


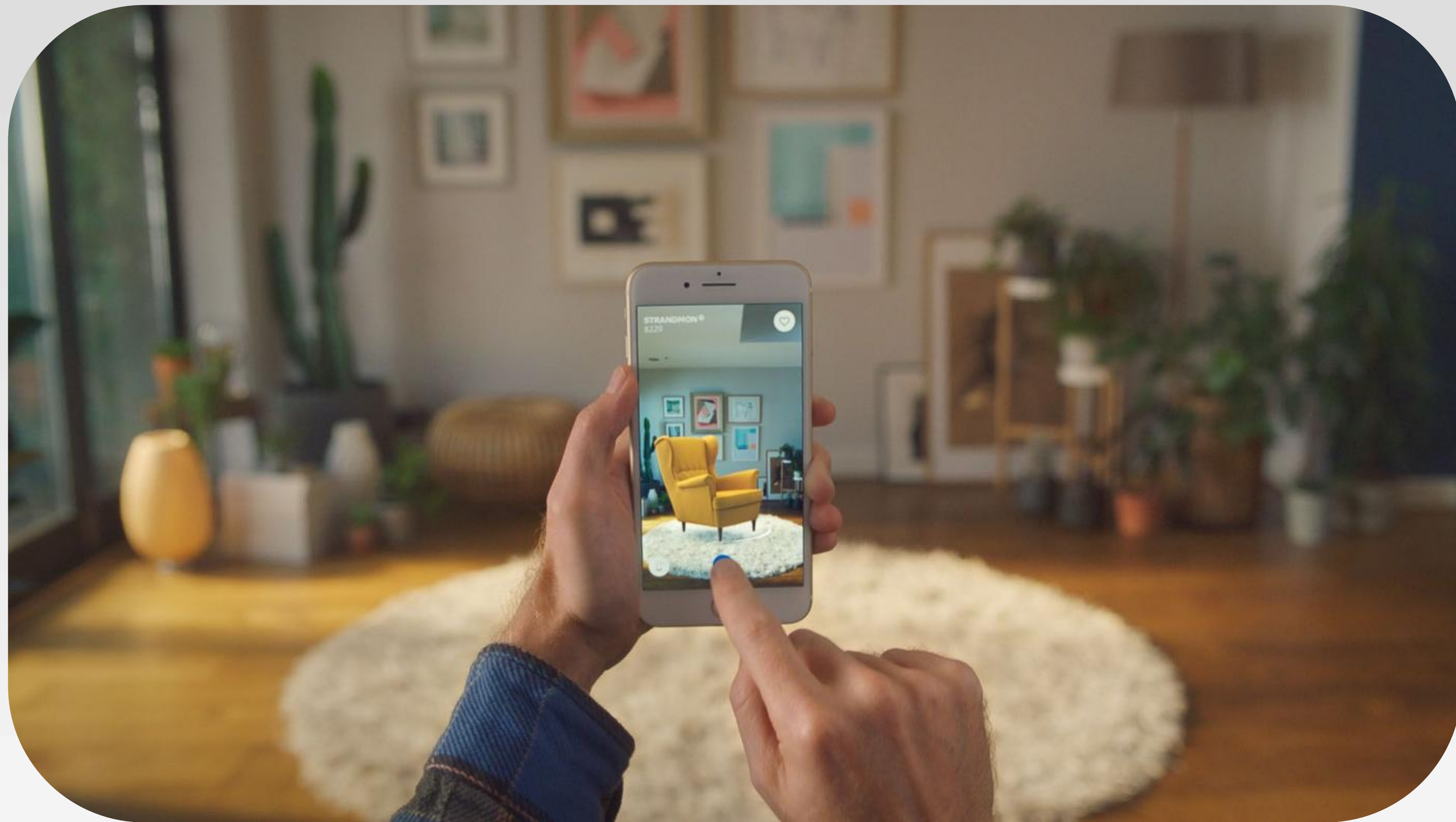
Upgrading Reality: Legal and Business Opportunities with AR

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1. What is augmented reality?
 2. Why does this technology matter?
 3. How can the business and legal sectors use augmented reality?
 4. What challenges does this technology present?

Augmented reality overlays digital information onto the physical world in real-time.





Augmented reality anchors content to physical spaces.

Augmented reality is part of “mixed reality” or “extended reality.”



Headsets provide immersive, hands-free, spatial computing.



Smartphones and tablets provide a window into AR.



Smart glasses offer lightweight, everyday wearables.



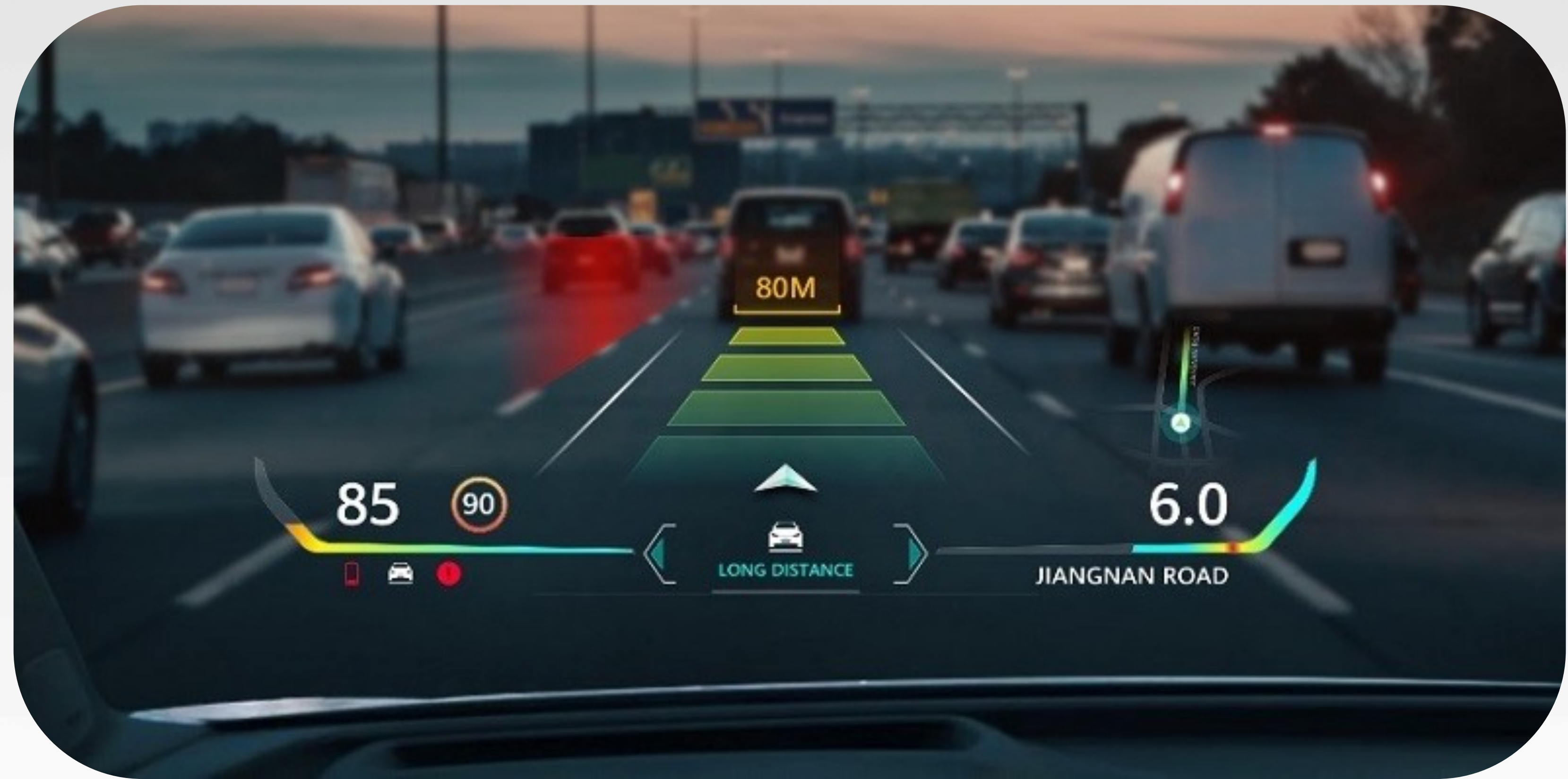
Meta Ray-Ban Display AI Glasses



Meta Neural Band



Heads up displays provides information in the user's normal field of view.

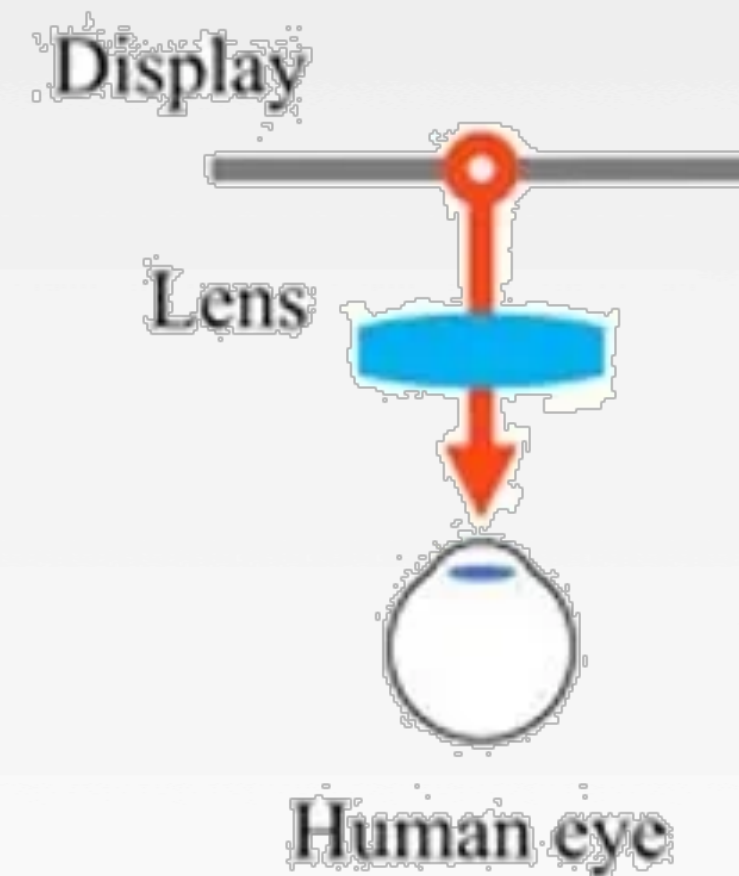


Sensing: Cameras, depth sensors, IMUs (accelerometers, gyroscopes), GPS, LiDAR

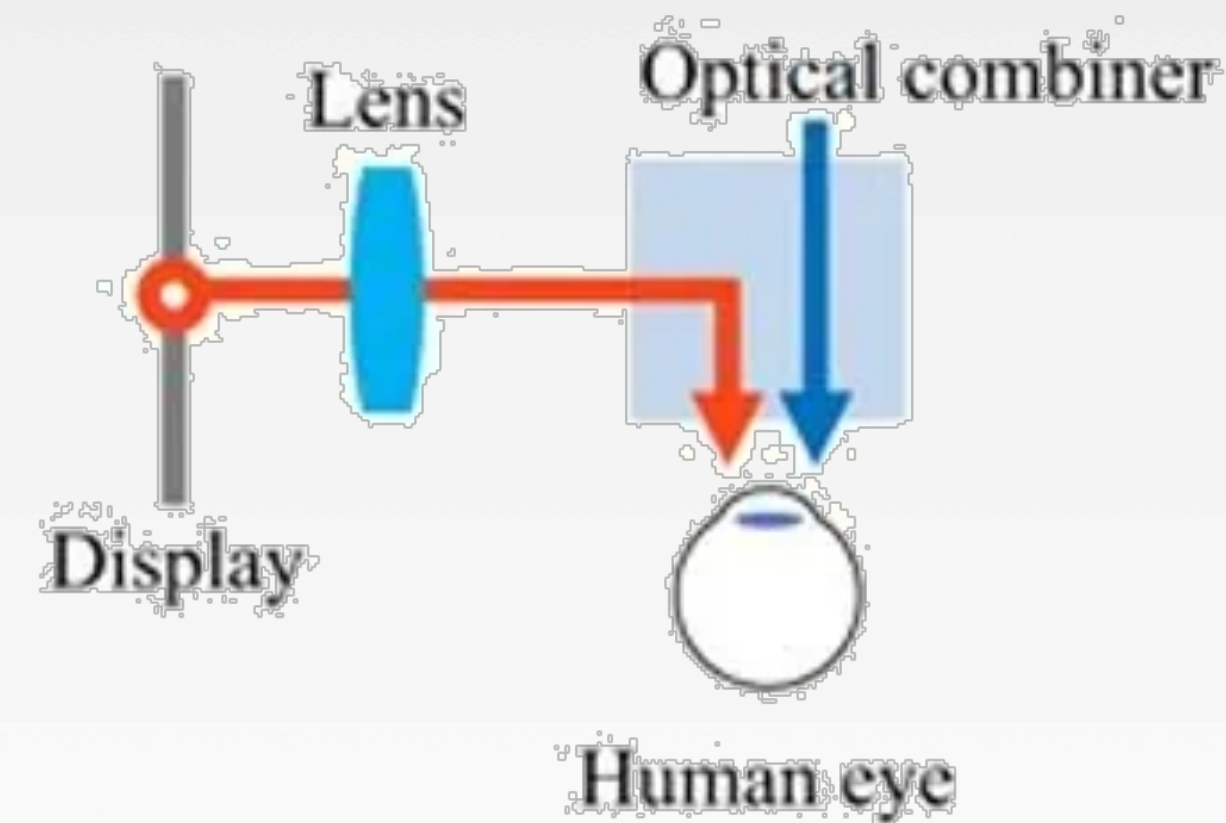
Processing: Computer vision, AI/ML, spatial computing

Displaying: Micro-OLED, Micro-LED, Optical combiner


(a) VR NED



(b) AR NED



→ Real world scene
→ Virtual information

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Paradigm shift:

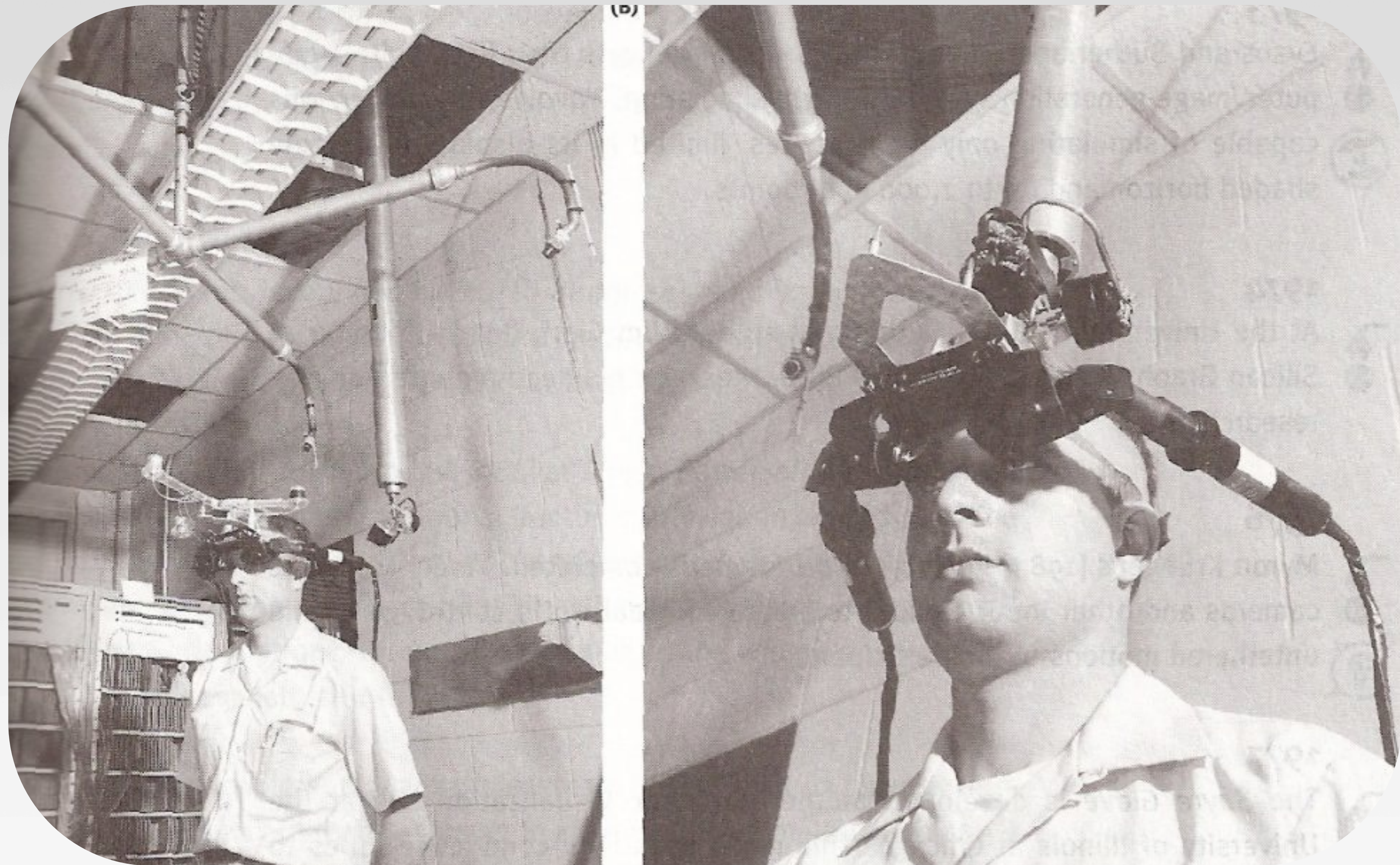
“Screens we look at” → “Information where we need it”





Paradigm shift:

Contextual | Spatial Understanding | Hands-Free




Ivan Sutherland at MIT in 1968.

VPL DataSuit

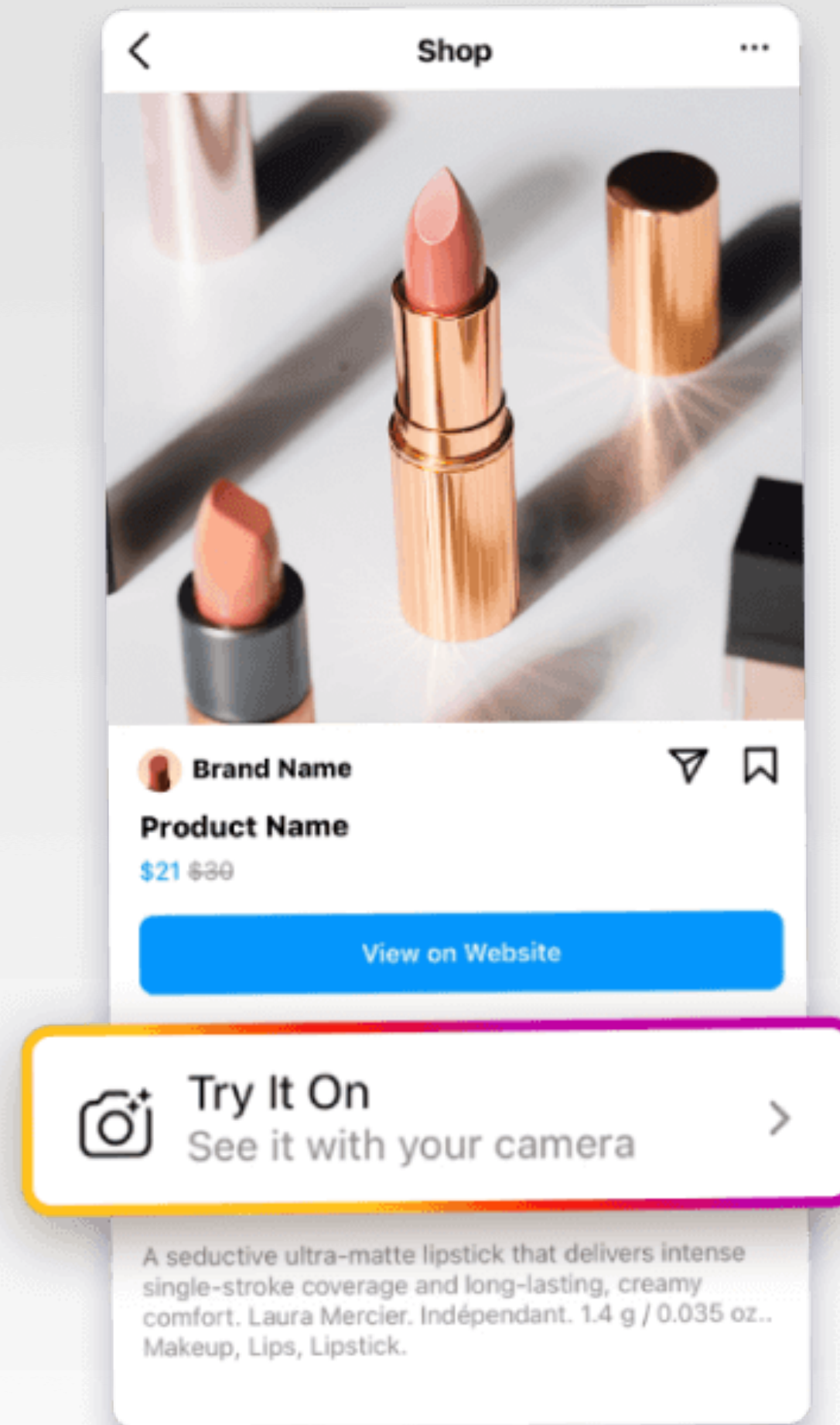


**NASA Virtual Environment
Reality Helmet And Gloves**



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AR in Retail



AR for Construction, Engineering, and Industry





AR in Tourism



AR For People with Disabilities






A Colombian Judge Held The First Hearing In The Metaverse In 2023.



**The University of Ottawa Uses Virtual Moot Courts
To Teach Law Students.**



Bringing the Jury to the Scene of the Crime: Memory and Decision-Making in a Simulated Crime Scene

Carolyn Reichherzer, University of South Australia
Andrew Cunningham, University of South Australia
Tracey Coleman, University of South Australia
Ruochen Cao, University of South Australia
Kurt McManus, Institute of Environmental Science and Research
Dion Sheppard, Institute of Environmental Science and Research
Mark Kohler, University of Adelaide
Mark Billingham, University of South Australia
Bruce H. Thomas, University of South Australia

Trial Lawyers Use Virtual Crime Scenes Instead of Photos or Site Visits

Judge And Jury Can “Walk Through” Crime Scenes.



Train Crime Scene Investigators on Forensic Methods and Procedures





Devon

An opportunity to experience a difficult series of meetings with a caseworker from a parent's point of view. [Learn more.](#)



Rachel

An opportunity for those considering careers in human services to experience the dynamics of fieldwork. [Learn more.](#)



Jordan

An opportunity to practice difficult conversations with children in a developmentally appropriate way. [Learn more.](#)



Darius

An opportunity for new police officer recruits to improve communication with citizens (US & UK versions). [Learn more.](#)



Scotty

An opportunity for police officers to improve their ability to think critically on their feet in tense environments. [Learn more.](#)




Jessica

An opportunity for health professionals to improve their understanding of the increased mortality rates among pregnant black women. [Learn more.](#)

Help Public Sector Workers Practice Empathy

INSTITUTO
OMG

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Privacy: User + Bystander

- AR devices constantly capture what you see and hear
- Whose consent is needed when bystanders appear in recordings?

Digital Assets

- Who owns virtual objects in AR spaces?
- What happens to digital purchases when platforms shut down?



Ownership of Augmented Spaces

- Can you place digital content on someone else's physical property?
- Who controls what appears in public spaces through AR?

Extraterritoriality

- Which country's laws apply to global AR experiences?
- How do you enforce local regulations on borderless digital overlays?



Virtual Crime

- Should virtual assault or harassment carry real-world consequences?
- Where is the line between digital interaction and criminal behavior?

Counterfeits

- AR makes it easier to create convincing fake products and experiences?
- How do you verify authenticity in mixed reality?



Avatars/Likeness

- Who has rights when someone creates a digital version of another person?
- Can someone's likeness be used in AR without their permission?

Identity

- How do you verify who someone really is in AR spaces?
- What protections exist against impersonation and deepfakes?



Child Safety

- Children may be vulnerable to manipulation and inappropriate content in mixed reality.
- Who is responsible for protecting minors in spaces where digital and physical blur?

Physical Safety

- Distracted users risk real-world accidents
- What are the long-term health effects of extended AR use?



Access and Accessibility

- Will AR create new barriers for low-income individuals, rural families, or people with disabilities?
- Or can it be designed to increase accessibility and opportunity for all?

Content Moderation

- Who decides what virtual content is acceptable in shared spaces?
- Who should moderate experiences that mix real and digital worlds?



Thank you!

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