

## **Call for paper**

### **Special Session on Augmented Reality Applications**

Augmented reality (AR) perceived as the technology of the future. Several years ago, the term augmented reality are very peculiar to the mass, but today, numerous application emerging every day. All From the steady development of ground breaking augmented reality, where it transforming the way the mass see and learn from their surrounding and is revolutionizing companies' business models. The ability to bridge the gapped between the digital and real world producing extraordinary experiences. Starting from virtual reality (VR), the virtually processed environment by computer to augmenting the user reality into new perspective and information rich surrounding and now the hybrid of the two world, a mixed reality (MR). Top brands and companies has make a special places for augmented reality on achieving wider market. Virtual fitting room in e-commerce, digital marketing in form of gaming, geolocation based apps suggesting the navigation for the best burger in town and life 3D images popping out of a regular books are just a few examples augmented reality has storm it way into our daily routines.

The major aim of this workshop is to bring researchers from different fields to address issues related in augmented reality in term visual representation, information processing and applications into perspective. This will further contribute toward more advanced augmented reality technology implementation. Consequently, the range of topics covered in this session is wide, including but not limited to:

- Augmented reality based E-commerce / M-commerce
- Augmented reality based digital marketing
- Augmented reality based geolocation
- Augmented reality based educational resources
- Augmented reality in industrial applications
- Augmented reality in military applications
- Augmented reality in medical applications
- Augmented reality tracking algorithms
- Augmented reality devices

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