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| UNIVERSITY OF INFORMATION TECHNOLOGY  **ADVANCED PROGRAM**  **IN INFORMATION SYSTEMS** |  |
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# THESIS PROPOSAL

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| **THESIS TITLE: Advertisement system in Mobile platform with Augmented Reality** | |
| **Advisor: Assoc. Prof. Dr. TRAN Minh Triet, MSc. LUONG Vi Minh** | |
| **Duration: from** 20.07.2015 **to** 15.01.2015 | |
| **Students:** Le Sanh Phuc (11520288) - Pham Tang Tung (11520462) | |
| **Contents:**  The objective of the thesis is to learn about augmented reality and trials development of ***augmented reality system using in advertisement campaigns*** on mobile devices.  The system consists of two main modules:   * ***Management module*** is built in the form of website using ASP.NET platform; allows users, especially advertisers to ***design augmented information, build promotional strategies*** for their products in an intuitive way. In additional, they also have ***statistics, quality assessment of campaign, and feedback from customers***. * ***Demonstration module*** is built in mobile device in Android platform, allows users to scan to product’s images in the banner, poster, sheet fall ... that has already been uploaded to the database. Then, the application will present augmented objects, and also allow users to interact, respond, and share received information.   The specific contents of the subject as follows:   * Read an overview of the theoretical problems, history and real applications of augmented reality in various fields of life. * Learn about the traditional methods of advertisement, offering the limitations of advertising by static information. * Learn about what Vuforia framework supports in building augmented reality applications in Android platform. * Learn about tools, supported technologies that can build beautiful graphical users interface on Web. * Develop management module. * Develop demonstration module. * Create sample data for the system. * Integration and testing. | |
| **Research time lines:**  \_ 20.07.2015 - 30.07.2015: Research augmented reality and its real application, especially in advertisment  \_ 01.08.2015 - 13.08.2015: Self -training about features of Vuforia; the process of analyzing, transfering images.  \_ 15.08.2015 - 20.08.2015: Review ASP.NET MVC, Bootstrap, Android and analyze technical issues which will may occurs.  \_ 21.08.2015 - 22.08.2015: Study about platforms supporting creation augmented reality application. Then, confirm what technology will be used.  \_ 23.08.2015 - 12.09.2015: Run sample demo of Vuforia application in Android platform to find problems va solutions for real project.  \_ 13.09.2015 - 30.11.2015: Develop management and demonstration modules.  \_ 01.12.2015 - 15.12.2015: Collect sample data for tesing.  \_ 16.12.2015 - 20.12.2015: Improve and complete system building  \_ 21.12.2015 – 10.01.2015: Write thesis from previous report,notes. | |
| **Approved by the advisor(s)**  **Signature(s) of advisor(s)**  **Assoc. Prof. Dr. Trần Minh Triết** | **Ho Chi Minh city ..…/..…/..…**  **Signature(s) of student(s)**  **Lê Sanh Phúc Phạm Tăng Tùng** |
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