INclusion

Toolkit - Resources for trainers

Augmented Reality Technology in a social enterprise

Objectives and how to use it

Augmented Reality (AR) technologies are increasinbly becoming available and are more widely used by a variety of companies. A social enterprise has much to gain from using AR content within their services or products. An example is the use of AR in the educational sector. A social enterprise providing training and educational services can integrate AR features within their courses to a) provide indepth training content for discussions, b) allow for content interaction and integration of multimedia features, c) augment content and allow for deeper understanding of the material to occcur by the trainees, d) enhance the learning delivery by incorporating mobile devices in the learning environment and delivery.

Social enterprises can themselves train their staff to create AR features and markers for use. AR markers can be printed, used online, on websites thus, they are easily integrated in the course design by in-house trainers.

Description

Create AR markers by using specific AR software such as Arloopa or Zappar. They have free versions (with limited capabilities) but nonetheless, can be used to present more engaging content.
AR technologies are here to stay and large companies have heavily invested in hardware that will become easier to use in the future and will allow even more advanced features to be designed.

Currently, the available software such as the above, have a short learning curve supported by many HowToVideos and user manuals that will allow any person with limited technical skills to create AR features.
Social enterprises can promote social dimension and social entrepreneurship faster, more efficient as well as reach more targeted people and companies with this technology.

Resources / Material required

- Youtube videos on how to use AR software
- License for AR software
- Printed material for use of AR markers

THE GLOBAL GOALS