Augmented Reality is a technology that extends our perception of reality contrived by the superimposition of digital representations on physical scenes. An aspect of our reality can be perceived through the wealth of information around us. AR is an information mediator that is inserted between our human sensorium and the physical world. Its intention is to stimulate greater attainment of information around us by leveraging information. In addition, it facilitates greater immersion and interaction with our environment. The result is the creation of a ‘mixed reality’ of digitally mediated environment.

An accomplishment of augmented reality is the augmentation of our perception. It strives to enrich our sensory stimulation by extending our information-processing capabilities. It supplements differentiated information that is not readily perceivable by our senses. Some aspects of such information are perennial in influencing our grasp of reality. The usage of various digital techniques offers the mediation of place through abstraction. By organising information into readily perceivable form, our perception of reality transposes the limits of physical boundaries. Thus, promoting a higher interaction between human culture and information-technology.

The intention of this dissertation is to expound on the conception of Augmented Reality. It will examine the theoretical presuppositions underlying the concept of information and the leveraging of information to enrich our perception of reality. In addition, it will also ponder on the understanding of place in this new environment.