

## Editorial

The modern technology named Augmented Reality (AR) has revolutionized the act of looking to reality. This technology adds virtual objects to the real world environment that comes into scene to be co-existed in the same space as the real world. In broader sense 'Augmented Realty' is the combination of real and virtual objects in an actual world. Usually, this (AR) technology links its users with context-specific information. This is mostly done by viewing surroundings with the help of camera or smartphone or tablet. However, some other devices such as Google Glass can also be used for this purpose. The AR system has caught attention of the experts of various fields. Some of its potential uses include repair and maintenance, design and modeling, medical training, retail, entertainment, tourism, classroom education, and libraries.

Libraries are facilitating its users towards utilization of resources in one way or other. It is expected that AR will be common in books and other printed materials. Therefore, libraries have to embrace this technology to meet the future challenges. By using AR, the efficiency of different library operations can be increased. That is the reason that a number of exciting library-specific AR tools have been developed which are in use at different academic libraries. For example; the Miami University Library developed an AR tool named ShelvAR for shelf reading ability. Similarly, by using Aurasma's (now HP Reveal) augmented reality technology, University of Houston developed library orientation materials with the purpose to engage new comers more effectively. Another example is the Goethe-Institut and the Pratt Institute's German Traces NYC app. This app connects users to the German heritage in New York City by using AR system on mobile phone.

There are several tools which can be used for creation of Augmented Reality applications. For example, the customized AR applications can be created for libraries using Layar, Aurasma, Blippar, or ARToolkit. These tools are helpful to create AR content that can be made accessible on iOS and android devices. The academic librarians should exploit this technology for library orientation, shelving, marketing, and outreach efforts. The library professionals, particularly of developing countries, are not well aware about AR applications in libraries. Whereas, this technology may have a significant impact on the library services. It is up to professionals how they make effective use of AR technology.