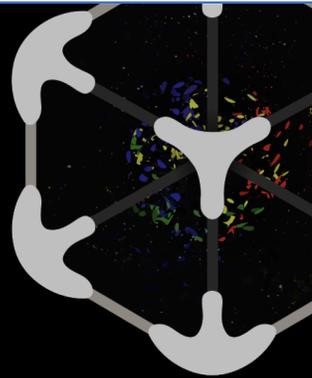


# emerging technologies

By: View Inc

A perfect storm of innovation



5G Network



Sensor Array



Processors

```

// MARK: - Update
func translate(_ object: virtualObject, basedOn screenPos:
guard let cameraTransform = sceneView.session.currentF
let result = sceneView.smartHitTest(screenPos,
infinitePlane: Alignment
objectPosition as? ARPlaneAnchor {
allowedAlignment alignment
dHorizontalPlane {
dVerticalPlane {
let planeAlignment: ARPlaneAnchor.Alignment
if let planeAnchor = result.anchor as? ARPlaneAnchor {
planeAlignment = planeAnchor.alignment

```

Wearables



NFC



Language

The world of digital marketing is evolving and it's driven by the technology used to deliver and consume content. Today, we are seeing very similar patterns to what we saw with video consumption back in 2004; except this time, with mixed reality. Fuelled by big tech investment, which is supporting new ways of creating and consuming content, and pushing the next generation of marketing into the future.

What used to require an app can now be browser based, and what smartphones and stronger broadband did to music and video consumption, the next mass-produced phones and equipment such as sensors, NFCs, and wearables, along with the arrival of 5G, will now do to mixed reality. We're also seeing huge leaps not only in software and hardware, but in file formats which are shifting us away from static to dynamic content. After all, similar advancements helped create the likes of YouTube, as it would have never been successful without the parallel leaps in network infrastructure and file compression.

Another progression, is the growing "ecosystem" approach lead by Apple, which is making it easier for marketers to integrate experiences across multiple platforms and create a consistent message to their audiences. As an example, we can now build apple pay into a mixed reality experience, creating a call to action for greater engagement! This is possible today. It's these types of incremental improvements, delivering new experiences to both marketers and audiences.

If you're getting a sense that we're experiencing the perfect storm of technology innovation, you are not wrong. The time to get involved is now and everyone can benefit right away. Consumers can get better content instead of repetitive ads and marketers can now create more immersive, creative and effective experiences. Together, we can cultivate a better and longer lasting connection with our audiences and the brands we love.

If you are interested in learning more about AR, please visit [arvew.com](http://arvew.com). Vew is a collaborative app which helps create, manage, and publish mixed reality experiences all within a single mobile application. It is the simplest way to dip your toes in AR and start to learn about all the benefits and advantages it can bring to you and your audience.

