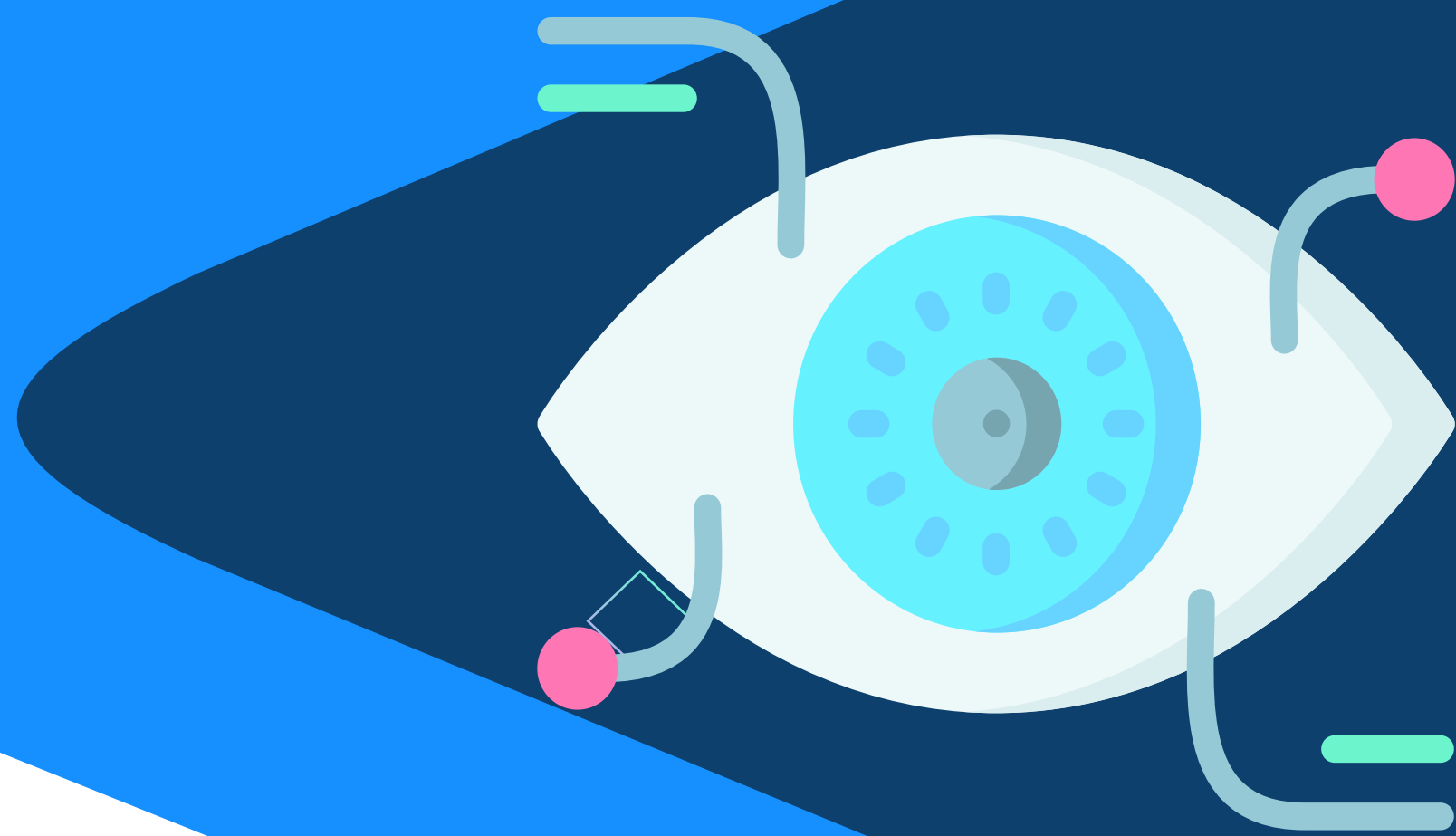


# Differences between technology realities



## Augmented Reality (AR)

AR is a technology that superimposes computer-generated images on the real-world. It integrates virtual data (images, text, graphics) to enhance real objects.

Benefits for businesses:

- Real-time data
- Execution guidance

## Virtual Reality (VR)

VR is a 100% immersive experience in which a person interacts with an artificial environment through an electronic device (helmet, screen, or others).

Benefits for businesses:

- Prototyping and Design
- Improved workflows



## Mixed Reality

As the name suggests, MR mixes both physical and digital worlds. The technology allows human, computer, environment interactions, through electronic devices.

Benefits for businesses:

- Digital workflows
- Training experience



## Conclusion

AR, VR and MR are part of the “**Extended Reality (ER)**” concept, that is becoming popular due to its wide range of benefits. The **Covid-19** has pushed companies’ **Digital Transformation**, also creating a lot of awareness around these technologies.