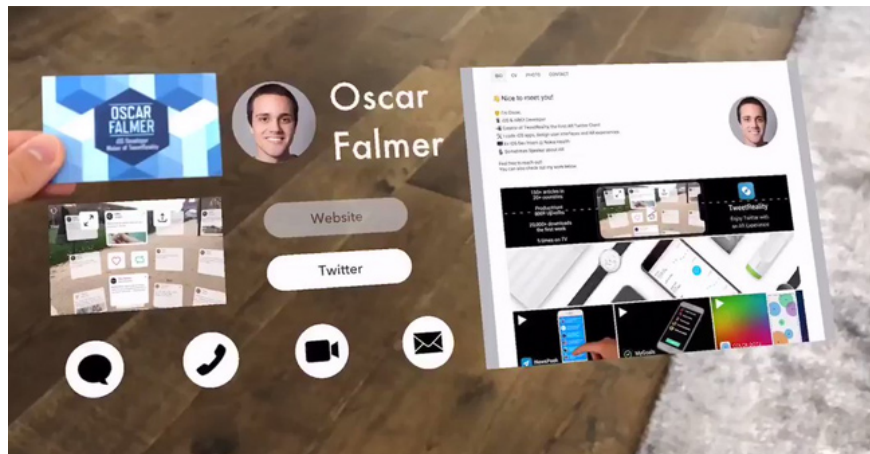


# Can this 'magic tricks' AR card replace the paper business card in the future?

Thanks to the integration of AR technology, this business card can display the keys to text, call, email, call Facetime or access the website of the person on the card.

A business card template with augmented reality technology (AR) was created by developer Oscar Falmer. It looks no different than a normal business card, but thanks to the integration of AR technology, it can display the keys to text, call, email, call Facetime or access the website of people on business cards. In the real world, when this business card moves, all virtual elements will move as well. These AR business cards are an effective solution to expand the content for traditional business cards, which have limited space.



Oscar Falmer uses Live Image Tracking Technology (Image Live Traching Technology) of ARKit 2.0 (Apple's augmented reality development environment) that allows smartphones to track an image in 3D and use it is for adding digital images to physical space. This unique idea was developed by Falmer in only 3 days.

To see the additional features of this business card, you will need a smartphone that has a card reader application installed. Once you open the application, you just need to project the phone into the card, additional information will appear.

However, this AR business card will be hard to come true in the near future because of the disadvantages of AR applications.



Nobody will be interested in wearing glasses like this when reading a business card.

Flamer acknowledged that AR applications still have certain hardware limitations. HoloLens, Vuzix or Daqri glasses . are still bulky and expensive. This is the reason why AR applications are not commonly used in life.

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