

PR and AR: Is it beneficial?

Augmented reality is a development from artificial intelligence that uses technology to layer digital objects on top of the real world. Some people see all of these new technological advancements and want to throw their phone away and go off the grind. Others see these advancements as useful and are taking advantage of the new opportunities.



One company that has taken advantage of AR is Crate and Barrel. They are a home decoration store and have added a feature on their app that lets customers view a piece of furniture in their own home.

I tried out the new feature for myself and viewed a pouf in my room. For myself, this feature is great because I have a smaller room and a specific color scheme that I want to stick to. Viewing different furniture in the limited space that I have is very helpful so I can see what works and what doesn't. Below you can see the Crate and Barrel feature.

I think that all companies should start using AR in some way. It doesn't seem to be going anywhere and will only grow more and more. AI can help with generating ideas, creating content, and communicating concepts.