

# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

(Affiliated to JNTU, Hyderabad, Approved by AICTE - Accredited by NBA & NAAC – 'A' Grade, ISO 9001:2008 Certified)

**School of CSE (Emerging Technologies) – AIML / Cyber Security / Data Science / IoT**



March 24, 2022



## A TECHNICAL SESSION ON Augmented Reality & Virtual Reality



**Venue of the Event: MRCET CAMPUS Auditorium**

**Duration (in minutes): 80 Minutes**

**Mode of Delivery: Offline**

**No of Student Participants: 200**

**No of Faculty Participants: 20**

The Department of Computer Science and Engineering (Emerging Technologies) organized a Technical Session on “ **Augmented Reality and Virtual Reality** ” on 24<sup>th</sup> March, 2022 for the students of Artificial Intelligence & Machine Learning, Data Science, Cyber Security, Internet of Things.

The session started at 2:30pm in placement cell auditorium. **Dr. S Srinivasa Rao**, Principal of MRCET took the charge and addressed the gathering about Augmented Reality and Virtual Reality in current trends. **Dr.M.V Kamal**, the HOD of SOCSE3 continued the session with his great inspirational ideas and explained the importance of session. He also advised the students to grab the opportunity & utilize effectively.

A Technical session was demonstrated by **Dr. N.S. Gowri Ganesh**, Professor from Department of IT, MRCET CAMPUS. He was discussed and illustrated about the advantages on Augmented Reality & Virtual Reality over the next 10 year of time and discussed about many more points.

### Objectives of the Session:

- A swift understanding the difference between augmented and virtual reality.
- An exposure to the tools and devices used for the technologies.
- The parameters considered for developing the environment
- The intersection of both technologies
- The impact of technology in gaming development
- Applications used in various fields
- A quick overview of the price list of devices in the market

### Benefits in terms of learning/Skill/Knowledge obtained:

The students had an exposure to the applications that used AR and VR. The complete immersion experience while shutting out the physical world that has transformed all the industries, including entertainment, e-commerce, gaming, education, and even healthcare was presented to the participants.

The simplest and complex apps to develop the 3D technology were addressed. Wikitude an AR SDK was projected to have a feel in the technology. The tracking features, cloud recognition, and distance-based scaling features videos were an added slide to the presentation.

The installation steps to deploy EasyAR a free AR development tool, which supports major mobile development platforms was presented. Simulation apps useful to recreate the real environments in a virtual space were informative to students. Gamification solutions were interesting to the students. A simple application and the method to navigate the user manual were discussed.

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AUTONOMOUS INSTITUTION-UGC, GOVT OF INDIA

**nirf** **ISO 9001** **NBA** **NAAC**  
NATIONAL BOARD OF ACCREDITATION

**DEPARTMENT OF CSE**  
**(EMERGING TECHNOLOGIES)**  
ORGANIZING A TECHNICAL SESSION  
ON

**AUGMENTED REALITY AND  
VIRTUAL REALITY**  
BY  
**Dr. (Prof.) N Gowri Ganesh( Dept. of IT)**  
ON 24th MARCH 2022  
IN ASSOCIATION WITH IIC, MRCET CAMPUS

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)

**Dr. V. S. K Reddy**  
Director

**Dr. S. Srinivasa Rao**  
Principal

**Dr. T. Venugopal**  
Dean

**Dr. P. H. V. Sesha Talpa Sai**  
Dean(R&D)

**Dr.M. Kamal**  
HoD- CSE-ET





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