

Contextual Services Using Augmented Reality

CONTEXTUAL SERVICES

Service offerings based on a context like a keyword, location position or meta information.

AUGMENTED REALITY

Live direct or indirect view of a physical real-world environment whose elements are merged with computer generated objects.

In order to provide intelligent services which have tremendous potential to enhance our lives and the way we live, having situational information will prove to be critical. At Esberi, we have been constantly - through a series of prototypes and studies - exploring opportunities and issues surrounding rich and contextual-based services.

Why Context Is Important ?

If you ask a friend where you should eat out, you would get a reply depending upon situations like time of the day, your mood and current location. If the same query was posed to an internet-based search engine, it would return a flurry of results which would obviously not be contextual and hence not what you actually need.

The challenges associated with this are three-fold: gathering, managing and processing the contextual data. Even if contextual data becomes available, processing and intelligently analyzing such data remains a monumental challenge. This is where the mobile phone helps in gathering, managing and processing contextual data. One of the most critical piece of information provided by the mobile phone is the location. It tells us the time of the day, the language we speak, the weather, the nearest café, police station, theatre, hospital etc.,. It also gives us the minutest details like our location some time back and our probable current location, the direction where we're heading etc.,. Imagine if this all could be put together and offered to you as a service!! This is what we're working on - providing contextual and location-aware applications.

What Can Augmented Reality Do ?

A lot of research has been done in the past to see how contextual applications help improve our lives. Augmented reality bridges the gap between what's real and what's computer-generated by enhancing what we see, hear, feel and smell. Some areas where we feel that Augmented reality will play a major-role:

USER EXPERIENCE

- Research
- Strategy
- Design

USER INTERFACE

- Desktop Applications
- Web Applications
- Mobile Applications
- NUI Applications

CONTACT US

Get in touch with us to find out how we can help you build proof of concepts using Augmented Reality.

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Advertising : Marketers started to use augmented reality to promote products via interactive augmented reality applications. For example, at the 2008 LA Auto Show, Nissan unveiled the concept vehicle Cube and presented visitors with a brochure which, when held against a webcam, showed several versions of the vehicle. In August 2009, Best Buy ran a circular with an augmented reality code that allowed users with a webcam to interact with the product in 3D.

Social Networking : With the help of GPS, one would be able to track their friends, their moods and messages in real-time. It takes social networking and interaction to the next level and promotes in-person meet-ups. The contextual data generated is placed on top of the world map to give the user an engaging experience.

Navigation : The mobile phone can be used for navigation by enhancing GPS location data with images of landmarks. By using a lightweight application that can be installed on mobile phones, users will be able to see a greatly enhanced world through the phone's camera, with landmarks and directional information overlaid on top of the surrounding environment in full 3D. For example, finding the nearest ATM would be just a phone away thanks to augmented reality !

Gaming : Augmented reality plays a very important role in enhancing the gamers' experience. For example, by holding up your baseball card to a webcam, augmented reality applications can be made to recognize the card (and the player on it) and then displays related video on your computer screen. Move the card in your hands keeping it in view of the camera, and the 3-D figure on your screen will perform actions, such as throwing a ball at a target.

There are many more services that augmented reality apps can provide to various industries which are beyond the scope of this whitepaper.

With augmented reality poised to rake-up revenues of more than \$700 million by 2014, the opportunities and possibilities are endless. All that is required is a bit of ingenuity and intuitiveness to solve several problems we face everyday. Be it advertising, finding directions to a near-by ATM or gaming, augmented reality is sure to make our lives simpler, better and fun.



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