



Augmented Reality and...

...its impact on the field of technical communication



Presented by Stacey Stevens
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About me

- First learned about augmented reality in 2015 at the STC Summit
- Became an OASIS Augmented Reality in Information Products (ARIP) technical committee member that same year
- Joined the Augmented Reality for Enterprise Adoption (AREA) organization as a sponsor member, also in 2015
- Technical communicator at Boeing for the past 16 years
- I also enjoy singing, water aerobics, and watching movies!



What is augmented reality?

Augmented reality (AR) is a technology that superimposes or overlays a computer-generated image on a user's view of the real world, thus providing a composite view.



Let's take a look:
[Hyundai's AR owner's manual](#)

What is virtual reality?

Virtual reality (VR) is an artificial world of images and sounds created by a computer that is affected by the actions of a person who is experiencing it.



Let's take a look:

[Elders react to virtual reality experience](#)

Differences between AR and VR

Augmented Reality

- Mix of digital and real worlds
- User in touch with the real world
- Delivered through mobile devices and headsets
- Primarily used for business in manufacturing environments and other industries
- Augmented Reality Markup Language (ARML)

Virtual Reality

- Digital world only
- User is isolated from the real world
- Delivered through head-mounted displays or hand-held controllers
- Primarily used for gaming, entertainment, and training simulations
- Virtual Reality Modeling Language (VRML)

What is mixed reality?

Mixed reality (MR) is a digital experience driven by the real-world presence of intelligent virtual objects enabling people to interact with these objects within their real-world field of view.



Let's take a look:

[Japan Airlines holographic training demo](#)

How is augmented reality being used in business?



- The Augmented Reality for Enterprise Alliance (AREA) is the only global non-profit, member-based organization dedicated to widespread adoption of AR-enabled enterprise systems
- Visit this site to see use cases for augmented reality, as well as the latest news and events happening in the industry

www.thearea.org

Recognizing a need for standards

The History

A few technical communicators at Huawei Technologies were asked to write instructions for augmented reality projects.

This was the first time they were asked to do this.

The Need

After extensive research, they realized they were forging new ground in this effort.

There were no guidelines for what they were trying to do.

They saw a need to develop standards.

In 2015, the Augmented Reality in Information Products Committee began



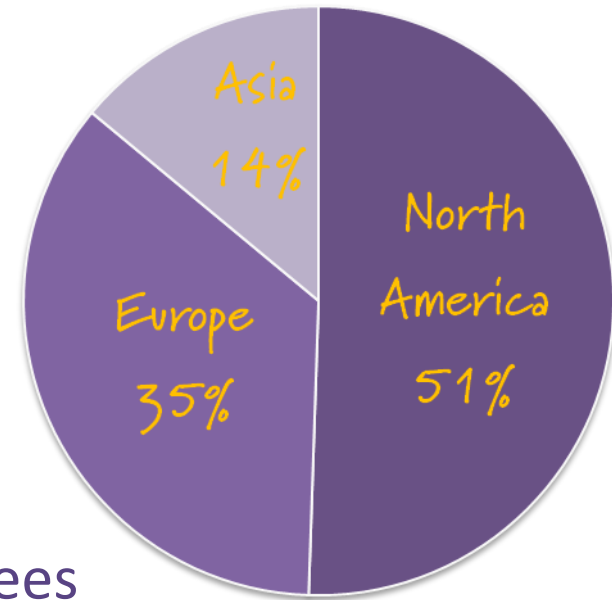
OASIS is a global community of experts who drive the creation and adoption of open standards promoting interoperability, innovation, and freedom of choice.

The goals of the committee

- Develop content standards for augmented reality experiences
- Develop content models that visually tie instructions to the physical world a user sees
- Promote augmented reality content on a global basis
- Use the OASIS open process to collaborate internationally
- Maximize message credibility through a technology-neutral standards consortium
- Actively solicit participation and collaborate with other augmented-reality-related organizations
 - IEEE AR Industry Connections group
 - AR for Enterprise Alliance (The AREA)

About OASIS

- Nonprofit consortium
- Founded 1993
- Internationally recognized
- Home of 70+ technical committees
- ANSI-accredited



Some OASIS members

OASIS members include:



Who will this affect?

- Technical writers
- Information architects
- Instructional designers
- Illustrators
- Usability & human factors professionals
- Trainers
- E-learning developers
- Content developers

Anyone who communicates information, no matter the form.

How will this affect tech comm?

1. Instructions may take on different forms than we are used to creating
2. Subject matter experts may use AR headsets to record steps that we turn into formal instructions
3. User interface guidelines may need to change to accommodate new ways of interacting with a scene
4. Content may need to be delivered just in time, depending on the user's view
5. Text will have to be layered effectively so that it is visible, yet doesn't hide the live scene
6. Determinations will have to be made on what content to include and what to exclude (or offered in a different format)

How to get involved

If your employer is already an OASIS member

www.oasis-open.org/member-roster

No additional dues

Create OASIS user account online

www.oasis-open.org/kmembership_info/person_signup

Join Augmented Reality in Information Products technical committee

www.oasis-open.org/committees/join.php

If your employer is not an OASIS member yet or you're self-employed

Choose membership category

www.oasis-open.org/join/categories-dues

Submit membership agreement

www.oasis-open.org/join/membership-agreement.pdf

Contact join@oasis-open.org

Contact information

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Questions?

