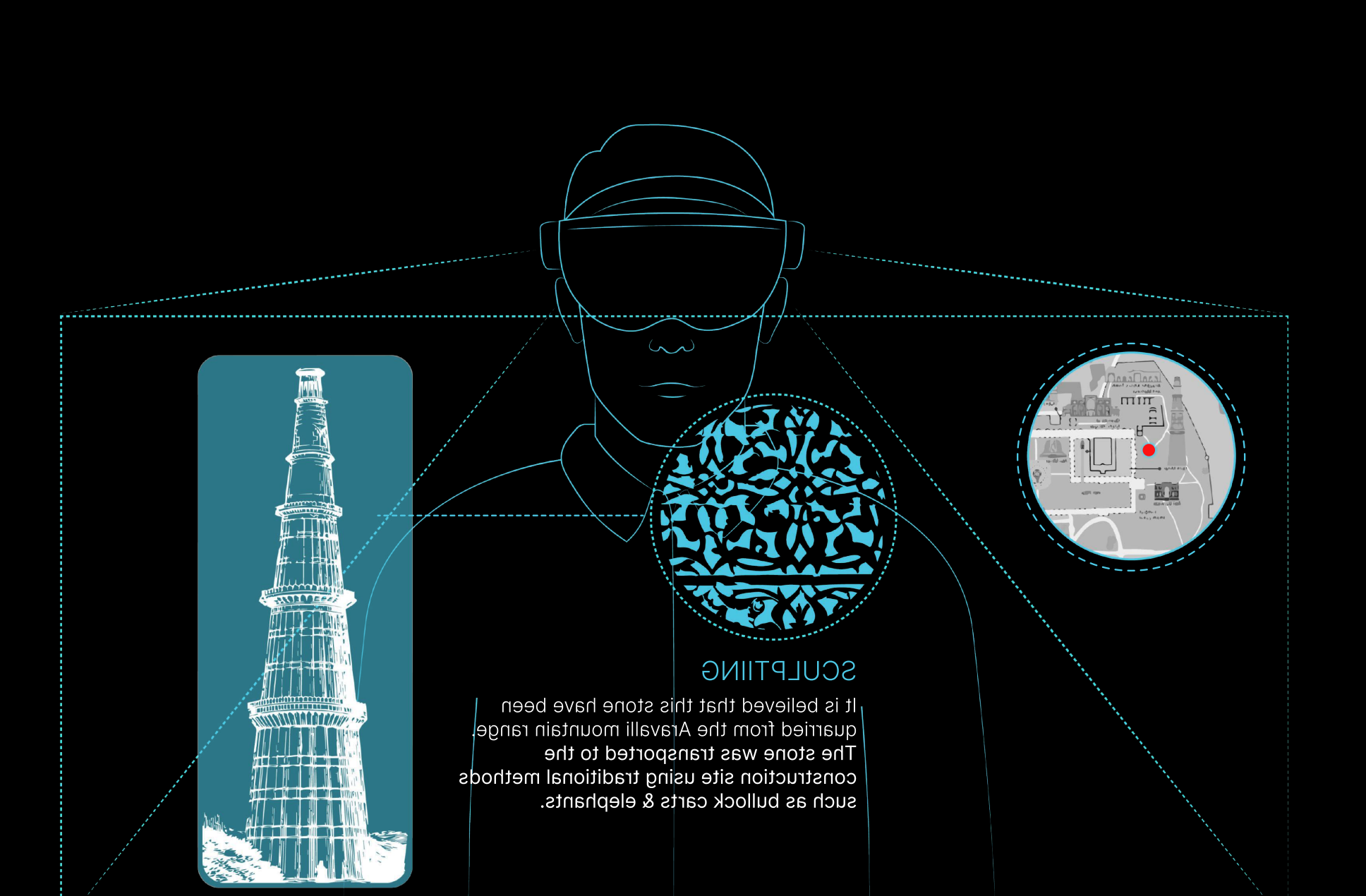
AR in Tourism

AR for Enhanced Tourism Experience through smart AR glasses design concept, where breakthrough technologies and non-intrusive interface for the user are in perfect harmony with the simplicity of glasses.

Brief

The project aims to leverage AR technology to provide a more interactive and immersive experience for tourists visiting popular destinations. By using AR, visitors can see location-based information, graphics, and animations overlaid on the physical world through smart glasses.



Project Overview

Our project aims to design an AR experience for smart glasses that enhances the tourist experience in India. The AR experience will provide location-based information and recommendations, as well as guided tours and interactive experiences at popular tourist attractions. The AR experience will provide tourists with an immersive and engaging way to explore India's rich culture and history.

Goal

- To enhance the tourist experience by providing an interactive and immersive way to explore the tourist sites in India in terms of information and technology.
- To create historical reconstruction of ancient structures & landmarks.

Technology

Optics

AR smart glasses use optics to project digital images onto the user's field of view.

Display

The type of display includes **OLED or micro-LED** displays. These displays can be transparent or opaque and can have resolutions of up to **1080p or higher**.

Sensors

AR smart glasses use a range of sensors to detect the user's movements & sensors may include **accelerometers, gyroscopes, magnetometers, GPS, and depth sensors**. These sensors can provide information about the user's position, and movement, which is used to adjust the display accordingly.

Cameras

AR smart glasses use cameras to capture images or video of the user's environment. These cameras can also be used to track the user's movements and to recognize objects and people in the user's field of view.

Computing Powers

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Connectivity

AR smart glasses connect to other devices wirelessly, typically using Wi-Fi or Bluetooth.

Battery

AR smart glasses require a battery to power their display and computing components. The battery life can vary depending on the usage and the capacity of the battery.

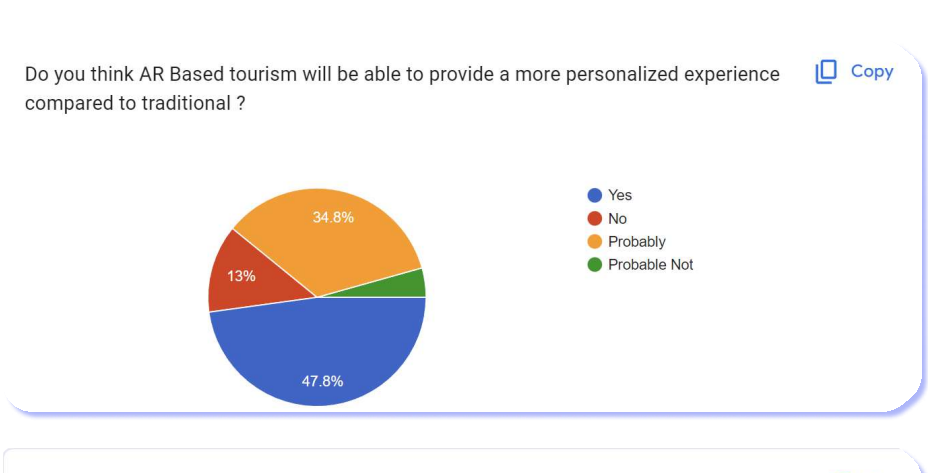
Audio

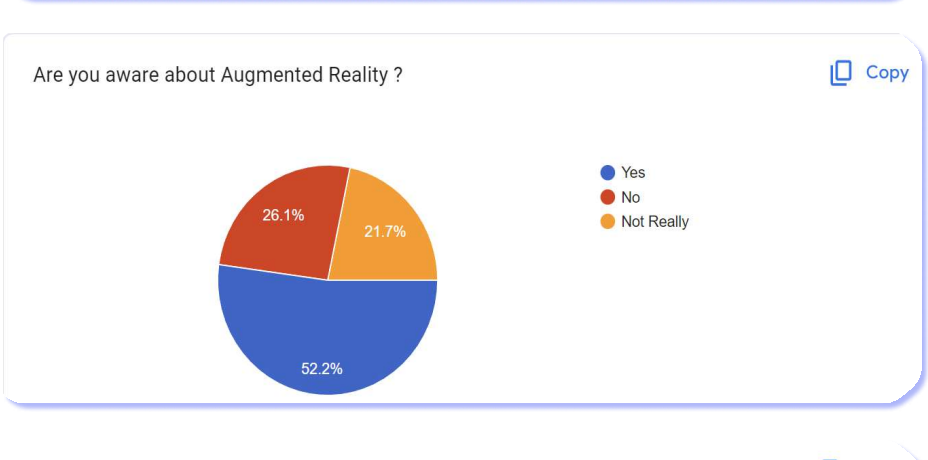
AR smart glasses may include built-in speakers or headphones for audio output.

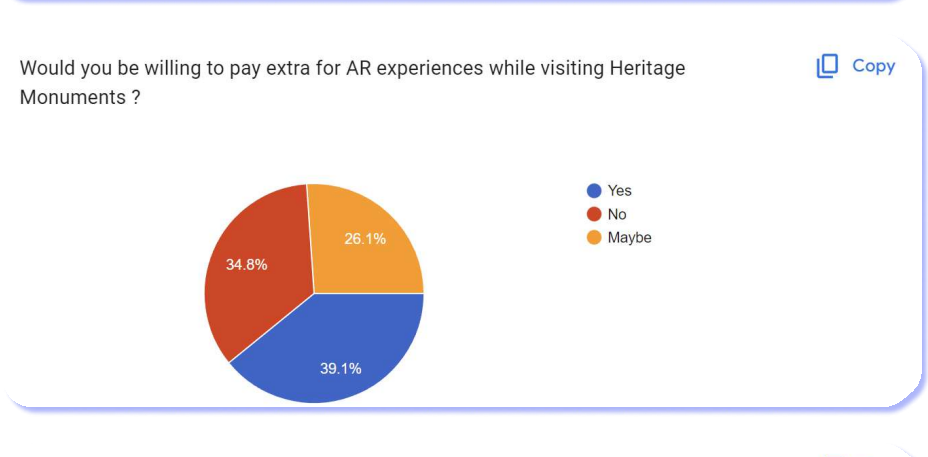
Lidar

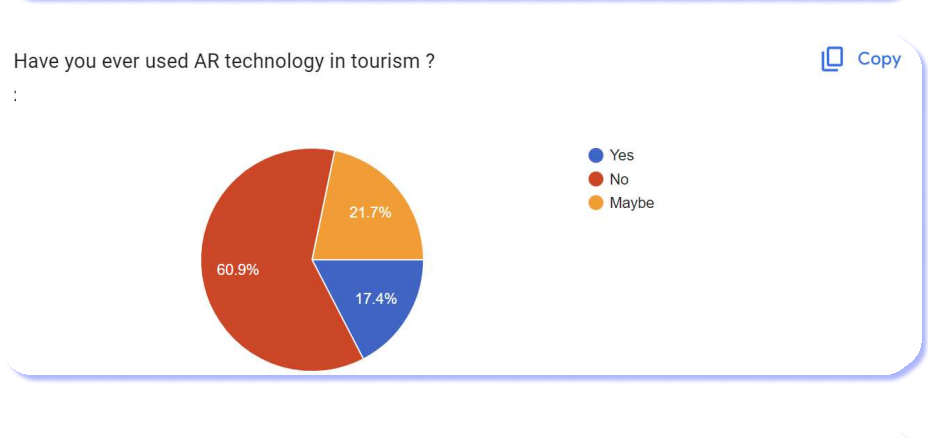
Lidar (Light Detection and Ranging) is a technology that uses laser light to measure distances and create 3D maps of the surrounding environment. Lidar systems emit a laser beam and measure the time it takes for the light to reflect off an object and return to the sensor.

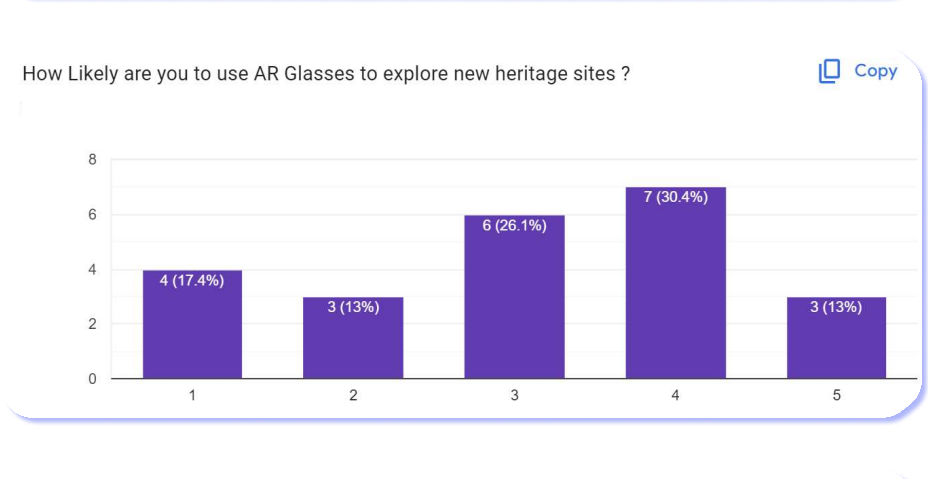
User Research

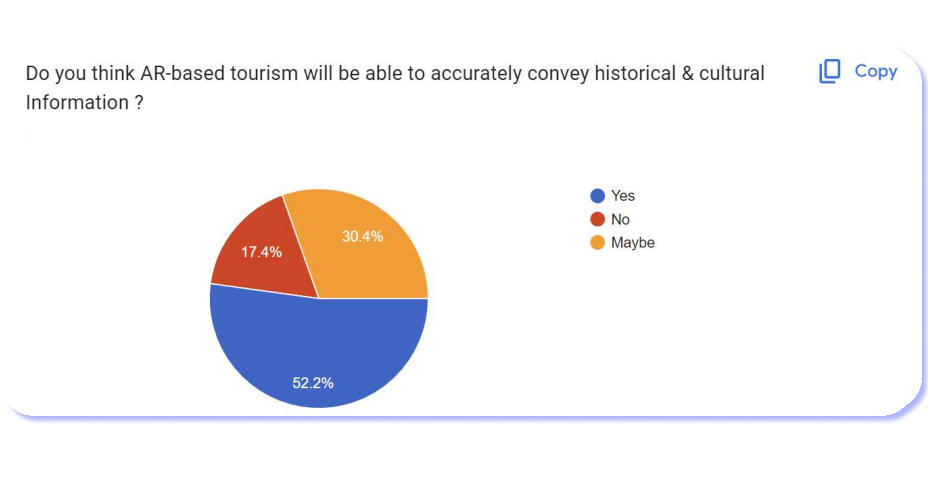

Do you think AR Based tourism will be able to provide a more personalized experience compared to traditional ?

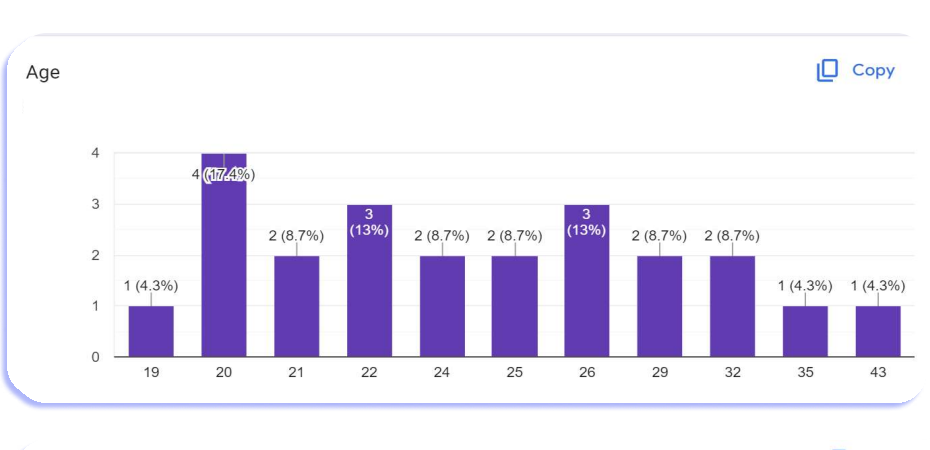

Are you aware about Augmented Reality ?

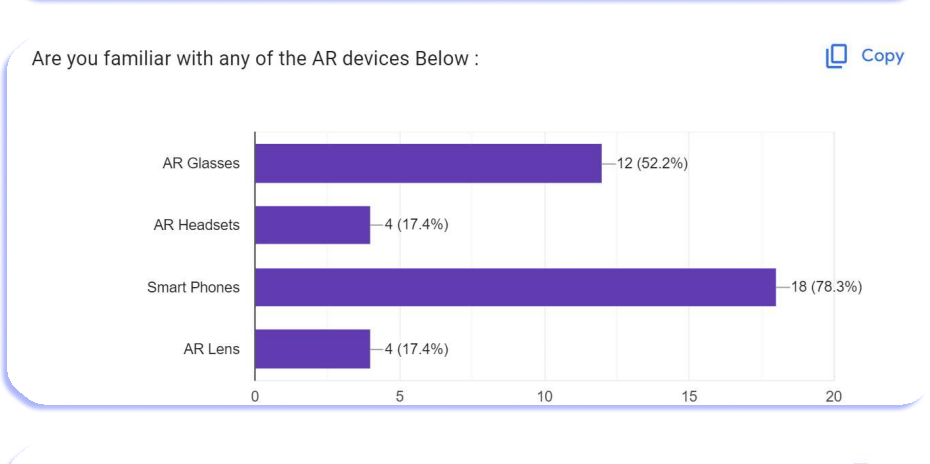

Would you be willing to pay extra for AR experiences while visiting Heritage Monuments ?

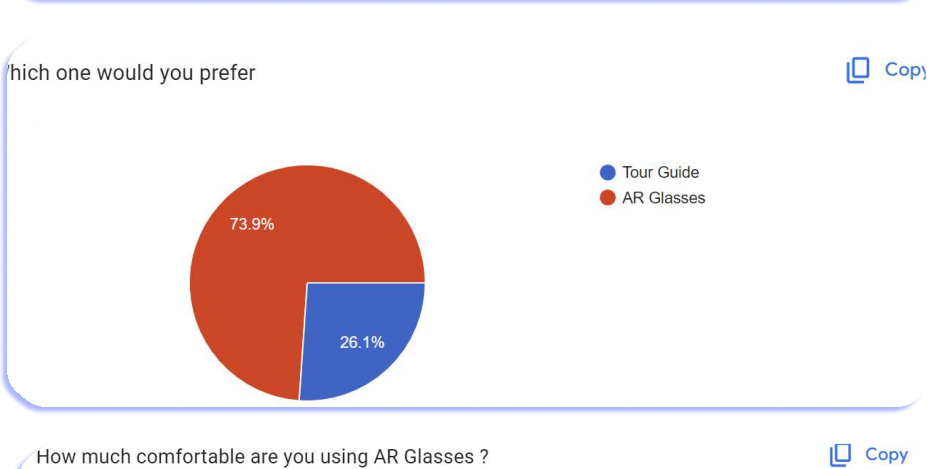

Have you ever used AR technology in tourism ?

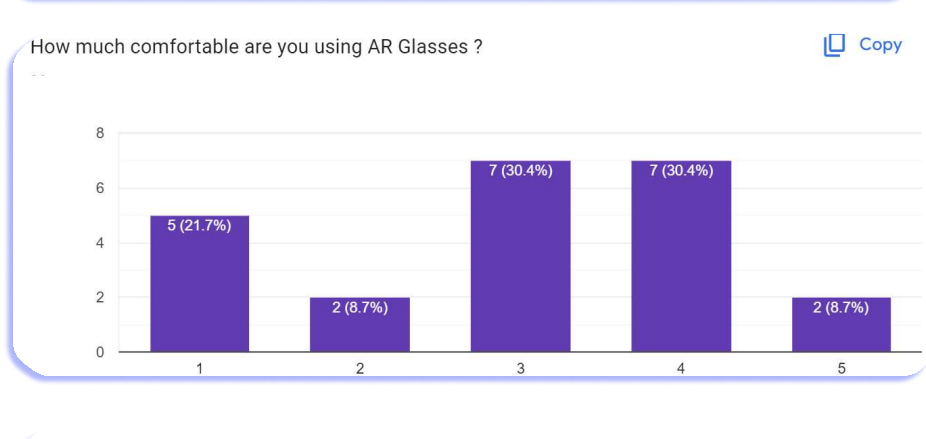

How Likely are you to use AR Glasses to explore new heritage sites ?

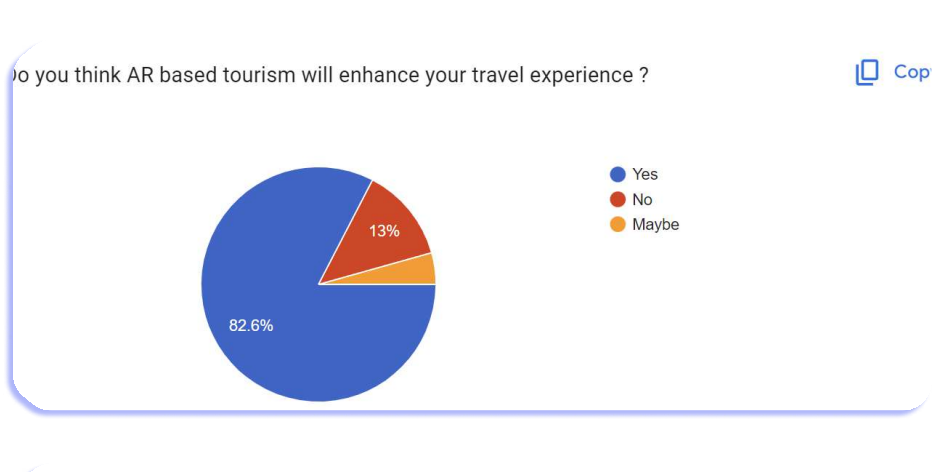

Do you think AR-based tourism will be able to accurately convey historical & cultural Information ?

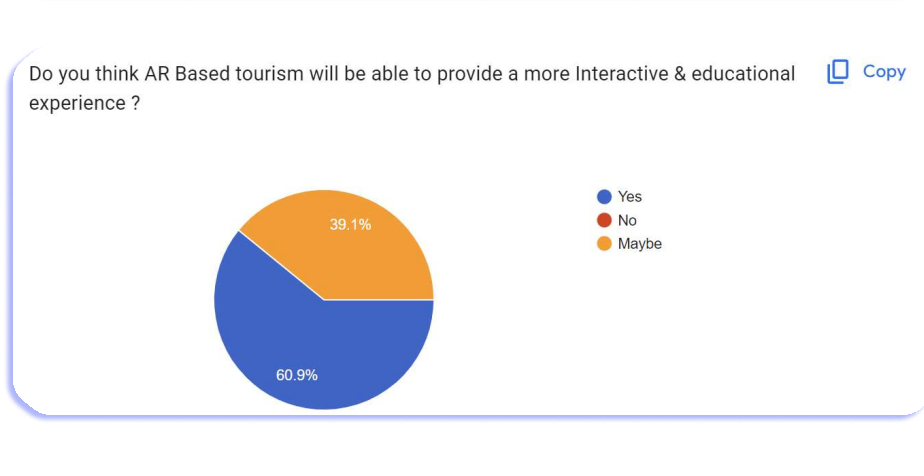

Age


Are you familiar with any of the AR devices Below :

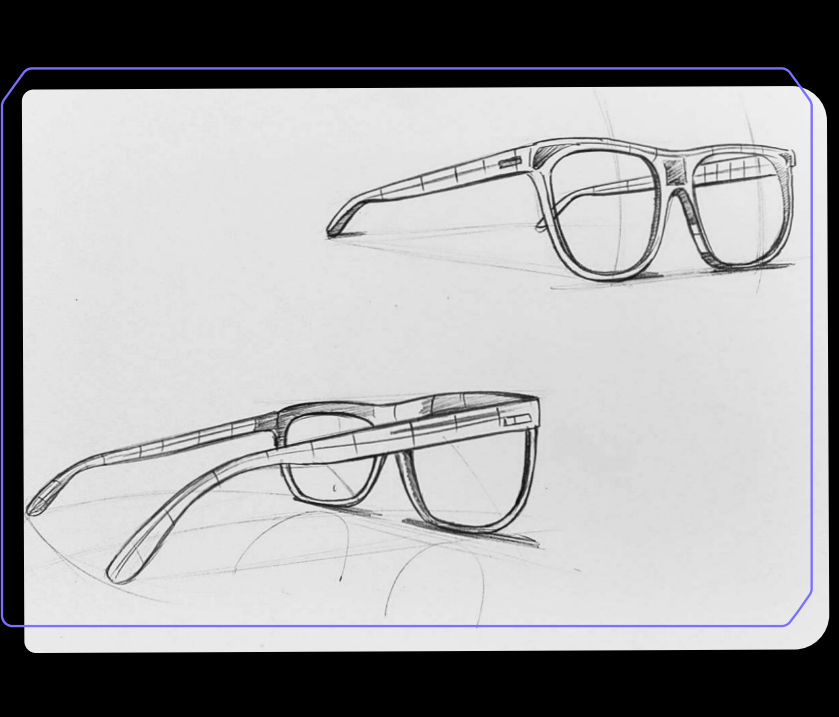

Which one would you prefer

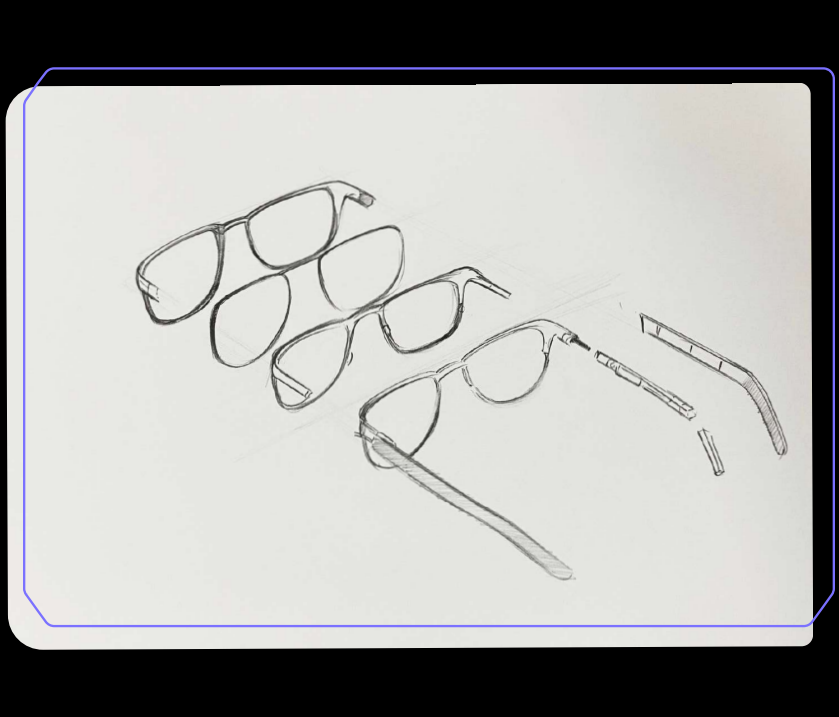

How much comfortable are you using AR Glasses ?

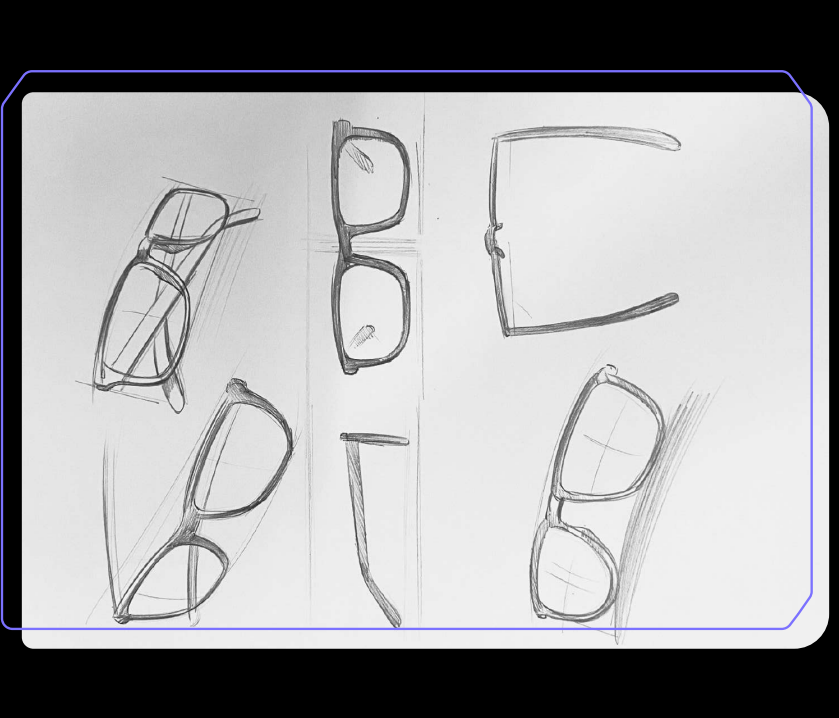

Do you think AR based tourism will enhance your travel experience ?

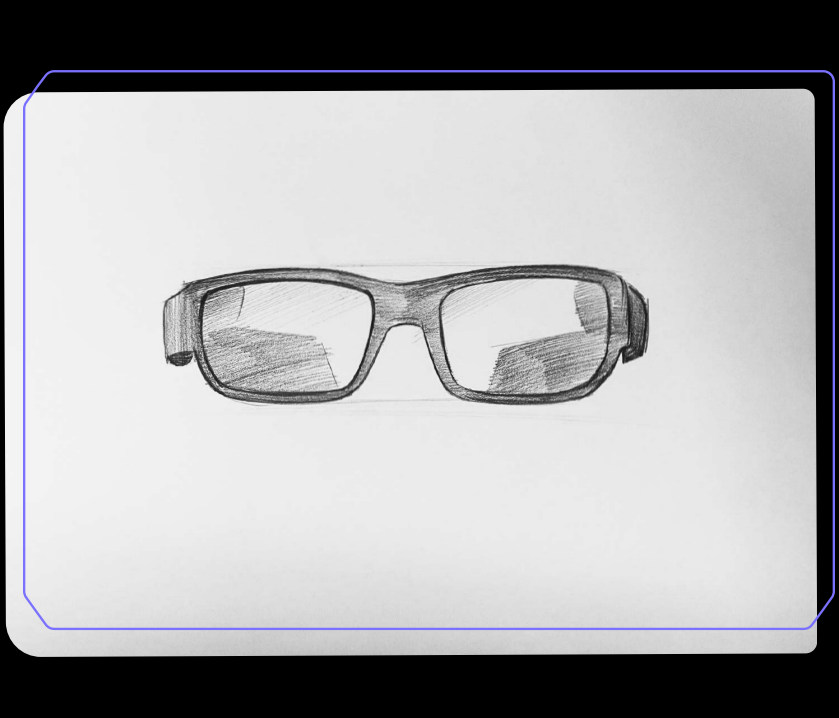

Do you think AR Based tourism will be able to provide a more Interactive & educational experience ?

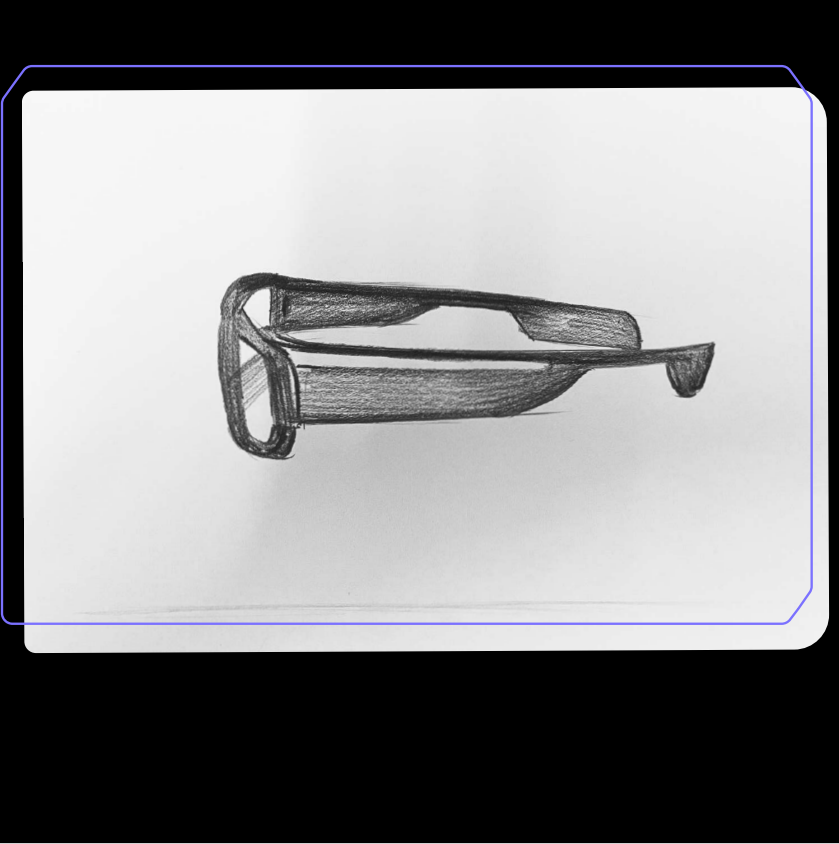
Ideation

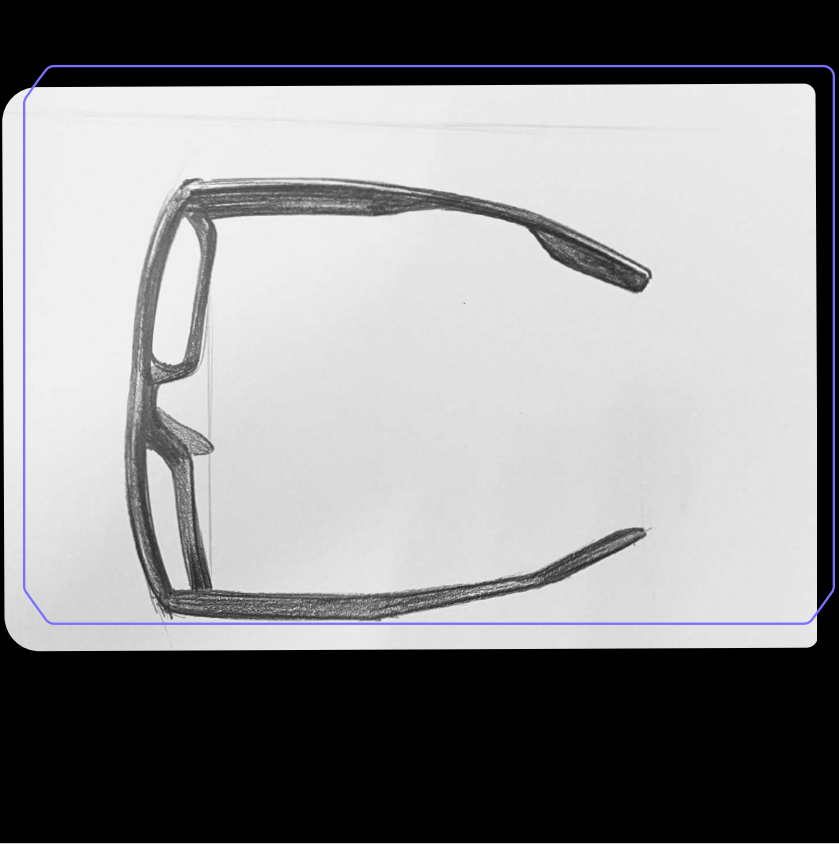












Features

Guided tours

AR smart glasses can provide visitors with a guided tour of a destination, allowing them to learn about its history, culture, and landmarks in a more interactive and engaging way. The glasses can display information about different points of interest as visitors move through a location, providing a personalized experience.

Language Translation

AR smart glasses can also provide language translation, helping visitors who may not speak the local language to communicate more easily with locals or to understand signage and information displays.

ARスマートグラス
AR Smart Glass
Verre intelligent AR

You are Here

Navigation Assistance

AR technology can also be used to provide navigation assistance to tourists. Visitors could use their devices to get directions to nearby attractions or restaurants, or to find their way around unfamiliar areas.

Historical Reconstruction

AR smart glasses can be used to create virtual reconstructions of historical sites, allowing visitors to see what a location looked like in the past. This can provide a better understanding of the historical context of a location.

Benefits

Enhanced User Experience

AR technology allows users to have a more immersive and interactive experience when exploring a site or location. By overlaying virtual content onto the real world

Increased Accesibility

AR virtual tours can make historical sites, museums, and other destinations more accessible to a wider audience. For example, users who are unable to physically visit a location due to mobility issues, distance, or other constraints can still experience the site through an AR virtual tour.

Improved Learning Outcomes

AR virtual tours can be a powerful tool for education, providing students with a more engaging and interactive way to learn about a particular topic. By providing an immersive and multi-sensory experience, AR virtual tours can enhance students' understanding and retention of the material.

Cost-effective

AR virtual tours can be a more cost-effective way to provide visitors with an engaging and informative experience, particularly for smaller organizations or destinations. Rather than investing in physical exhibits or displays, an AR virtual tour can provide a similar experience at a lower cost.