SYNOPSIS

Report on
Brochure XR

by

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ABSTRACT

The Augmented Reality project is an innovative technology initiative that utilizes computer vision and machine learning to overlay digital content onto the real world. The project aims to create an immersive and interactive experience for users, allowing them to perceive and interact with the world in a whole new way. The project has numerous applications across a variety of industries, including entertainment, education, healthcare, and retail. Augmented reality technology can be used to create engaging and interactive experiences for consumers, enhance training and educational programs, and provide valuable insights for healthcare professionals. The project involves the development of sophisticated algorithms and software that can accurately track the user's environment, recognize objects and surfaces, and seamlessly integrate digital content into the real world. This includes the use of advanced computer vision techniques, such as SLAM (Simultaneous Localization and Mapping), to create a real-time map of the user's surroundings. The project also includes the development of customized hardware, such as smart glasses and mobile devices, that can support the advanced software and provide users with a seamless and intuitive experience. Overall, the Augmented Reality project represents a significant advancement in the field of technology, offering a new level of engagement and interaction with the world around us. The project has the potential to revolutionize numerous industries and change the way we perceive and interact with our environment.

Augmented reality technology has the potential to transform the way businesses interact with customers. In the retail industry, for example, augmented reality can be used to create virtual showrooms that allow customers to visualize products in their own space before making a purchase. In healthcare, augmented reality can assist surgeons in complex procedures by providing real-time guidance and visualizations. The technology can also be used in education to create interactive and engaging learning experiences that promote active participation and retention of knowledge. The possibilities of augmented reality are endless, and as the technology continues to evolve, we can expect to see it integrated into an increasing number of industries and applications.

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1. INTRODUCTION

Extended Reality (XR) is a rapidly evolving technology that combines the digital and physical worlds, creating immersive experiences for users. XR includes a range of immersive technologies, including Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR), each with its unique characteristics and applications. These technologies have the potential to revolutionize a variety of industries, from gaming and entertainment to healthcare, education, and retail. The ability to create immersive experiences that blend the real and digital worlds offers unprecedented opportunities for businesses and individuals to interact with their environment in new and exciting ways. In this context, understanding the differences and applications of XR, AR, VR, and MR becomes crucial.

XR (Extended Reality) is an umbrella term that encompasses all immersive technologies that blend the physical and digital worlds. XR includes Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR), each with its unique characteristics.

1. **Virtual Reality** : Virtual Reality (VR) creates a fully immersive, digital environment where the user can interact with the digital world through a head-mounted display and controllers. VR is commonly used for gaming, training simulations, and creating virtual environments.

2. **Augmented Reality** : Augmented Reality (AR) overlays digital content onto the real world, enhancing the user's perception of their surroundings. AR can be experienced through smartphones, tablets, smart glasses, and other wearable devices. AR is often used in marketing, retail, and education to create interactive experiences and provide additional information.

3. **Mixed Reality**: Mixed Reality (MR) blends the real and digital worlds, creating a seamless blend of virtual and real-world elements. MR uses sensors and cameras to map the user's environment and place digital objects in the physical world, enabling users to interact with both real and virtual elements. MR is used in

industries such as healthcare, engineering, and architecture, where it can provide real-time guidance and visualization for complex tasks.

Overall, XR, AR, VR, and MR are all immersive technologies that offer unique experiences and opportunities for businesses and individuals alike. As these technologies continue to evolve and become more accessible, we can expect to see even more innovative applications and use cases emerge.

In this project, we are going to use Augmented Reality technology to achieve the immersive word in college brochure. In college's brochure we will place video of library, computer's lab etc, on the printed picture in the brochure. These features will show the actual view and real view of the college campus and any other infrastructure like auditorium, lab, cafeteria, parking area, ground etc. Visitor who comes to visit the college for admission purpose can easily watch the whole college from the college brochure and an application.

The technology enables students or visitor to experience the college's infrastructure as if they were physically present on campus, providing a level of detail and interactivity that is not possible with traditional printed materials. By simply pointing their smartphone or tablet at the brochure, students can explore the campus facilities and get a real sense of the college's offerings. This technology also allows for customization of the content, so prospective students can choose which facilities to explore in detail, tailoring their experience to their individual interests and needs. This interactive and personalized approach can help colleges stand out in a competitive market and provide a more engaging experience for prospective students.

Overall, the use of augmented reality in college brochures is a unique and effective way to showcase the college's facilities and infrastructure, giving prospective students and their families a realistic and immersive view of the campus.

2. LITERATURE REVIEW

The Augmented Reality (AR) media has become a utilization or an intermediary tool in everyday life. Augmented Reality has become a medium to contribute to human life, such as games, virtual tourism objects, and learning media. However, the application of Augmented Reality media in the world of education as a learning medium is still rarely used. Therefore, the holding of this research is as a form of contribution to the development of Augmented Reality media as a learning medium. The form of contribution from this research is a simple Augmented Reality created by using qualitative method to collect and analyze the elementary students data and Marker Based Tracking method resulting an application that has a function as a hand-shaped prop teaching aid for learning the body parts of the hands in elementary school students. With this learning media, it is hoped that it would help teachers and elementary school students in studying the parts of human body. All elementary school teachers can use the Aplikasi AR Belajar Bagian Tangan as a teaching medium in elementary school laboratories on their elementary school students or as a prop while students listening to their teacher explanations while seeing which parts of the hand are pointed out by elementary school teachers through the Aplikasi AR Belajar Bagian Tangan. This Aplikasi AR Belajar Bagian Tangan may provide elementary school students with their study and experience in using AR as a learning medium that can improve students' analytical skills.[1]

Urban-line infrastructure projects encounter the installation of new pipe networks for water, sewage, gas, heating and their resulting maintenance operations. Often such kind of projects are characterized by inaccurate information of the layed pipes in terms of their location, geometry and type. In the literature, only a few Augmented Reality practical applications in construction have been identified. This confirms the fact that guidelines, best cases and standardized implementation models are still missing for a successful roll-out of this technology in construction. In this article, we propose a feasibility study of Augmented Reality to support the maintenance of a heat-district installation project as case study. By using a S.W.O.T. analysis, the strengths and

weaknesses as well as the opportunities and threats of Augmented Reality in these contexts were investigated. Future research activities will focus to support the creation of digital models as well as to have a bi-directional information flow between AR and real construction sites.[2]

Children with autism spectrum disorder (ASD) experience impaired emotional development, which severely affects their social communication. Although some assistive technologies are effective in helping children with ASD to improve their social skills, they are generally considered to be unable to engage children in real-world social situations. This paper presents "FaceMe," which is a virtual agent social game based on an augmented reality (AR) technology that supports children's emotional development. FaceMe uses a virtual agent, a set of tangible toolkits, and multilevel game mechanics to teach children about basic facial expressions in social scenarios and improve their emotional and communication skills. Empirical results show that the FaceMe virtual agent evoked active social behaviors in children with ASD who subsequently improved their ability to understand facial expressions. The FaceMe design guidelines for creating the virtual agent in the context of AR are presented, which opens up an interesting domain for future games using AR to support children's learning.[3]

3. PROJECT OBJECTIVE

The idea of incorporating augmented reality technology into college brochures to showcase the college's infrastructure is an innovative and engaging approach to marketing higher education institutions. The project aims to create a more immersive experience for prospective students and their families by overlaying videos of the campus facilities onto printed pictures in the brochure.

The project begins with the creation of high-quality videos of the college's facilities, including the library, computer labs, auditorium, lab, and cafeteria. These videos are then integrated into the printed college brochures using augmented reality technology. When the prospective student or their family member points their smartphone or tablet at the printed picture, the video is overlaid on top of it, providing an interactive and immersive experience.

The benefits of using augmented reality in college brochures are numerous. Firstly, it allows prospective students to explore the campus facilities from the comfort of their own homes. This can be especially important for students who live far away from the college or who are unable to visit the campus in person. Secondly, the ability to personalize the content allows prospective students to focus on the facilities that are of most interest to them, providing a more tailored and engaging experience. Finally, the use of augmented reality in college brochures can help colleges stand out in a crowded marketplace, attracting more students and improving their overall recruitment efforts.

The success of this project will depend on several factors. Firstly, the quality of the videos must be high enough to provide a realistic and engaging experience for the user. Secondly, the augmented reality technology must be easy to use and accessible, requiring minimal setup or technical expertise. Finally, the project's success will depend on the college's ability to market and distribute the brochures effectively, ensuring that they reach the intended audience and generate interest.

In conclusion, the use of augmented reality technology in college brochures is a promising project idea that can provide a unique and engaging experience for prospective students and their families. With careful planning, high-quality content, and effective marketing, this project has the potential to improve the recruitment efforts of higher education institutions and attract more students to their campuses.

One potential challenge is the cost of producing high-quality videos for each of the college's facilities. Creating videos that accurately and effectively showcase each facility may require

hiring professional videographers and investing in high-quality equipment. However, the cost of producing these videos may be offset by the potential increase in student recruitment and interest. Another potential limitation is the accessibility of augmented reality technology. While the technology is becoming more widespread, not all prospective students may have access to a smartphone or tablet that can run the necessary software. This may limit the project's reach and effectiveness.

Moreover, the success of the project also depends on the ability of the college to effectively market and distribute the brochures. This may require additional resources and effort to ensure that the brochures reach the intended audience and generate interest. Furthermore, as augmented reality technology continues to advance, it may become even more integrated into the higher education sector. For example, augmented reality could be used in classrooms and labs to enhance learning experiences or even be incorporated into campus tours to provide an even more immersive experience for prospective students.

Overall, while the use of augmented reality in college brochures may present some challenges and limitations, the potential benefits for student recruitment and engagement make it a promising project idea for higher education institutions.

4. PROJECT METHODOLOGIES

1. **Define project scope and objectives:** The first step in any project is to clearly define the scope and objectives. In the case of an AR project, this involves identifying the specific use case and the problem it aims to solve. This step involves defining the target audience and understanding their needs and preferences.

2. **Determine hardware and software requirements:** The success of an AR project depends on the hardware and software used. This step involves identifying the appropriate hardware and software to be used for the project, such as AR glasses, mobile devices, or smart screens. The software can include tools for 3D modelling, animation, and programming. It is important to select tools that are compatible with each other and can deliver the desired output.

3. **Develop AR content:** Once the hardware and software have been identified, the next step is to create AR content. This involves creating 3D models, animations, and other digital assets that will be used in the AR experience. It is important to ensure that the content is optimized for the target hardware and software to deliver the best possible user experience.

4. **Test AR content:** Testing is an important step in any software development project, and it is no different in AR projects. This step involves testing the AR content on the selected hardware and software to ensure that it functions as intended. The testing should cover various scenarios and user interactions to ensure that the AR experience is seamless and user-friendly.

5. **Implement AR content:** Once the AR content has been tested and validated, it is time to implement it in the target environment. This can involve integrating the AR content into an existing app, website, or other platform, or creating a standalone AR experience. It is important to ensure that the AR content is delivered to the target audience in a way that is

convenient and accessible.

6. **Evaluate and refine AR project:** The final step in the AR project is to evaluate the effectiveness of the AR experience and refine it as necessary. This step involves collecting feedback from users and analyzing user data to determine whether the project is meeting its objectives. Based on the feedback and data, adjustments can be made to the AR content, hardware, and software to improve the user experience and achieve the project goals.

5. PROJECT OUTCOME

The application will be able to perform various functions, such as displaying product information, providing interactive training, creating virtual tours of buildings and museums, and displaying animations and 3D models of objects. The application will also allow users to interact with the digital content by using gestures or voice commands. The success of the project will be measured by user engagement and satisfaction with the application, as well as the number of downloads and positive reviews on the app stores. The project will also provide valuable insights into the development and implementation of AR applications, which can be applied to future projects.

The outcome of this project would be a fully functional Augmented Reality (AR) application that can be integrated with the college's brochure. The application would allow prospective students to experience the college's facilities, such as the library, computer lab, and other infrastructure, in a more interactive and immersive way.

The AR application would work by using image recognition technology to recognize the printed pictures in the college brochure. When a student points their smartphone or tablet camera at the picture, the application will overlay a video of the corresponding college facility on top of the picture. This video will showcase the actual view of the facility and provide a real view of the college campus.

By using this AR application, students will be able to get a more comprehensive understanding of the college's facilities and infrastructure. This will enable them to make a more informed decision when choosing a college. Furthermore, the application will provide an engaging and immersive experience for students, which can help to create a lasting impression of the college and enhance the overall college experience.

6. PROPOSED TIME DURATION

Task name	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8
Planning	▮							
Requirement Analysis		▮	▮					
Design				▮	▮			
Implementation						▮	▮	
Follow up								▮

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