

A Survey on Augmented Reality Based E-Commerce

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Abstract:- Augmented reality (AR) works on integration of digital content with real-world object in real time. Enhanced reality allows direct access in real time to implicit and context-related information. Enhanced reality enhances our understanding of the world through the enrichment of the true environments of what we see, feel and hear. With every passing year, the e-commerce industry grows rapidly today. With the advent of increased market reality, not only e-commerce companies, but other enterprises can be regarded as at the queue to give their customers the greatest experience using technology. The notion of Augmented reality has been of considerable benefit to the firms as they help present the customer with a real time experience of the product to their customers and thereby lessening the dilemma that the customer experienced earlier. Enhanced reality applications can do a lot to eliminate e-commerce purchases' uncertainty. They let buyers visualize the product in the context of their physical space. This understanding is possible through structured analysis of present AR technology and the following research papers and how features including Model Rendering , Target Detection ,Dynamic contextualization affect the user experience.

Keywords:- Shopping , AR , Solution Approach, Model Rendering , Target Detection ,Dynamic Contextualization.

I. INTRODUCTION

[6, 7, 8, 9, 10] Evolving Augmented Reality (AR) became the new technology of the 21st Century, but it has existed before the 2nd millennium of the 20th Century Research in AR in numerous domains such as education, medical and so on has been able, over the past few years, to immerse our minds in experiences that accept AR temporarily as another true version. [1] Enhanced Reality is a way to refresh our senses with computer-generated information, including drawings, video, text and GPS taken with a camera, cell phone or other device. to see a person's physical nature through a particular device. [11] The user can find the material very engaging in an AR-enhanced platform and can be easily altered in digital view. Implementation of increasing reality (AR) mobile terminals are a hot topic of interest for mobile applications and the interaction between people and machines. Mobile AR combines intelligent display, registry tracking, convergence of virtual and reality and computer interactions with mobile or smart devices. This allows the virtual 3D object to be fully attached to the actual customer scene, thereby increasing the range perceived. Mobile terminals are key topics of concern for mobile application and the application

of Augmented Reality (AR) interaction between human and machinery. Mobile AR combines intelligent display, registry tracking, convergence of virtual and reality and computer interactions with mobile or smart devices. [24] This allows the virtual 3D object to be fully attached to the actual customer scene, thereby increasing the range perceived.

II. LITERATURE SURVEY

The next generation of computing interface will be delivered by augmented and virtual reality. Combining the visual data with the user's response to interaction with the physical world will be important for fully deploying users. Small portable devices that mimic or impress on the hands are an attractive way forward.[24] They presented Tasbi, a multi- sensory haptic wristband that can deliver squeeze and vibro tactile feedback, in this paper.

In the gaming world, augmented reality has a lot of potential. Virtual game elements can be integrated with the real world using augmented reality technology, enhancing the user experience. [24] Lee et al., for example, used augmented reality technology to create an educational game. Optical see-through Augmented reality (AR) systems are a next-generation computer platform that integrates seamless digital content to provide an unprecedented user experience. [12 and 14] Many of the traditional challenges of these ads have greatly improved in recent years, but today's AR experience is neither too far nor too realistic.

[13] This research proposes a system that captures the figure of a user standing in front of a large display screen using a depth camera. The user can see fashion concepts and outfits that are coordinated to his or her body on the display. As a result, a "magic mirror" effect is created.

Facial animation, video compression / coding, unpopular reality for taxpayers we see, head tracking, facial recognition, person. Action recognition, and facial recognition are all used in 3D human face models. [11] Modeling a person's face provides a solution that can identify the face with a variety of light, shape, and facial expressions.

[11] This paper introduces the concept of a store assistant using real technology that is unpopular with taxpayers that we see as providing personalized ads and in-store purchases in terms of dynamic flexibility. The PromoPad program represents an important step towards computer-wide and widely available online shopping. The purpose of the development is to provide a fun and inviting shopping experience controlled by a virtual reality Tablet

PC. This paper explains how the video add-on system is being used technically and how this technology creates the concept of dynamic dynamics. Powerful content conversions, real-time conversions, can be allowed by the taxpayer virtual reality technology we see with the addition and reduction of visual visual content. Powerful content conversion is supported, but goes beyond, local and temporary user experience. [9] Local context, user content, and product content are included in this design to address the needs of an informed consumer purchasing content provider. Although the narrative is described in a language that is specific to the structural features and / or actions of the method, it should be understood that the subject described in the embedded features is not limited to certain features or actions described above. Instead, certain features and actions described above are disclosed as examples of how to use claims.

With the developing recognition of Smartphones and netbooks, an increasing number of apps are being evolved for the cell platform. Despite the current improvement of cell hardware, maximum cell gadgets nonetheless have enough resources (e.g. CPU potential and memory) to make complicated media programs inclusive of the unpopular truth for taxpayers we see. great in present day communicate and resources. [15] As this modifications over time, the framework will significantly alternate configuration and distribution for the duration of operation, enhance great through importing components of the utility whilst a far off server is found, or kindly lessen the great whilst community communicate is lost. [18] Based at the effects of the test withinside the context of the unpopular use of taxpayers we see the operation operational and operational, in addition to the proposed pipeline manner control gadget and new plant control gadget. [20] Plant pipeline control gadget promotes the success of obligations inclusive of Automated Data Collection (ADC) primarily based totally on NFC furnished through clever gadgets, real-time communicate primarily based totally on 3G, 4G, and Wi-Fi, AR, and Bluetooth .[20]This study has shown how to exploit the unpopularity we see with virtual reality using neural networks with tensor flow and google cardboard using the most virtual reality technology to solve two issues regarding the integrated reality. The neural network is used to locate features and detect objects and placement of sprites connected to GPS coordinates.

[17]In this chapter, they presented a comprehensive overview of the portable AR sector, including historical activities, future capabilities, application areas, challenges, components and needs, technology systems, and UI concepts. [17] As evidenced by the growing number of research and commercial development contributions in the mid-1990s, R&D and clothing were growing rapidly. However, when it's commonplace, mobile AR will have a huge impact. We expect further developments in areas such

as miniaturization of hardware computing, battery design, display technology, sensor technology, precision and dependability monitoring, overall scene understanding and vision based tracking and overall comfort.

[19] In general and in particular for AR, we anticipate the development of the distributed data infrastructure to improve access capabilities for contextual computing mobile users.

This disclosure usually relates to a plurality of multi-version and multi-characteristic enter and output mobile tool together with smart digital glasses. It is an characteristic of the existing disclosure to allow cellular gadgets, superior smartphones, mobile telephones, pill computers, smart goggles, smart digital glasses, cameras, smart projectors, smart watches, smart headgear, smart headphones, smart headsets, smart necklaces, clever ear-rings, and different add-ons to offer digital media content material acquisition, presentation, and interaction. These cellular device/intelligent digital glasses/headset can also additionally permit for non-stop and always-on acquisition of audio, image, video, location, and different content material the use of a plurality of enter techniques together with pictures sensors. Further, the cellular device/intelligent electronic glasses/headset can also additionally show content material on a lot of presentations and surfaces. The on-site applicability of the newly delivered IT gadgets and diagnosed their issues. Based on this, I even have analyzed the necessities and the traits of the sites in which they have characterized distinctive scenarios.

III. CONCLUSIONS

The return problem in online shopping has been a source of concern for B2C E-commerce sellers, buyers, and platforms. An investigation into sales return through B2C platforms with the goal of determining the reasons behind it concludes that the excludability of buyer and seller benefits, information asymmetry between buyer and seller, and the phenomenon of sellers sticking to a low-price strategy while buyers rely on sales return are four reasons for maintaining high return. As a result, Augmented apps are too large in size. They are approximately 10 Gb in size and therefore directly can not be used in mobile phones. A solution to this problem is cloud computing But cloud has its own limitations. Lighting and awareness associated issues restriction the overall performance of AR offerings the usage of this device. Depth sensors in the AR device experience the surroundings to collect mapping facts that may be used to create a 3-D version of the surroundings even as monitoring the device's place in the surroundings. But Depth sense cameras are not upto that quality yet. With technology advancement and development it is hoped that the gaps in the current AR technology be filled soon.

Papers	Advantages
[1]	Stimulating our senses with computer-generated data, including graphics, video, text and GPS that are taken via the camera, mobile phone or other devices.
[6,7,8,9,10]	AR in numerous domains such as education, medical and so on has been able, over the past few years
[13]	A clear understanding of depth analysis using depth camera is presented.
[11]	This paper introduces the concept of a shopping assistant that uses augmented reality technologies to provide personalized advertising and in-store shopping assistance based on dynamic contextualization.
[24]	This enables the virtual 3D object to be fully attached to the actual customer scene, increasing the perceived range.

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