**Video #1 Title:** Apple Is Bringing Augmented Reality To Your IPhone (HBO)

**Video #1 URL:** <https://www.youtube.com/watch?v=1k6gUkLYxq0>

**Running Time/Source:** 4:27, Vice News/YouTube

**Close Caption Available:** Yes

**Video #2 Title:** What Is Augmented Reality And How Does It Work?

**Video #2 URL:** <https://www.youtube.com/watch?v=XX993jgeQ0M>

**Running Time/Source:** 2:21, Mashable/YouTube

**Close Caption Available:** Yes

These videos introduce the concept of augmented reality, compare virtual reality to augmented reality, and explain potential uses of augmented reality in a variety of settings. Augmented reality will become a key competitive strategy to be pursued by digital enterprises.

Questions:

1. What is augmented reality?

2. What is virtual reality?

3. How is augmented reality and virtual reality achieved?

4. One of the videos demonstrates two augmented reality apps used by business. What are their names and what do they do?

5. Propose two potential business applications of augmented reality based on the videos or on your own experience with augmented reality.