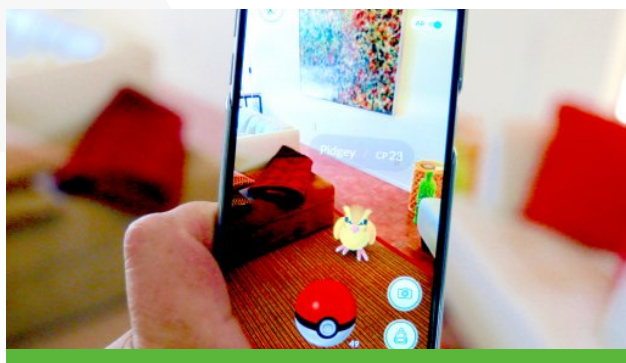ptc academic

AR in OTHER SPACES:
MUSEUMS AND ART

With innovations in augmented reality, we're able to experience exhibits in an easy, fun, and educational way. See how engineers are bringing augmented reality to different spaces for an added layer of interactive learning.

Augmented reality (AR) has woven itself into everyday society. We now see children and adults catching Pokémon using AR and location-based software on the popular app, Pokémon Go. Similarly, the Play Disney Parks app, which allows visitors to play games, listen to music, and explore the theme park in a whole new way, has added an interactive quality to technology that goes beyond traditional video gaming.

Pokémon Go uses location-based software and augmented reality to bring the world of Pokemon to life.

The AR experiences that PTC Academic creates using software like Creo®and Vuforia Studio™ allow student designers and engineers to bring their creations to life while learning to use the software for future use in industry. Academe is just one of many spaces where these AR experiences are flourishing.

"Story of the Forest" gives visitors a colorful interactive experience through augmented reality.

At the National Museum of Singapore, an immersive AR experience called, "Story of the Forest", enables visitors to interact with 3D animations created from the William Farquhar Collection of Natural History Drawings. A phone or tablet allows museum visitors to learn and interact with the art and related information.

Similarly, the Smithsonian Institution in Washington D.C. employs AR technology through its "Skin and Bones" app for an anatomy exhibit in the Bone Hall. Visitors can use the app to overlay skin onto the bones and bring them to life through AR animation. The app is also accessible outside the museum, offering an engaging learning experience that reaches a broader audience.

Visitors to the Art Gallery of Ontario in Canada can engage with the displayed artwork through animated AR overlays using an AR installation called, ReBlink. The combination of real-world artwork and technology brings together the physical and digital worlds in a way that is both informative and enjoyable.

ReBlink's art exhibition remixes classic paintings with augmented reality features.

By using AR to bring art and history to life, museums and art galleries are encouraging people to interact more with others, as well as the exhibits on display. People of all ages can now interact and learn through this AR technology, making it part of our everyday lives in an unprecedented way.

ABOUT THE AUTHOR

Delaney McDevitt is a marketing copywriter for the PTC Academic team with a background in content writing and creative writing.