

FUNDAMENTALS OF AUGMENTED REALITY

“Step into the Future — Learn How Augmented Reality is Reshaping the Real World”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

This course provides a comprehensive introduction to Augmented Reality (AR), exploring its principles, platforms, applications, and development tools. Participants will gain hands-on experience and foundational knowledge to understand how AR enhances the physical environment by overlaying digital content and how it’s being applied in various industries like retail, healthcare, education, and manufacturing.

Objectives

By the end of the course, participants will be able to:

- Understand what Augmented Reality is and how it differs from virtual reality.
- Explore current AR hardware and software platforms
- Learn how AR is applied in real-world scenarios
- Build basic AR experiences using industry-standard tools
- Identify opportunities and challenges in adopting AR technologies

Why Attend

AR is revolutionizing how people interact with the digital world. Whether you're a decision-maker, designer, educator, or developer, this course will empower you to think innovatively and practically about implementing AR in your field.

Target Audience

- Business professionals exploring AR strategies
- Designers, developers, and content creators
- Education, training, or marketing professionals
- Engineers and technology enthusiasts
- Anyone curious about the future of spatial computing

Individual Benefits

- Acquire future-relevant tech literacy
- Learn AR design and development fundamentals
- Understand use cases in your domain (training, marketing, education, etc.)

Organizational Benefits

- Build internal capability for immersive experiences
- Explore AR applications to improve customer engagement and training
- Stay ahead of technological trends for digital transformation

Instructional Methodology

- Instructor-led lectures
- Interactive AR demos and use-case walk-throughs
- Hands-on labs with AR apps (e.g., Unity, Spark AR, WebAR)
- Group ideation and problem-solving exercises

Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: AR Concepts and Ecosystem

- 07:30 – 09:30 – Module 1: What is AR? Definitions, History, and Evolution
- 09:45 – 11:15 – Module 2: AR vs. VR vs. MR – Comparing Realities
- 11:30 – 01:00 – Module 3: AR Ecosystem – Devices, Sensors, Displays, Platforms

Day 2: AR Applications & Industry Use Cases

- 07:30 – 09:30 – Module 4: AR in Retail, Manufacturing, and Real Estate
- 09:45 – 11:15 – Module 5: AR for Education, Healthcare & Maintenance
- 11:30 – 01:00 – Module 6: Consumer AR vs. Enterprise AR Case Studies

Day 3: AR Development Tools

- 07:30 – 09:30 – Module 7: Overview of AR SDKs – ARKit, ARCore, Vuforia
- 09:45 – 11:15 – Module 8: Unity 3D Basics and Scene Building
- 11:30 – 01:00 – Module 9: Creating Marker-Based & Markerless AR

Day 4: Hands-on AR Experience Creation

- 07:30 – 09:30 – Module 10: Integrating 3D Models and Interactions
- 09:45 – 11:15 – Module 11: Testing & Optimizing AR for Mobile Devices
- 11:30 – 01:00 – Module 12: Building an End-to-End Demo Project

Day 5: Strategy, Ethics & Future Trends

- 07:30 – 09:30 – Module 13: AR Business Models and Monetization
- 09:45 – 11:15 – Module 14: Ethics, Privacy, and Human-Centered AR Design
- 11:30 – 01:00 – Module 15: Final Presentation, Group Showcase & Certification Ceremony

Certification

Participants will receive a Certificate of Completion for Fundamentals of Augmented Reality, demonstrating their foundational understanding of AR technology and its applications.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net