

AR ADVERTISING

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Problem Definition:

Our traditional advertising like ads in Newspaper, Magazine, templates and lot are able to catch the attention of the people, but do not captivate them. Original look and overview of the product is different when the buyer buys it. Also the different perception images of the product which is given in the Ads doesn't attract the buyer. So to overcome this problem people can view advertisement in smart phone by using the Augmented Reality. The work process is to develop the virtual advertisements which combines overlaying of 3D graphics in Augmented Reality(AR). It presents the virtual look of the product in creative and efficient way.



SOLUTION:

Advertisement using Augmented Reality is the mobile application, which is used to publish the advertisement by the advertiser. Those product advertisement can be viewed by the customers. It makes a reliable connection between the buyer and the product seller. This application is an innovative way to impress the buyer to explore the product before buying it. Overview of the product is completely analysed by the customer before sending his money.



Autonomous:

An autonomous car is a vehicle capable of sensing its environment and operating without human involvement. Augmented Reality Automation (ARA) is an innovation that incorporates augmented reality technology to the classical experiments, allowing the integration and interaction of several technologies, developing mixed experiments, both real and virtual, that is visualized through a mobile device, such as smartphone or tablet. In this AR technology, application of sensor like operating windows, headlights, doors and side mirror are being automated.



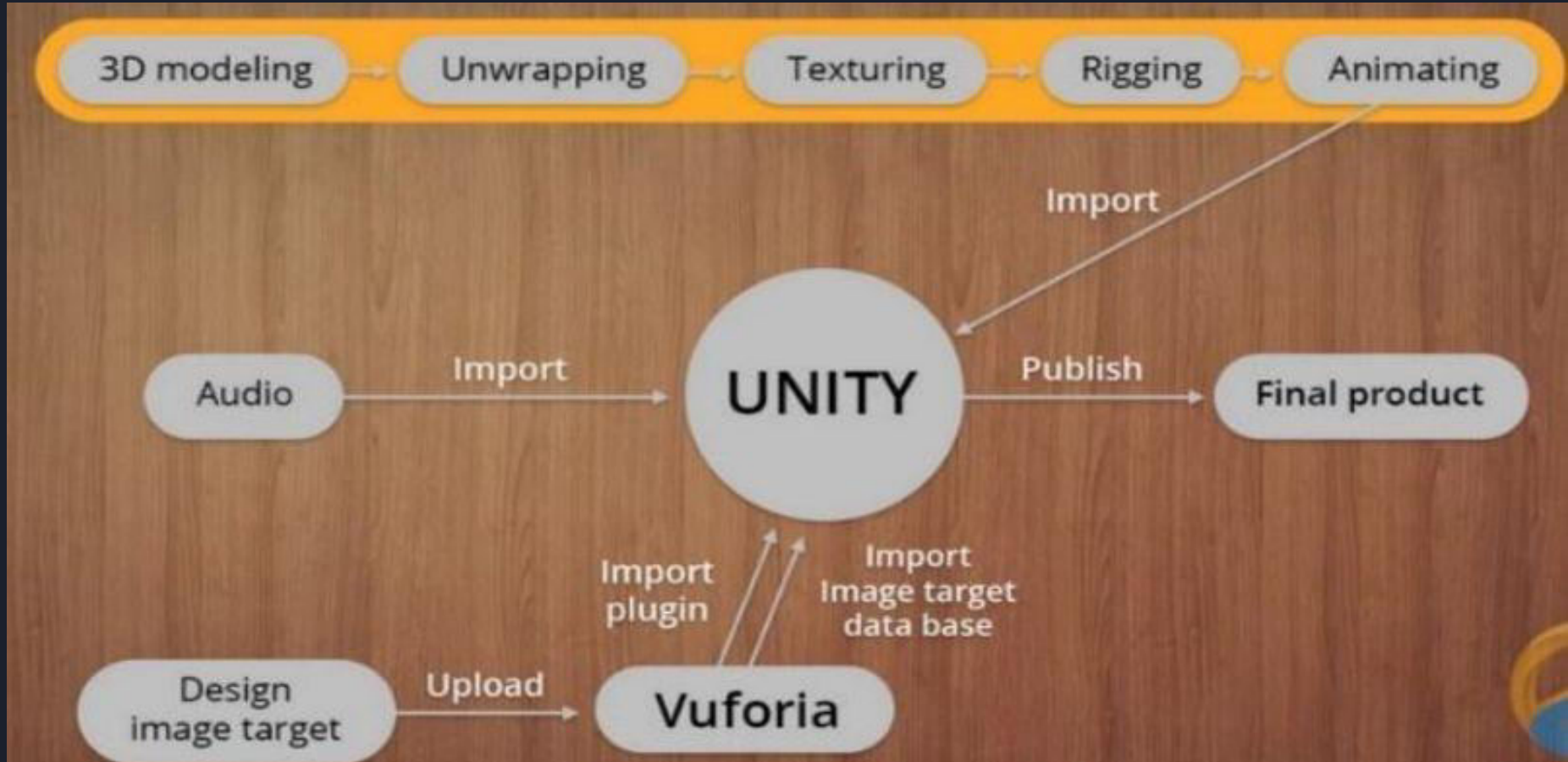
SPECIFIC:

- By using this AR technology the Top view ,front view and side view can be visualized.
- Buyer can choose their desire color.
- It is used to verify whether the car can be fixed in that parking or not.

METRICS:

Earlier days we used to go to showroom but after the development of this AR technology we can visit the website and scan the QR code to get more knowledge about the car.

SYSTEM DESIGN:





REALISTIC UTILITY:

- With help of this AR technology the travelling time is avoided and the work pressure is reduced.
- Our energy and expenditure is also saved.
- The real presence of the car can be experienced by scanning the QR code.

ATTAINABLE:

It is 100% possible to attain by using UNITY,BLENDER,VUFORIA.



SCALABILITY:

By concerning growing mobile users and product advertisements we need scale the capacity of the database. So, the models will be uploaded in the Vuforia cloud storage facility. This can be integrated with the help of the Unity Vuforia Cloud Plugin. The manual process of modelling the product models will be reduced and the advertiser can upload the models by their self.



THANK YOU