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Augmented Reality, Advertising, and Practical Legal Considerations

January 30, 2019

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New technologies, new media, and new methods of engaging consumers continue to disrupt the advertising industry. The “song remains the same,” so to speak, with the new technology of augmented reality. As it gets deployed across the advertising landscape, legal practitioners must understand how it works, how consumers interact with and perceive advertising messages using this technology, and how to apply the traditional advertising legal standards. As a first step, it is important to understand what augmented reality technology is, and how it is different from a similar technology, virtual reality.

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