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# THE AR CLOUD: TECH IMAGINARIES, FUTURE RISKS AND POTENTIAL AFFORDANCES

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After undergoing 20 years of emergence, Augmented Reality (AR) is predicted to progress to become a full-scale ambient platform. AR is a method of human-computer interaction that blends virtual representations with physical spaces, seeking to *augment*, *mix* or even *shift* reality (Azuma 1997). Its transformative quality is that it combines virtual components with human sensory modalities (i.e., sight, sound, touch), meaning that it can augment the first-person point of view of the user with the potential to achieve a significant sense of virtual presence. However, the next iteration of Augmented Reality, the 'AR Cloud' or 'Mirrorworld,' is a speculative plan to create a shared multi-user environment, a global augmented reality, and "a real time spatial map of the world" (Inbar 2018; Kelly 2019). The AR cloud requires a persistent 3D digital copy of the world, which means that if a developer creates a virtual overlay for a real space, it will remain accessible to anyone after the fact across different devices and platforms. As an imagined technology future, many believe it could affect positive societal change (e.g., Open AR Cloud Association), while others believe the risk could involve further conditions of surveillance, corporate control, or harms to humans. This presentation uses a digital repository of artifacts at <https://fabricofdigitallife.com> to explore the prediction that AR will evolve to become an ambient computing platform and to shed light on both potential risks and affordances.

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## References

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