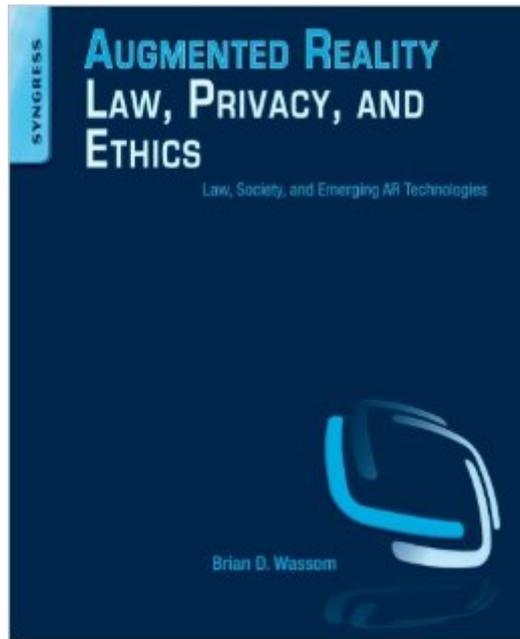# Augmented Reality Law, Privacy, And Ethics: Law, Society, And Emerging AR Technologies

Synopsis

Augmented Reality (AR) is the blending of digital information in a real-world environment. A common example can be seen during any televised football game, in which information about the game is digitally overlaid on the field as the players move and position themselves. Another application is Google Glass, which enables users to see AR graphics and information about their location and surroundings on the lenses of their "digital eyewear", changing in real-time as they move about. Augmented Reality Law, Privacy, and Ethics is the first book to examine the social, legal, and ethical issues surrounding AR technology. Digital eyewear products have very recently thrust this rapidly-expanding field into the mainstream, but the technology is so much more than those devices. Industry analysts have dubbed AR the "eighth mass medium" of communications. Science fiction movies have shown us the promise of this technology for decades, and now our capabilities are finally catching up to that vision. Augmented Reality will influence society as fundamentally as the Internet itself has done, and such a powerful medium cannot help but radically affect the laws and norms that govern society. No author is as uniquely qualified to provide a big-picture forecast and guidebook for these developments as Brian Wassom. A practicing attorney, he has been writing on AR law since 2007 and has established himself as the world's foremost thought leader on the intersection of law, ethics, privacy, and AR. Augmented Reality professionals around the world follow his Augmented Legality® blog. This book collects and expands upon the best ideas expressed in that blog, and sets them in the context of a big-picture forecast of how AR is shaping all aspects of society.Augmented reality thought-leader Brian Wassom provides you with insight into how AR is changing our world socially, ethically, and legally.Includes current examples, case studies, and legal cases from the frontiers of AR technology.Learn how AR is changing our world in the areas of civil rights, privacy, litigation, courtroom procedure, addition, pornography, criminal activity, patent, copyright, and free speech.An invaluable reference guide to the impacts of this cutting-edge technology for anyone who is developing apps for it, using it, or affected by it in daily life.

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Customer Reviews

The legal field is forever catching up to advances in technology. Once of the many examples is the Digital Millennium Copyright Act (DMCA), which only went into effect in 1998. About 7 years after the creation of the World Wide Web.In â ˆAugmented Reality Law, Privacy, and Ethics: Law, Society, and Emerging AR Technologiesâ ™, author, attorney and AR expert Brian Wassom provides a forward thinking approach to how law and augmented reality (AR) work. The topic is near and dear to Wassom, as he heads up the Augmented Legality blog, which focuses on social media law and other new and emerging forms of expression, such as AR. Wassom brings an experts approach to the topic to every page in this fascinating and easily readable book.AR is defined as a live direct or indirect view of a physical, real-world environment whose elements are augmented or supplemented by computer-generated sensory input such as sound, video, graphics or GPS data. It is related to a more general concept called mediated reality, in which a view of reality is modified possibly even diminished rather than augmented by a computer. As a result, the technology functions by enhancing oneâ ™s current perception of reality. By contrast, virtual reality replaces the real world with a simulated one.AR like other emerging and new technologies offer myriad benefits. Wassom details those, in addition to the many legal and privacy issues that go along with them. AR has a dark side to it, which the book details.The implications of AR are huge, and the book takes a look at the social, legal, and ethical issues surrounding AR technology.

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