

Navigating the Legal Pitfalls of Augmented Reality

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November 21, 2012

In the past year, augmented reality (AR) has moved beyond a sci-fi novelty to a credible marketing tool for brands and retailers. While part of a niche industry, AR applications are being championed by tech players like Google and Nokia, and a host of mobile app developers have launched AR apps for the growing number of smartphones and portable computing devices.

The power of AR, particularly for marketers, is its ability to overlay highly relevant, timely, and interactive data about specific products or services within a user's live physical environment. Marketers considering whether to add an AR app to the marketing mix, however, should be aware that traditional consumer protection rules still apply.

The *Mashable* article, [Navigating the Legal Pitfalls of Augmented Reality](#), highlights several key advertising law and consumer privacy principles that companies should consider when entering this emerging space.