

Location AR

Location-based AR is a powerful sub-form of a marker less AR system. Therefore, it doesn't require any physical target or unique markers to execute the rendering of AR experience and identify where to put a virtual object in the user's environment.

Location-based AR technology, in fact, uses GPS data and a digital compass to define the user's device location and position. GPS is a system of 30+ navigation satellites circling Earth. We know where they are because they constantly send out signals. A GPS receiver in your phone listens for these signals (a.k.a three satellites at any point of time, any location point). Once the receiver calculates its distance from four or more GPS satellites, it can figure out where you are.

For example, location-based AR would be quite helpful to show outdoor augmented information to the users, who are moving around holding their phone, and then, when a place of interest is spotted, they can move physically near it and enjoy a marker-based in-place experience.

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