

Chapter 8

Extended Reality and the Future of Digital Advertising

Tina Korani

San Jose State University, USA

Jingyue Tao

Univeristy of Texas at Austin, USA

ABSTRACT

This chapter introduces the emergence of augmented reality (AR) advertisements, application of AR in business, and the effectiveness of AR in storytelling; virtual reality (VR) advertisements, other mixed reality advertisements; and then discusses recent advancements as well as the future of advertising with mixed reality (AR, VR, MR).

IMAGINE. . .

It is her sister's birthday tomorrow, and Taylor doesn't know what to buy her. Surely her older sister, the successful DNA designer, has everything she could want. Taylor pauses from her work to open her favorite fashion magazine. With her augmented reality glasses on, she watches as the magazine becomes 3D. The ads move inside their frames to run through their spiels before resetting. She listens to the interviews as she reads along. A new perfume catches her attention, so she taps on it. An enhanced hologram pops up to show the exact shade and size, which she admires. She reaches out and touches the bottle. She loves living with touch sensory technology. How is she supposed to do any shopping without it?

Checking the time on her wristphone, Taylor sees it's almost time to meet her friend downtown for coffee. She packs her glasses and heads out. On her way, she punches two buttons into her wristphone to catch an AirLyft. Then she steps outside and shivers. Winter has come earlier than she expected. Fortunately, she is wearing her new thermo-tec jacket that automatically warms her up to her preferred temperature. The air taxi arrives. It's a brand-new model that she likes; she enjoys the low beam light reflectors and wonders if this car really could cross the English Channel. Her wristphone beeps, confirming her

DOI: 10.4018/978-1-7998-3844-9.ch008

Extended Reality and the Future of Digital Advertising

identity before the door opens. Her jacket cools down once the door shuts. Relaxing in her seat, Taylor catches a glimpse of herself and her friends on the building's window beside them through projections and drones which distract her on the boring drive. The technology integrations also include memes and ads along the way.

Taylor arrives and once she slips on her augmented glasses, she climbs out of the car. It isn't a street she has explored before. There's a fountain nearby with projections for directions and advertisements. With her glasses on, she views the customer ratings in the stores nearby, deciding the geolocation shop could be fun. It allows for a short adventure where she could travel anywhere through VR, even experimenting with the new Mars colony. Taylor focuses on her glasses as her augmented reality (AR) navigation reminds her that the coffee shop is the next store. A message appears saying her friend has arrived. She walks inside but can't find her. Taylor clicks on her wristphone to ask about sharing locations.

Once her friend accepts, Taylor's glasses offer navigational aid with a 3D personal avatar that leads her up the stairs. The two women reunite eagerly, hugging and catching up as they order from their seats. Taylor adores her friend's skirt and knows her sister would love it. She taps her wristphone and directs her glasses at the skirt. A "Learn More" button appears, and Taylor clicks on it. Using a picture of her sister, Taylor sees how it might look if she did buy it. She reads about the brand and sees the "Buy Me" button blinking but decides to save it to her basket for later.

Glancing around the shop with her glasses on, Taylor notices the cakes. She decides to enjoy a slice with her drink. Taylor and her friend indulge in their treats and then enhance their AirLyft ride to her place by adding mixed reality entertainment for the duration. Choosing karaoke, Taylor picks a singer from the early 2000s after whom she was named, placing the hologram between them. They both sang the whole way to her home. While sometimes technology can feel intrusive, Taylor loves the easy opportunities that smart tech provides. If this is the type of entertainment that could be enjoyed now, what might exist in 2080 or even 3000?

INTRODUCTION

"Augmented reality is the 'boy who cried wolf' of the post-Internet world—it's long been promised but has rarely been delivered in a satisfying way." ---- By Om Malik, Senior Tech Writer

There has been an exponential improvement of computing technologies in recent years that have enabled the application of alternative media formats to new fields and audiences. So-called "interactive media" introduces a dynamic aspect to media consumption and presents more opportunities for the viewer to learn about products of interest. Rising popularity in such interactive media comes from increasing ease of accessibility and an uptick in media producers utilizing mixed reality in their creative projects. Previously clunky and expensive hardware has been refined to offer a more affordable and usable consumer-grade experience.

As a result of advancements in the field of immersive and interactive media, these technologies are available on most smartphones and are accessible on social media or through web links. Advertisements can be easily accessed through scanning a QR code or opening social media and selecting a photo filter.

13 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/extended-reality-and-the-future-of-digital-advertising/299605

Related Content

The Impact of Social Media on Communication

Azadeh Eskandarzadeh (2024). *Advancements in Socialized and Digital Media Communications* (pp. 28-34).

www.irma-international.org/chapter/the-impact-of-social-media-on-communication/337938

Empathic Brands: Proposing a Model for Its Measure and Evaluation

Alexandre Duarte and Mafalda Sotto Mayor Gregório (2022). *Navigating Digital Communication and Challenges for Organizations* (pp. 168-185).

www.irma-international.org/chapter/empathic-brands/301388

The Whole Flying Cars Thing: Sky Frontiers of the Future

Phylis Johnson (2022). *Redefining Journalism in an Age of Technological Advancements, Changing Demographics, and Social Issues* (pp. 147-150).

www.irma-international.org/chapter/the-whole-flying-cars-thing/299610

Examining 7th Graders' Tablet-Created Screencasts to Promote Safe Driving: Reflections from a Service-Learning Project

Jill Castek and Heather Cotanch (2014). *Exploring Multimodal Composition and Digital Writing* (pp. 186-200).

www.irma-international.org/chapter/examining-7th-graders-tablet-created/78597

Gif as a Narrative Tool

Wayner Tristão Gonçalves (2021). *Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines* (pp. 224-239).

www.irma-international.org/chapter/gif-as-a-narrative-tool/267598