Developers:

I want animation and a fun but clean and clear website. Also as it is a new technology I want films on each page so please provide space for this as I don’t have the films yet. I would love some sort of animation.

You don’t need to look at the typeface and colours of the document . please be creative.

Great examples of fun webpages:

<http://ar23d.com/services.html>

<http://www.blippar.com/>

Pages:

Home Augmented reality How to use AR Examples of AR

Home

Alive Advertising (name of the company)

We are a boutique advertising agency specialising in interactive solutions.

We make your print advertising come to life.

We use cutting edge technology to enhance your advertising. We have great in house facilities as well as working with top freelancers to make your project stand out from your competition.

Don’t imitate innovate.

<http://www.youtube.com/watch?v=ldU9OvCgi8I>

<https://www.youtube.com/watch?feature=player_embedded&v=SRKKkwiRZ4M#!>

<http://www.youtube.com/watch?feature=player_embedded&v=XZY04YeUMy4>

*Augmented Reality*

Augmented Reality is the ability to connect objects in the physical world with a virtual experience.   Printed objects like print, transit and outdoor signage and posters, packaging, GPS locations, buildings, and much more can have additional content, entertainment or information.

Using the camera on your mobile Smartphone,  web cam or Kiosk , Augmented Reality software can recognize an image or object and connect a virtual experience of content to it.

The goal of **Augmented Reality** is to add information and meaning to a real object or a place, a picture for example.

It takes a real object or space as the foundation and incorporates technologies that add contextual data to deepen a person’s experience.

**How does it work?**

The AR technology is based on computer vision. The goal of AR is to process images acquired with smartphone cameras in order to produce a representation of objects in the world.

Live-video streams are sent to the smartphone as soon as the image has been processed by the software, making your reading experience come to life. Artificial information includes 3D models, video, audio, text.

*Film:* [*http://www.youtube.com/watch?feature=player\_embedded&v=Nfk-Vd8Wkp4*](http://www.youtube.com/watch?feature=player_embedded&v=Nfk-Vd8Wkp4)

<http://www.youtube.com/watch?v=6OPzhwjgElM>

*How to Use AR*

**How can it be used?**

There are multiple ways of using augmented reality.

**Miraculous possibilities of the technology multiplied by a mind-blowing BIG idea are the keystones of success!**

**Augmented Reality for advertising**

Augmented Reality makes advertising more interesting and effective, deeply engaging the customer into the communication with the brand. The mix of real and digital worlds is right in your Smartphone or tablet. You can hold a package of a product, a colourful poster; a magazine’s cover in front of the Smartphone and see a layer of information on the screen that makes reality more interesting and even fun.

**Augmented Reality to create virtual fitting rooms**

Transform the chore of trying on clothes in a technology-enhanced experience by creating a virtual fitting room either in store or online. Put the entire product catalogue (clothes, accessories, jewellery) at the fingertips of your customer.

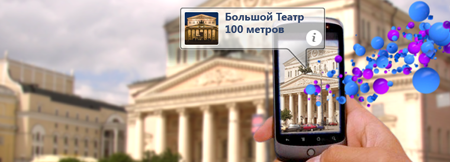
The camera tracks the person’s body and the AR functionality overlays a 3D copy of clothing on top of the customer. Using just a motion of the hand your customers can try on tons of garments and get immediate feedback sharing their experience via social networks.

[](http://ar-door.com/wp-content/uploads/2011/12/pic_5.png)

**Augmented Reality to create info tourist guides**

Just imagine you have an augmented reality companion right in your pocket. It couldn’t be any easier. This is your instant source of information about places, events, bargains or objects around you. The main advantage of these guides is that information is overlaid over real objects, and not displayed on a map.

Just download an app, then point your smartphone at a product or at the building in the street and see a layer of helpful information about it.

[](http://ar-door.com/wp-content/uploads/2011/12/pic_6.png)

Film to use: <http://www.youtube.com/watch?v=NFQdIAgCKPQ>

*Examples of AR*

As you now have seen the new technologies with Augmented reality are amazing.

I now invite you to download the software used for this section of Augmented reality, called Layar.

Android: <https://play.google.com/store/apps/details?id=com.layar&hl=en>

Iphone/Ipad: <https://itunes.apple.com/be/app/layar-augmented-reality/id334404207?mt=8>

developers (please see uploads for layar logos) please insert them here.

After you have downloaded the app please open it on your smartphone and go over the image below and press scan. A video will start to play

Here are some examples we made: (developers I will send the images for these pictures)

TEMPO TEAM

REVOR BEDDING

QMusic