DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

Technical Expert Talk

on

Game and Augment Reality Application Development

Venue: Falconry Hall, NHCE   **Time: 10:00 AM to 12 PM**

Introduction

On the 28th of April 2025, the Falconry Seminar Hall at New Horizon College of Engineering (NHCE) witnessed a highly engaging technical expert talk on "Game and Augmented Reality Application Development". The session was delivered by Mr. Ananthanagu U, Associate Director of Immersive Technologies. Known for his deep expertise in the field of interactive technology and immersive experience design, Mr. Ananthanagu guided the students through the fundamental concepts and real-world applications of game development and AR technologies. The session, conducted from 10:00 AM to 12:00 PM, was both informative and interactive, tailored specifically for the 6th-semester students.

Session Overview

Mr. Ananthanagu structured the talk to introduce students to both technical and creative aspects of game and AR development. The session included an overview of modern development tools, a demonstration of AR applications, and a discussion on how immersive technologies are influencing industries and careers today.

Introduction to Game and AR Development

The speaker began by tracing the evolution of games from 2D environments to immersive 3D and AR-powered worlds. He elaborated on development platforms such as Unity, Unreal Engine, ARCore, and ARKit, explaining their roles in creating immersive experiences. Mr. Ananthanagu emphasized the growing impact of game-based learning, gamification in enterprise systems, and AR in fields like Retail, Education, and Healthcare.

Interactive Activities

First Activity: Concept Visualization Exercise

Mr. Ananthanagu involved the students in an activity where they conceptualized a game or AR app based on real-world problems. Groups brainstormed ideas, crafted basic storyboards, and explored how digital interaction can improve user experience. This activity encouraged design thinking and rapid prototyping among students.

Second Activity: Live AR Demonstration

The session included a hands-on demonstration of AR in action. Students experienced marker-based and marker less AR setups, observing how digital content integrates with the physical world. Mr. Ananthanagu also explained how these applications track user environments and enhance interaction.

Insights and Industry Perspective

Mr. Ananthanagu offered valuable insights into the immersive tech industry—sharing career paths in gaming, AR/VR development, and experience design. He spoke about the convergence of AI and AR, challenges in deployment, and emerging trends like WebAR and spatial computing. His examples from industry projects gave students a practical view of applying classroom knowledge to real-world development.

Retrospective and Articles

To wrap up, Mr. Ananthanagu conducted a short retrospective on students' understanding and interest. He shared curated learning resources such as tutorials on Unity AR Foundation, open-source game templates, and online communities that could support their learning journey. He encouraged students to start building simple prototypes and explore internships in the field.

Conclusion

The technical expert talk on "Game and Augmented Reality Application Development" delivered by Mr. Ananthanagu U was a compelling session that sparked curiosity and enthusiasm among the participants. His expertise, real-world insights, and hands-on activities created a learning environment that was both stimulating and accessible. The session highlighted the role of immersive technology in shaping the future of human-computer interaction.

It was a memorable experience for all the 6th-semester students and served as a strong motivation to explore this exciting domain.

Photographs from the Expert Talk

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