reality is at your fingertips, waiting to be unleashed. But what is Augmented Reality (AR)?

Augmented Reality, or AR, is an incredible technology that brings computer-made 3D objects into the real world around us. It blends the digital and physical worlds so well that it feels like you're there, allowing real-time interactions.

Augmented Reality (AR) can show images using phones, tablets, and special AR glasses. For these devices to work with AR, they need to have certain features:

- A camera to capture the real-life environment and show the virtual things in it.
- Sensors like GPS, compass, or accelerometer to know where you are, which way you're facing, and how you're moving.
- A processor and software that combine real and virtual things so they look like they're there together.
- A screen or display where you can see the combined real and virtual world.

Augmented Reality (AR) used to be something we only saw in science fiction, but now it's part of our daily lives. Here's how AR makes things more fun and interactive for us:

- **Gaming:**

[Pokémon Go](#) is a classic example of an AR game that people love worldwide. With the app installed on your phone, you play using your phone cameras to find and "catch" virtual Pokémon creatures in real places. Other fun AR games include [Harry Potter: Wizards Unite](#) and [Ingress](#).

- **Social Media Filters:**

Back in 2015, [Snapchat](#) introduced a fun feature using AR technology to add virtual elements, like dog ears or flower crowns, to your face in real time. This feature became possible through facial recognition, creating enjoyable moments that people loved sharing. This fun feature became an instant hit and remains incredibly popular, with lots of people still enjoying it to this day. Now, you have these AR overlay filters on other popular social media apps like [TikTok](#) and [Instagram](#).

- **Shopping:**

According to [Danjuma Mohammed](#), he ran an e-commerce business, and one of the many challenges he faced was customers sending back their purchases. This made him find [VerveAR](#), an augmented reality company that designs easy-to-use software tools for businesses of all kinds. Now, with VerveAR, you can try on clothes and accessories or see how furniture looks in your home before you order them online. Another app that does this is [IKEA Place](#).

- **Education and Learning:**

A visionary entrepreneur, [Mukundi Lambani](#), had a simple but profound idea to make learning new languages, especially African native languages, easy and fun for young learners. She founded [Ambani Africa](#), an Edtech company that develops learner-friendly products that make learning new languages more fun and interactive using AR technology.

All that talk in class can get a little boring, but learning becomes more fun and engaging with AR. These days, students prefer to use AR apps like [AR Anatomy](#) to study the human body in 3D and [Google Arts and Culture](#) to explore history by experiencing virtual historical events and places. With AR, you learn by seeing these virtual objects and information in the real world.

In addition, Learners with special needs are not left out. With apps like [Proloquo2Go](#), [MentalUp](#), and more, you will find apps that create a safe environment with lessons tailored to serve your particular special needs. AR technology makes education more inclusive and accessible for everyone.

- **Navigation and Travel:**

You won't need to ask for directions or a tour guide when exploring new places. Just whip out your phone and download an app called [ARcity](#). This AR navigation app will help you find your way by overlaying real-time directions and nearby points of interest onto your phone's camera view. This revolutionizes how we explore new places. Other apps that do this include [Mapbox](#) and [Google Maps' Live View](#), to mention a few. Many travel apps also use AR to teach you about history or translate signs while traveling.

- **Art and Entertainment**

Museums like the [Louvre Museum](#) in Paris and the [British Museum](#) in London use AR to make exhibits more engaging by adding digital content to real artifacts. So, when you visit contemporary museums adopting this technology, you are in for fun and interactive experiences. With extra information, animations, and recreations, AR grabs visitors' attention, making learning more exciting and easier to understand while improving the storytelling and understanding of exhibits.

- **Food and Restaurants**

[Hilda Baci](#), a Nigerian chef, restaurateur, and the former holder of the Guinness World Record, was once called out online by a customer who ordered a portion of pepper soup for ₦G000. She was disappointed by the size for that price. She had believed that since she was paying that much for the meal, it should be enough for her dinner.

It caused an online uproar, and many recalled their experiences with many restaurants. Apps like [MenuAR](#) and [Jarit](#) seek to solve such problems. With these apps, you'll see the plate on your table before you order it.

AR makes our lives more fun, engaging, and informative. New AR applications are being created constantly, so we can look forward to even more exciting uses of this technology in the future.

What is Web3?

Do you think you own your content online? Like your fun, creative post on Instagram or TikTok. No, you don't. That's because, right now, big companies like Meta control everything you create on their platforms. Hence, they can ban or restrict you whenever they want.

This is called centralization, a key feature of Web 2, where big brands hold control over user's data and content. This has raised ethical, security, and private concerns, but that will soon end. As of the time of this writing, we are being ushered into the era of Web3. So, what is Web3?

Web3, or Web 3.0, is the future of the Internet, focused on being more user-friendly, secure, and decentralized. It uses blockchain, decentralized data storage, and peer-to-peer networks to build a more open and transparent online world. Web 3.0 is the next generation of the Internet, where users have more control over their data and online experiences. It uses advanced technologies like blockchain and artificial intelligence to create a more

decentralized web. This allows users to interact with each other directly without relying on centralized platforms or intermediaries.

This is how [NFTs](#) work. Users talk to websites through peer-to-peer networks instead of big company servers. So, you own your data and can do things without middlemen as long as you have the Internet and a crypto wallet.

Some cool features of this decentralized web (Web3) include:

- More control for users over their content.
- No need for big companies to be in charge.
- Better privacy and security.
- Easy, direct sharing between people.

As Web3 grows, the Internet will change a lot. It will improve the online world for all of us, not just big companies. Augmented Reality (AR) is an important technology that's changing how we experience Web3. Let's explore how AR is reshaping Web3 experiences.

How AR is Reshaping Web3 Experiences

In Web3 environments, AR plays a significant role in enhancing user interactions and experiences. Here's how:

● Enhances Collaboration

Teamwork usually involves coming together to discuss and work on a project. With [Zoom](#) meeting calls, you can gather with your team members remotely.

However, AR can enable more engaging and interactive collaboration within Web3 environments, allowing users to collaborate more easily on shared projects and ideas. This helps remote work grow faster by saving workers time and money. For example, using [Microsoft HoloLens](#), you and your teammates in different places can work together on 3D models in their offices, making decisions and spotting issues more easily.

● Immersive Experiences:

In the future, Augmented Reality (AR) and Web3 will work together, letting people interact with digital objects in a way that feels like interacting with real-life things. You already know that games have always been fun and immersive, but have you heard of a blockchain project called [Cryptokitties](#)?

Cryptokitties is a popular blockchain-based game with a new AR feature that allows you to visualize and interact with their digital cats in real-world environments.

These cats are virtual pets that you can buy, play with, and breed. This one-of-a-kind project uses Augmented Reality (AR) to make the Web3 world feel more lifelike and engaging, creating a fun and interactive experience for users.

- **Personalized experiences:**

You're aware that Augmented Reality (AR) and Web3 will join forces, allowing people to engage with digital objects in a way that feels like interacting with actual, physical things. However, innovative projects like [Decentraland](#) seek to offer more than just immersive experiences.

With AR, Decentraland can tailor Web3 experiences to individual users. Decentraland was the first virtual world that its users fully control. It lets people own, create, and manage their digital stuff and adventures. Decentraland is an exciting project in the virtual world called Metaverse. It lets users build and explore digital spaces. Augmented Reality (AR) seamlessly integrates the physical and virtual worlds to create an amazing experience.

By combining AR with Web3, users can experience the Internet more immersive and engaging, opening up new possibilities for interacting with digital content and services.

- **Digital Collectibles:**

Non-Fungible Tokens (NFTs) and other Web3 assets are traded in Web3 space. However, AR is changing the game. Platforms like [Veve](#), [Terra Virtua](#), and [Somnium Space](#) use AR to market and trade NFTs. Users can showcase their NFT collectibles in real-world settings and even take photos with their favorite characters or art pieces.

With AR, users can bring their NFTs to life and interact with them in their physical environments. Looking at everything augmented reality (AR) can do, it's easy to see how it's changing how we experience the Internet. AR brings new life to games, personalizing the content we see and mixing the real world with the digital one in exciting ways. There's no telling how quickly AR will become a daily part of our lives, but one thing's for sure: the future of the Web3 is set to be more fun, interactive, and engaging than ever. By understanding and leveraging these trends, businesses can create exceptional customer experiences that ensure brand loyalty and success.