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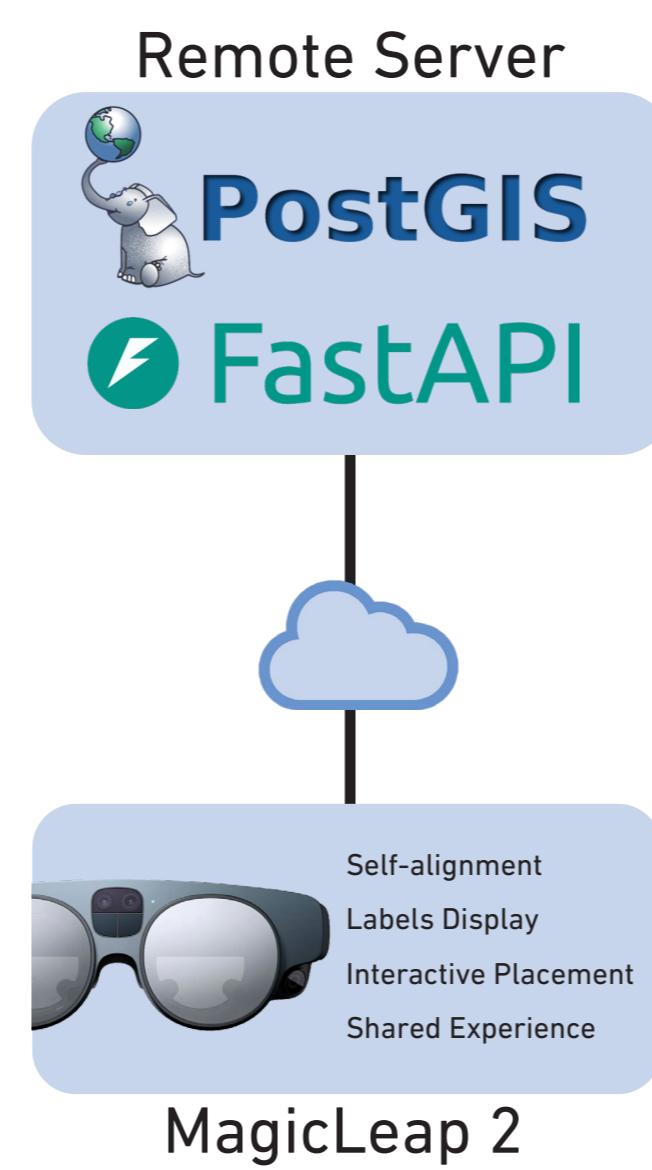
LabelAR

Immersive AR for enhanced spatial exploration



Introduction

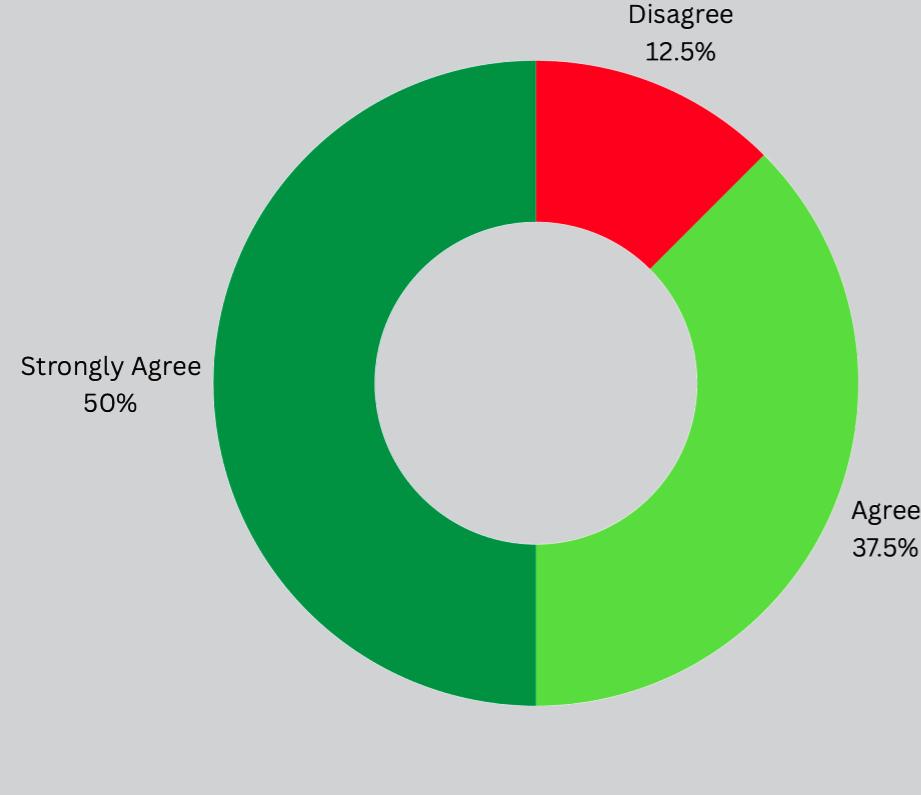
LabelAR is an innovative application that leverages AR for urban exploration in Zürich. The app displays immersive and contextually aligned digital overlays over relevant landmarks.



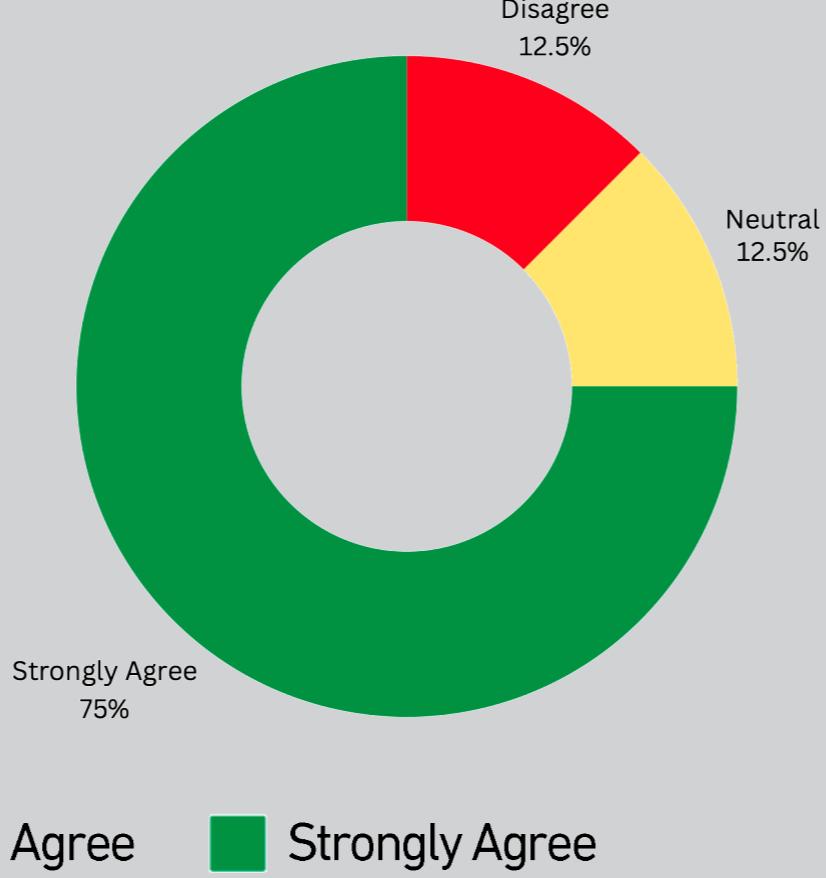
Motivation

"The study's findings support that implementing AR technology in the museum industry provides great opportunities for the tourism industry." [1]

I enjoyed this experience



I quickly picked up how to use this application



"The demo went well [...] all liked the app, reactions ranged from 'it works' to 'super cool'. Overall quite positive feedback."

Marcel Lancelle @ MagicLeap Internal Demo

Methods

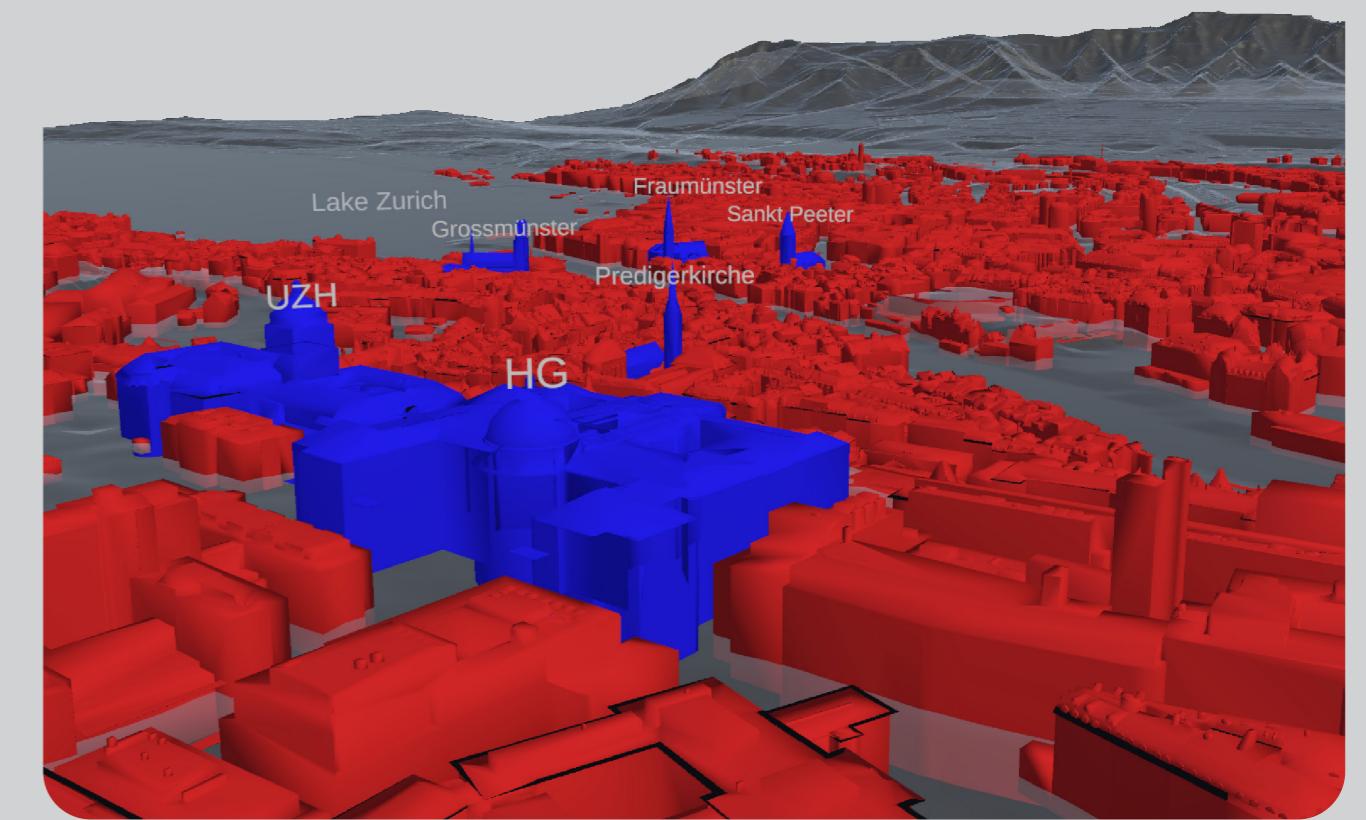
Highly detailed 3D models are combined with real-time spatial alignment into a solution deployed on the MagicLeap 2 AR Visor.

SPACE SELECTION

- Polyterrasse
- Andreasturm
- Bellevue
- WG
- Lindenhof



Triangulation Alignment Fine-tuning



3D Landmark Highlighting

If you tried LabelAR, leave a feedback!



Future Work

Future improvements to the app range from fully hands-free interaction utilizing eye-gaze and voice commands, to full integration with MagicLeap's AR Cloud.