COMMENTS OF THESIS'S ADVISOR

Thesis title:

ADVERTISEMENT SYSTEM IN MOBILE PLATFORM
WITH AUGMENTED REALITY

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Advisors: **Assoc. Prof. TRAN Minh Triet – M.Sc. LUONG Vi Minh**

Comments:

Augmented Reality (AR) is a new trend in software development to provide exciting and useful augmented information related to external contexts in reality. AR has been applied in various applications worldwide, such as in education, advertisement, entertainment, etc.

The main objective of this thesis is to develop a system for advertisement with augmented reality on mobile devices. The system has ***two main components***: a ***management module*** to create different AR-enabled advertisement scenarios and campaigns, and a ***presentation module*** on Android mobile devices to present augmented data in various formats related to external visual contexts.

Main results:

- After studying about augmented reality and its potential applications in the society, the students proposed the main functions for their system, including two main components: management and presentation modules.
- The students studied and could applied Vuforia to integrate visual object recognition into the presentation module on Android devices for augmented reality.
- The students successfully developed the advertising system with two main components:
  - o The management system, developed with ASP.NET, allows users (managers) to create and manage campaigns of advertisement.
  - o The presentation system, developed on Android devices, allows users (customers) to participate in various advertisement campaigns. This system can display and present various types of augmented data related to products/services in advertisement.

The result of thesis demonstrates that the students have excellent skills in programming and learning new technologies to realize innovative products.

Advisor

Tran Minh Triet