

AR, VR, 360 and Journalism

UK Conference of Science Journalists, Oct. 16, 2018

Glossary

- Augmented Reality: Real world with superimposed media
- Virtual Reality: Entirely created world
- Mixed Reality: A little of both
- 360: Media that allows users to see in all directions



Business Impact

NASA is using HoloLens AR headsets to build its new spacecraft faster

Lockheed Martin engineers wear the goggles to help them assemble the crew capsule Orion—without having to read thousands of pages of paper instructions.

by Erin Winick October 9, 2018

W

hen you work at a factory that pumps out thousands of a single item, like iPhones or shoes, you quickly become an expert in the assembly process. But when you are making something like a spacecraft, that comfort level doesn't come quite so easily.

like a spacecraft, that comfort level doesn't come quite so easily.

“Augmented reality is the ‘boy who cried wolf’ of the post-Internet world. It’s long been promised but has rarely been delivered in a satisfying way.”

– *Om Malik*



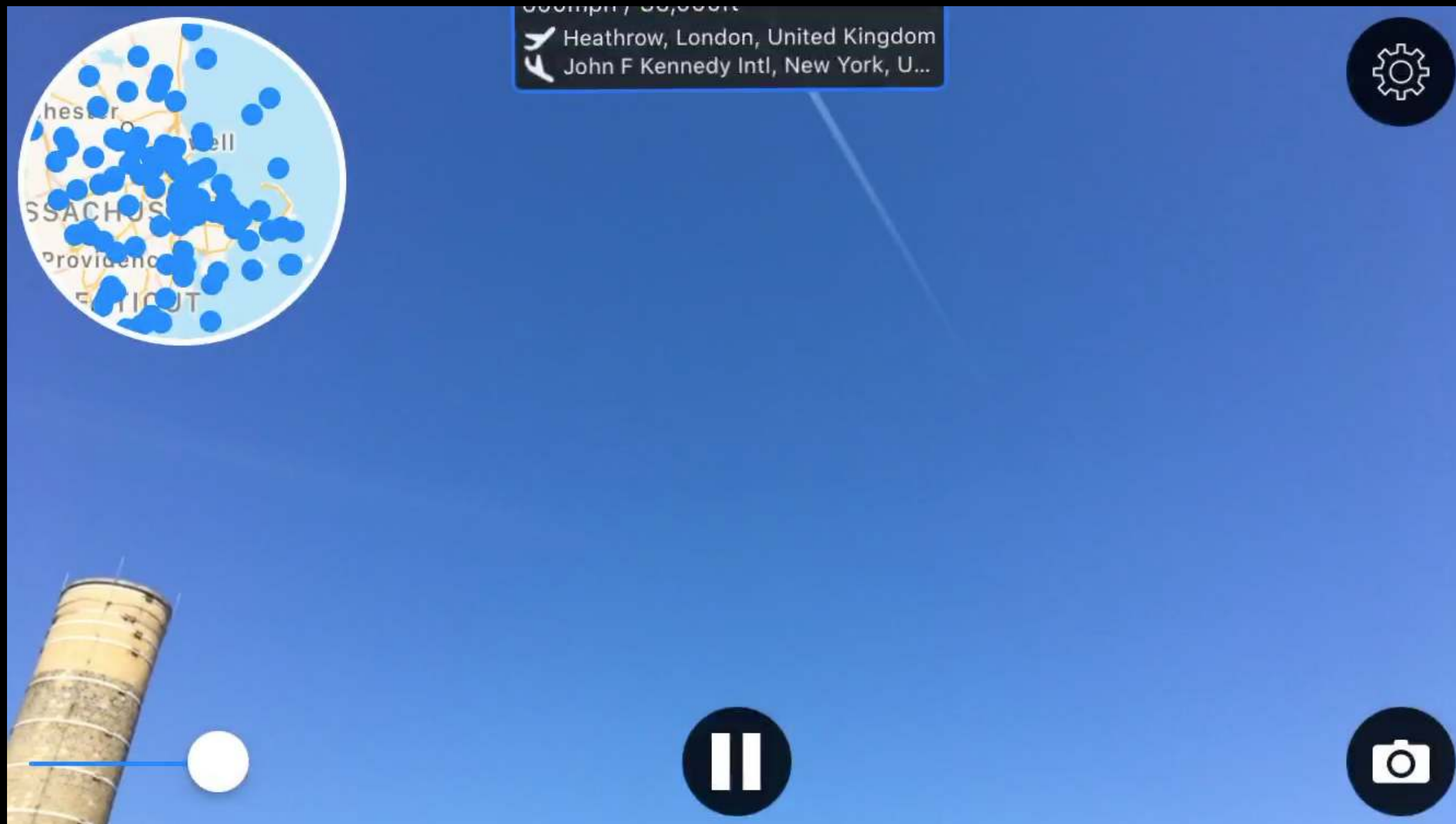
Relevance to journalism

- Engaging technology
(built into most smart phones)
- Truly social news
- “Just in time” information
- New meaning to context
- Augmented reporting

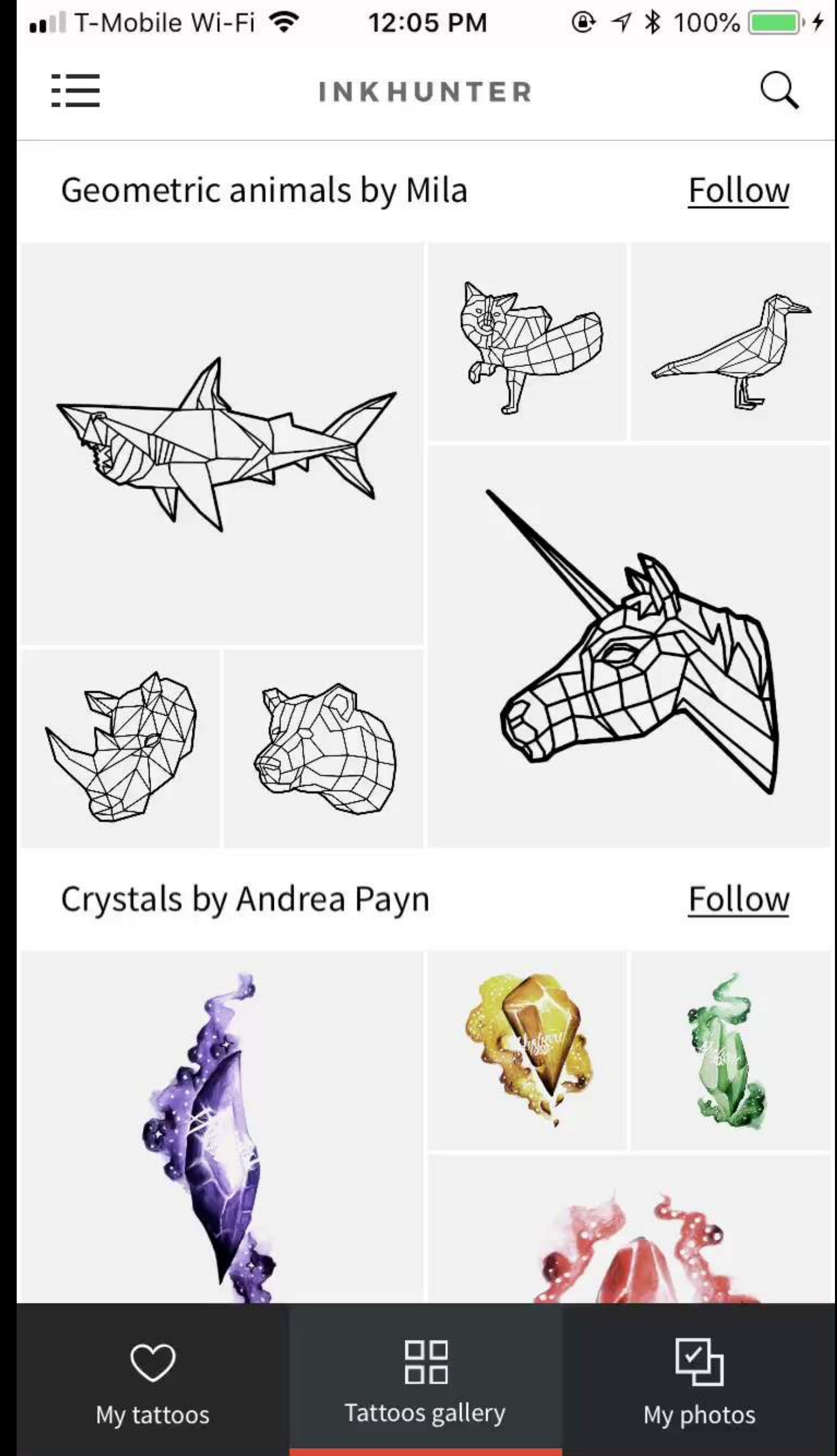
But... *caveat emptor!*

- New form of storytelling
- Not quick, easy, or cheap
- Nobody really knows anything
- Still experimental

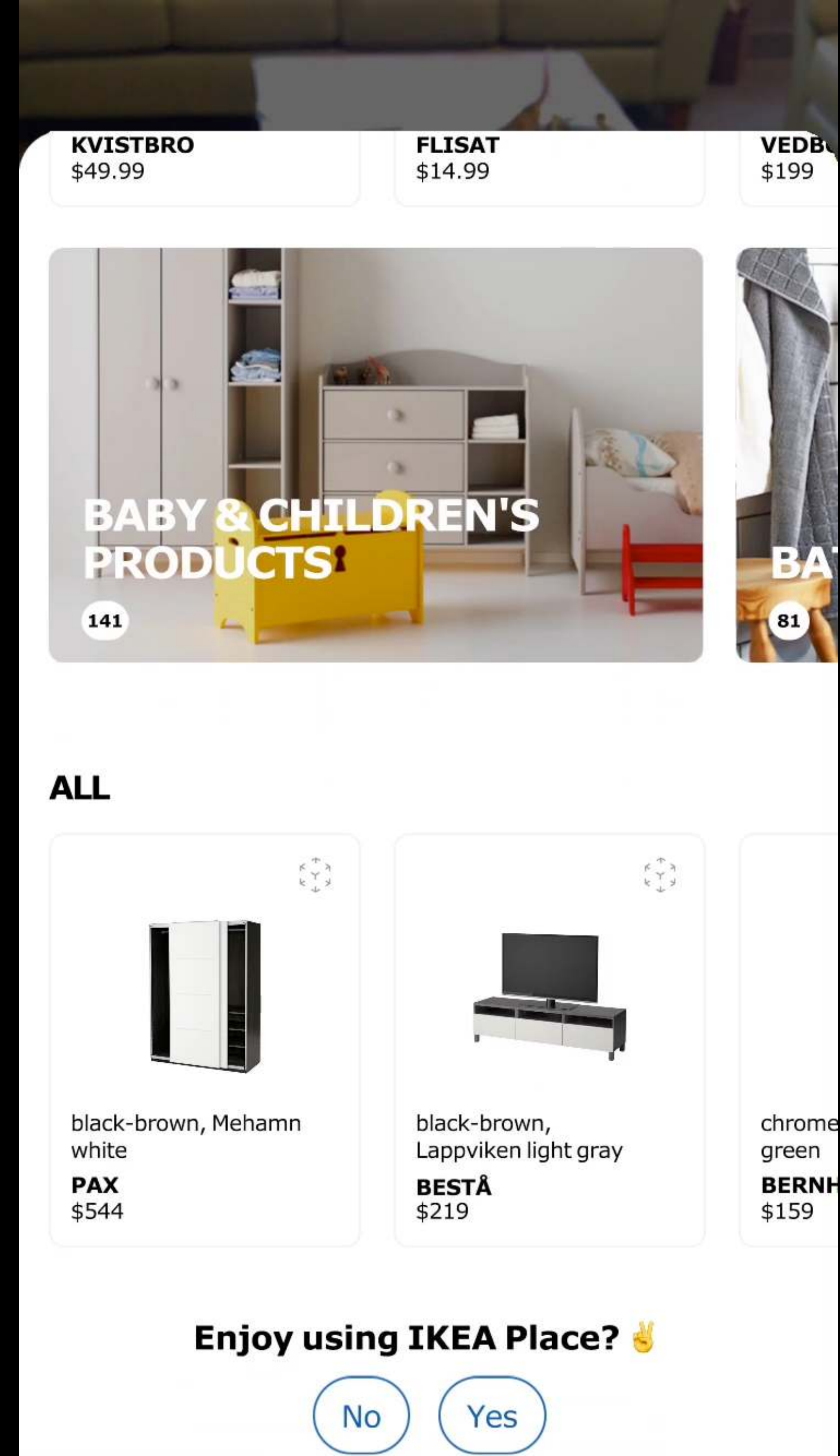
Labeling



Markers

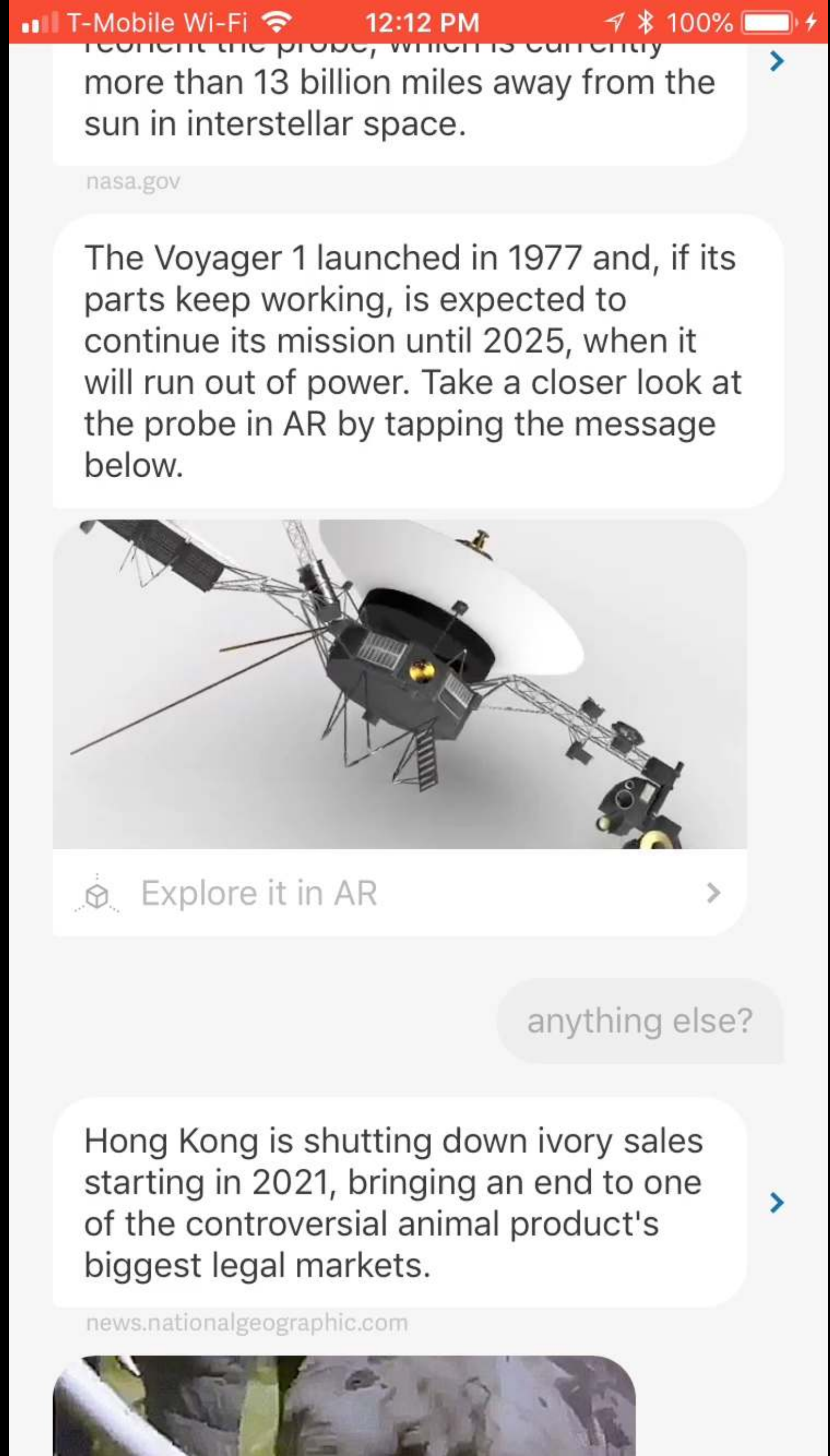


Object placement



**Newsrooms are starting
to take notice**

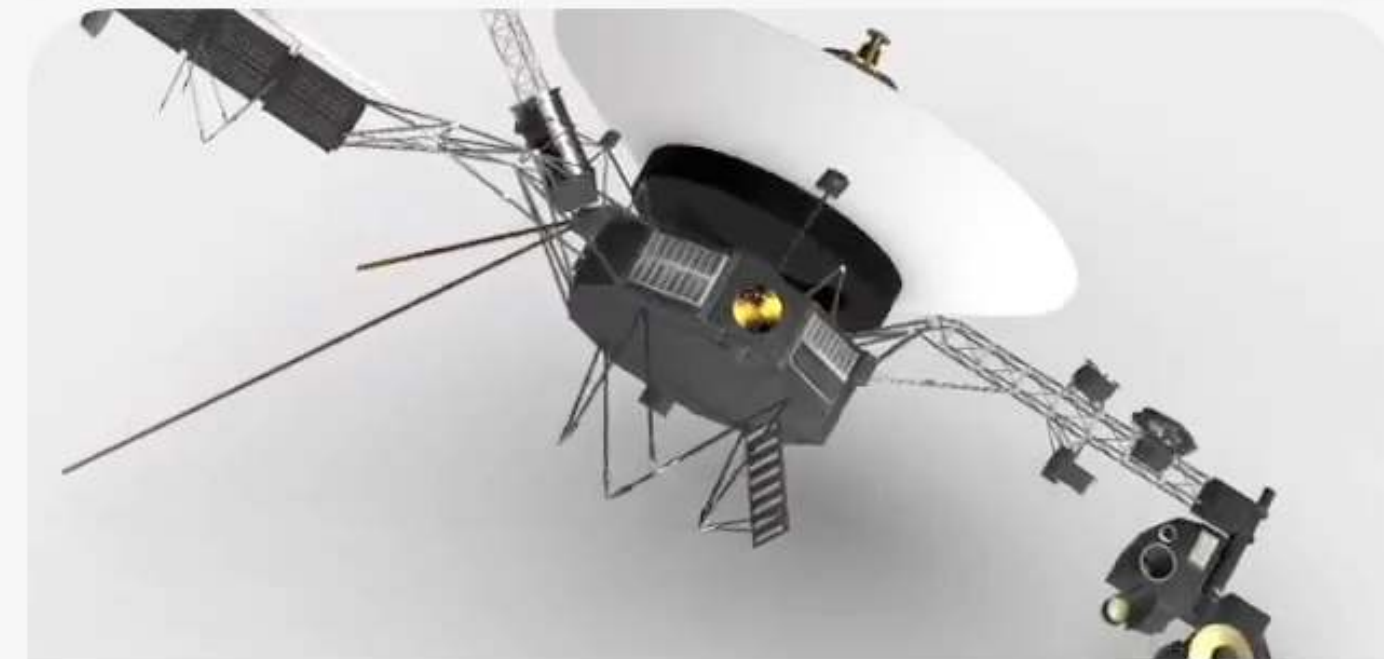
Quartz



recently the probe, which is currently more than 13 billion miles away from the sun in interstellar space.

nasa.gov

The Voyager 1 launched in 1977 and, if its parts keep working, is expected to continue its mission until 2025, when it will run out of power. Take a closer look at the probe in AR by tapping the message below.



Explore it in AR

anything else?

Hong Kong is shutting down ivory sales starting in 2021, bringing an end to one of the controversial animal product's biggest legal markets.

news.nationalgeographic.com





(The Post)

The speediest Winter Olympic sports

How the top speed of different winter events compare.

By Washington Post staff • 2 months ago



Latest News



Sections



Alerts



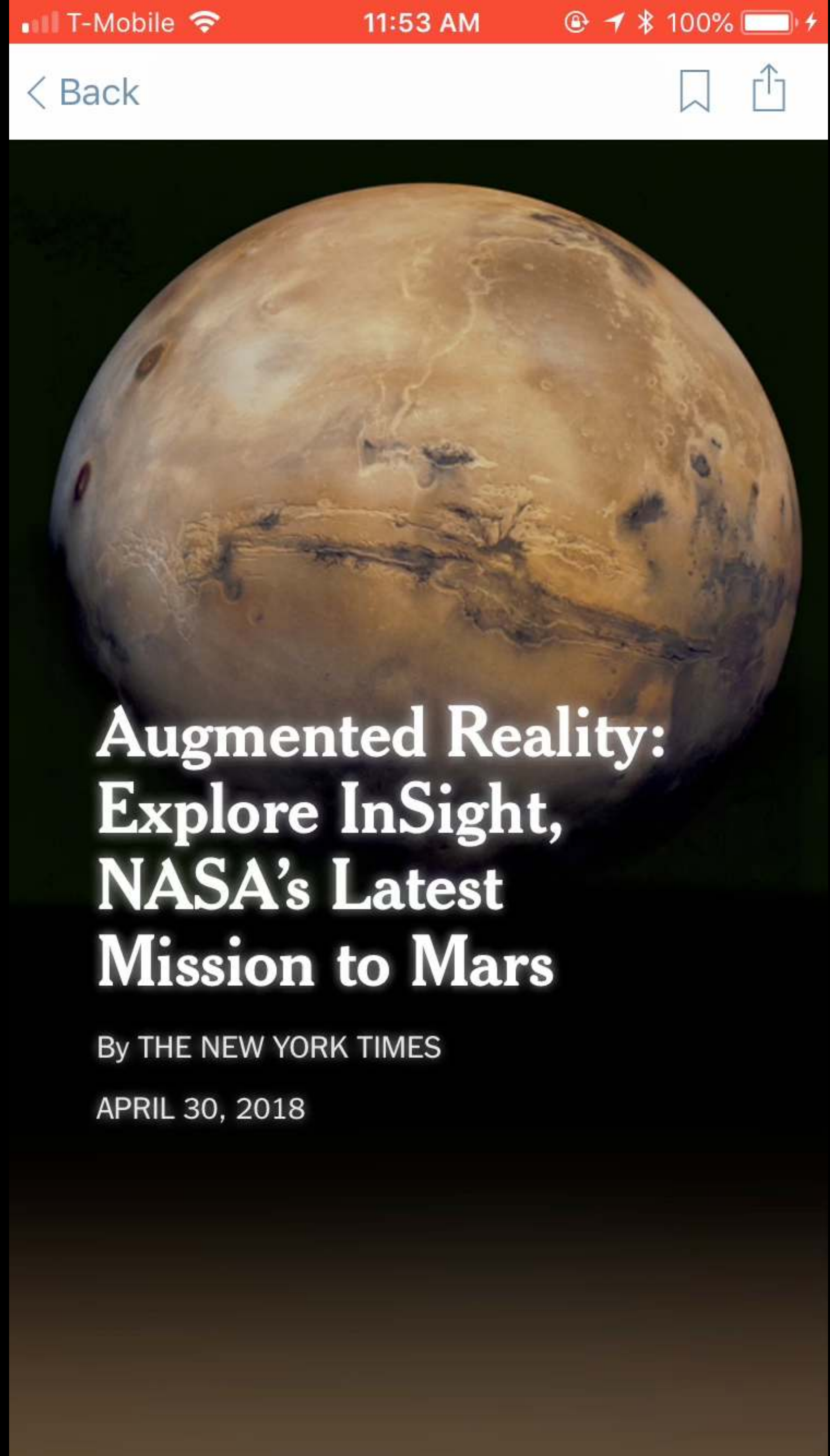
Saved



Print

Washington Post

New York Times



Augmented Reality: Explore InSight, NASA's Latest Mission to Mars

By THE NEW YORK TIMES

APRIL 30, 2018

“In the past, journalism has reacted to this type of technological shift with panic, doomsday predictions, and then innovation.”

– Peter Ward