

92: Augmented reality and digital education

On the last [Biz Takeouts Marketing and Media Radio show](#) we chatted to Johan Walters (@johanwalters) from Digital Narrative (@diginarrative), a new media agency based in South Africa. They specialise in providing Interactive Print Augmented Reality solutions.

Then in studio we had Dave Duarte (@daveduarte), Executive Educator, Partner at Treeshake and Ogilvy DMA and general digital marketing guru. We look at digital education in business, Ogilvy DMA as well as the announcement of Dave Duarte as the Young Global Leader of the World Economic Forum.

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

In studio on Thursday 5 June we hosted Johan Walters from Digital Narrative.

What exactly is augmented reality?

Johan Walters: It is quite broad, but in essence it is the use of a smart device to interact with the real world using image recognition and geo location and get a different perspective of real world items.

Augmented reality is new, but how has SA taken to AR?

Johan Walters: The SA uptake has started slowly, but the problem is the augmented reality use by SA companies has been isolated and not integrated into a bigger marketing campaign. This year has seen quite a few new AR campaigns popping up.

Check out Digital Narrative here: www.digitalnarrative.me

Get all the other answers around augmented reality by listening to this week's podcast.

Also in studio on 5 June we sat with the always passionate and digitally turned on Dave Duarte.

What is Digital Leadership?

Dave Duarte: Digital Leadership in short is about looking at how the way we organise ourselves has changed, we need to always be in touch, which has changed the way we manage people and connect. Even if you are in an office, you are dealing with an explosion of emails, multiple real time contacts and Twitter, Facebook, WhatsApp. So leaders need to start thinking about how this impacts their culture and leadership itself, which moves from being charisma driven to topic and interest driven.

What is the next big thing for Dave Duarte?

Dave Duarte: We are launching a cool new event, called Twig, which we're going to flip out to a YouTube channel, which is non profit and community driven. We are also developing a super cool app to verify learning and it's a pretty cool augmented reality learning app designing learning adventures.

Check out Treeshake here: <http://www.treeshake.com/>

Get all the other questions, answers and more by listening to this week's podcast.

The news roundup covered:

- [Cape Town's SA's most congestion capital](#)
- [The SpaceStation appoints Mike van Eck as Client Lead](#)
- [The brand within](#)
- [PR-Net: Social media is no joke with Mike Sharman](#)
- [Five ways marketing automation tools are helping digital agencies](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (67.0MB) or [listen](#) to the podcast (58:33min).

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