

KATONAH, NY, October 03, 2013 **/24-7PressRelease/** -- Mark Hjerpe, a seasoned professional in global communications and technology, has tracked a great deal of progress in the way that technological resources have advanced business practices. Particularly, Hjerpe has paid special attention to the growth of mobile culture and communications as a way to improve the communications held between international business leaders--progress that has laid the foundation for seamless global commerce. While intuitive smartphones and mobile devices have helped take this growth to the next level, Mark Hjerpe says the next generation of development could be delivered through what many are calling "augmented reality."

A recent [article](#) from ZDNet pays attention to the growth of augmented reality--the use of mobile devices that are not only integrated on a wireless platform, but are presented in a way that can seamlessly respond with the end user's experience in reality. For example, Google Glass and other developments, such as smart watches, are showing that augmented reality products are on the horizon. While the article nods to how this can impact business growth, Mark Hjerpe explains that what will really fuel development in augmented reality is how such technology will benefit the end consumer.

According to the article, many businesses anticipate a heavy consumer attention on augmented reality products that many firms are funding research to spur greater developments in the field. For instance, ZDNet explains, "Analytics firm ABI Research says that developer investment in augmented reality (AR) applications will total \$670 million this year, and the annual amount is expected to exceed \$2.5 billion by 2018. According to the research firm, the main driver for augmented reality development is the expansion of cloud computing. For augmented reality devices to function properly, cloud-based content libraries and rapid access to wireless networks are going to be necessary. In addition, augmented reality is expected to enable the 'Internet of Things,' the connection of physical objects to virtual reality--boosted through the adoption of wearable computing products."

While this may still appear as a foreign concept to many consumers and the idea is still in its experimental phase, Mark Hjerpe notes that augmented reality could really serve to benefit the user who is "on-the-go," such as the athlete.

"As an avid adventure sports athlete, one of the most exciting things about augmented reality to me is the potential use of augmented reality devices to enhance the athletic experience. For instance, thick fog on your favorite ski run or mountain bike trail would typically ruin your day. However, with augmented reality adapted ski goggles or biking glasses, you could have a full display of the trail ahead of you showing objects and obstacles in your way. In addition, a cloud connection to GPS and user-generated data from other people on the mountain could also tell the user which paths were free of fog so you could head toward better conditions. There are so many possibilities on the horizon," Mark Hjerpe explains in his conclusion.

Mark Hjerpe Predicts Growth in Augmented Reality Tech

Written by Australian Business

ABOUT:

Mark Hjerpe is a noted leader in global communications and technology who has extensive experience as an international professional. Having earned both a Bachelor of Arts in Spanish and a Masters in Latin American Studies, Hjerpe has been able to tailor his skills to work to accomplish professional goals on a global level. Currently, Hjerpe is focused on assisting in the management of translation platforms, working to develop products fit for Fortune 500 companies.