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- applications that work with a user's photo;
- applications that work with a video image coming from the camera

Examples of applications that use the first two approaches are systems odensya.com and VirtualDress. The FashionIsta software product is used image received from a USB camera, it is controlled by the system with the help of gestures, however the position of the human body is not analyzed at the same time.

Augmented reality is a way to escape the real world into something more fantastic. It has the potential to be the most social technology of all time. If you can dream it, AR can make it.

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SPACE RAYS

Space rays- it is elementary particles, which moves in space with a high energy. What did you know about origin of this rays? There are some sources of origin of this rays: in our galactic, out of our galactic, on the sun and in the interplanetary space. Also there are two types of space rays: primary and secondary. Primary- it is all galactic rays, which creates in our galactic or another. Secondary – flow of particles, which transforms in atmosphere of Earth. In addition space rays consisted natural radiation. Spectr of energy of Space rays consist on 43% from protons, on 23% it is energy of helium and on 34% of energy, which transfer by other particles. Composition of space rays is 92% it is protons, 6% it is cores of helium, 1% it is electrons and near 1% more heavy elements. Main feature of composition of primary space ray is enormous big content of cores of group L (it is lithium, beryllium, boron) in comparison with composition of stars. Only thanks to space rays and observant scientist were opened such particles like positron, muon, pions, k-mesons, hyperons and what not. In depending of energy of space ray here designated two types of space rays, like stationary and nonstationary. Stationary rays include galactic space rays, albedo particles and radiation belt, which surrounds our planet. Nonstationary space rays include only sun space rays. Galactic space rays consist of cores of different chemical particles with kinetic energy more than dozens of MeV/nucleon and so electrons and positrons with energy less than 10 MeV. The most believable source of space rays are considered sparks of new stars and the resulting pulsars.

Secondary particles in magnetosphere of Earth's: radiation belt, albedo particles. Inside the magnetosphere, as in any dipole field here is places, inaccessible for particles with kinetic energy less than critical. This particles which is located here can not leave this region, because of their energy less than critical energy. This zones of magnetosphere is called capture areas. In this capture areas are held big portions of particles (protons and electrons). Process of interaction primary space radiation with atmosphere resulted in emergence of neutrons. Neutrons albedo- it is neutrons which our planet reflects pass

through magnetic pole of Earth. Since neutrons are unstable part of them breaks up in areas which inaccessible for charged particles with small energies. Neutrons albedo provides radiation belt with protons energy of which reach 10 in third power MeV and electrons which reach several MeV. Sun space rays it is energetic charged particles – electrons, protons and cores, which are injected by sun into interplanetary space. Particles of sun space rays appear due to solar flash. How we can register such space rays? More often scientists used Geiger counter or nuclear photographic emulsions. So my next question is: Have ever happened with you that your device like computer or phone had lags, but in few minutes lag disappear and device work as before. I want to inform you that space ray flow through your device and this lag called “single event error”, all devices which have electronic microchip are injurious to space rays. The main reason why exist this lag, because of space rays are ionized rays and has free charge. This free charge formed this lag. Some scientist succeeded to install that network of routers with memory of 25GB admits one error every 17 hours or if you will be on altitude more than 10 km your computer can get one error every 5 hours. As for intensity for getting of space rays on the altitude on 9 km it is in 300 times more than on level of sea. SO what relationship between airplanes and space rays? AS all equipment on aircraft based on microchips and it is means this defenseless of airplane. In history of aircraft there was event when space rays defeats the airplane. Once it's happening with American military aircraft like C-141B when he flow through Japan sea then unexpectedly airplane has bank on the left side. As the research showed it happens thanks to space ray. Second event happens with airplane of Qantas aircompany in 2008 when inertial block was crashed and to the system was sent incorrect data, and cause aircraft fall down and all passengers who was not belting has suffered. Nowadays humans have no technologies which can resist impact of space rays. But if humanity want to colonize Mars and to master a space we must deal with influence of this rays. So I think soon scientist find way to resist this rays.

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TECHNOLOGIES OF PRODUCT PLACEMENT IN INTEGRATED MARKETING COMMUNICATION

Today in integrated marketing communications to promote goods and services technologies of hidden advertising widely used. Product placement is the conceived insertion of a brand within a movie, broadcast, computer, cable TV programs, blogs, video games, music video/DVD's, magazine, books, musicals, internet and mobile phones and etc.

Mankind are exposed to product placement in mainstream media, occasionally even without knowing it. The genesis of product placement is associated with the appearance in 1929 of an American cartoon with the character sailor Papa, who loved canned spinach. It was noted that after the appearance of this cartoon growth in consumption of canned spinach grew in the US by 30%. At present, hidden advertising is often used in