Socialize some keywords

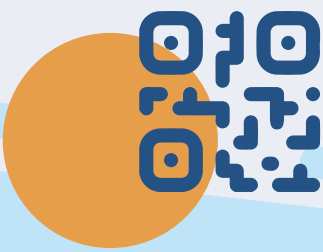
Augmented Reality Art Takes Over the Roofs of a British City

Augmented Reality (AR):

Is a technology that overlays digital information, such as images or animations, onto the real-world environment. In the context of the text, AR is used to create digital artworks visible through a smartphone app when pointed at specific locations.

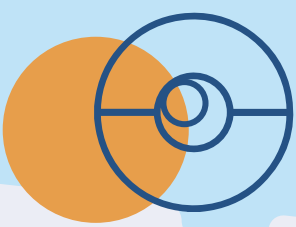
QR Code:

QR code, or Quick Response code, is a two-dimensional barcode that can be scanned using a smartphone or QR code reader. In the text, QR codes are placed on sidewalks below buildings as part of the augmented-reality art trail, providing a link to virtual artworks.



Megaverse:

Is a local company mentioned in the text that created the platform and app for the augmented-reality art trail in Sheffield.

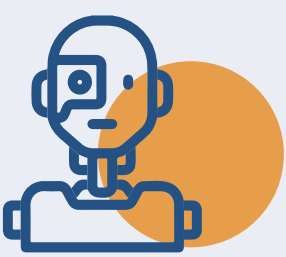


Niantic:

Is a San Francisco-based company known for developing augmented reality experiences, including the popular game Pokémon Go. In the context of the text, Niantic worked with Megaverse on the virtual artworks.

Universal Everything:

Is a local firm mentioned in the text that created virtual artworks for the augmented-reality art trail, including a parade of colorful characters on the roof of the John Lewis building.



Human Studio:

Is another local firm mentioned in the text that rendered a virtual gray cat called Hank, displayed on the roof of the Central Library as part of the art trail.

Regeneration project:

Refers to a £470 million initiative in Sheffield aimed at revitalizing the city center by introducing new living spaces, offices, cultural venues, and food halls. The former John Lewis building is a part of this project.

Sheffield's Topography:

The term refers to the natural landscape and geographical features of Sheffield, including its hilly topography, which influences the placement of virtual art on rooftops for better visibility.

Art Walk:

Is a citywide trail mentioned in the text, specifically the "Look Up!" art trail, designed to engage residents with augmented-reality artworks displayed on various buildings in Sheffield.