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This premium 4L domain can position any company for the future of advertising and marketing. Augmented reality ( AR ), one of the components of extended reality ( XR ), really evolved beyond gaming and entered commercial use during the last 18 months. People today are using AR to see how clothes and makeup look on them before buying, to see how a piece of furniture looks in their home before spending large amounts of money, and to get exclusive deals by going to specific geotargets. This is just the beginning though; many futurists predict a new world where virtual elements are seamlessly layered on top of and interacted with in the real world. Some people will choose a more virtual existence, and some will choose to have fewer virtual elements in their world. This development will forever change the way brands function, and those making advertising and marketing decisions will have to be ahead of this trend to avoid being left behind. These developments have the potential to be bigger than the social media revolution, and this domain is the perfect stepping stone.