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## Exploiting Augmented Reality in Virtual Shopping (Virsho)

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*Augmented reality (AR) is the integration of digital information with the user's environment in real time. Unlike virtual reality, which creates a totally artificial environment, augmented reality uses the existing environment and overlays new information on top of it. This paper represents AR applications for smartphones typically include global positioning system (GPS) to pinpoint the user's location and its compass to detect device orientation.*

*And it Sophisticated AR programs used by the military for training may include machine vision, object recognition and gesture recognition technologies. With the recent emergence of social commerce the future of shopping is changing as affected e-commerce, resulting in the mergence if a new concept of virtual shopping using smart phones. People (specially the Egyptians) often too busy to go shopping for grocery at a traditional store. The Egypt giant retailer, Virsho, sought to turn this disadvantage to its benefit. It introduced "virtual stores", which are essentially a display of products on walls of metro stations and bus stops. Travelers, especially the tech-savvy, ultra-busy lot, could scan the QR codes of the products on display with their smartphones using augmented reality, user can see the product and product-specific details, and place their orders even as they waited for their trains or buses.*