

AR APP UNITY

Tech Talk by Siebe and Marnik





UNITY



VUFORIA



ALTS



+/-

DEMO



LIVE DEMO



Q&A

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Analysis of what Unity
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Anything that was not
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LIVE DEMO



Q&A

BACKGROUND

Digitizing the exhibition with AR,
gamification, and more for an
engaging experience.





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LIVE DEMO



Q&A



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01.

UNITY

AR development with Unity

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LIVE DEMO



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OVERVIEW

Widely-used game development engine

Founded in 2005

CORE-FEATURES

Cross-platform compatibility

Robust graphics engine

User-friendly interface

ECOSYSTEM

Asset Store

Unity Collaborate

Unity Cloud



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UNITY'S AR FEATURES



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LIVE DEMO



Q&A

PROJECT TEMPLATE

AR project templates, streamlining the setup process.

BUILT-IN PACKAGES

Rich ecosystem of AR-related packages

PLATFORM SELECTION

AR platforms, including iOS ARKit and Android ARCore.

BUILD OPTIONS

Builds for smartphones, tablets, and AR glasses, other hardware



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UNITY'S AR FEATURES



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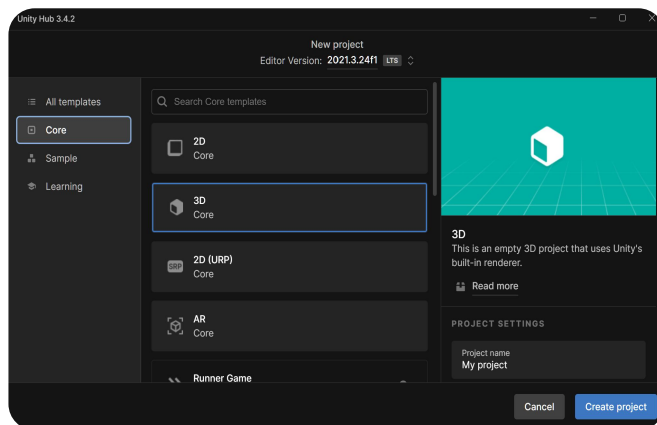
LIVE DEMO



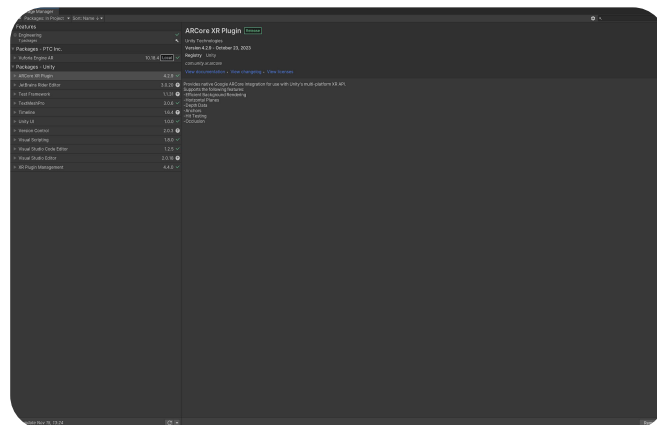
Q&A



PROJECT TEMPLATE



BUILT-IN PACKAGES





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UNITY'S AR FEATURES



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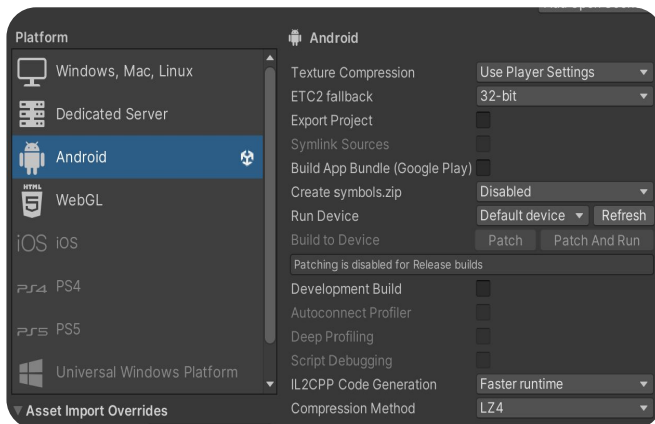
LIVE DEMO



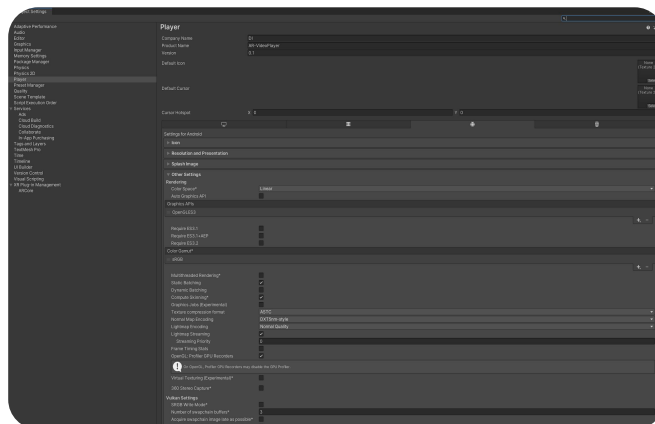
Q&A



PLATFORM SELECTION



BUILD OPTIONS





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LIVE DEMO



Q&A

02.

VUFORIA

AR magic with Vuforia



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LIVE DEMO



Q&A

AR SDK

Enhance AR
capabilities

Interactive and
engaging AR
experiences

UNITY AND VUFORIA SYNERGY

Unity's graphics and cross platform strength with Vuforia's robust tracking and recognition features

HOW IT WORKS - SIMPLIFIED

Unity's AR Foundation simplifies Vuforia integration within Unity projects.

Vuforia's SDK seamlessly interfaces with Unity, enhancing the AR development workflow.



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LIVE DEMO

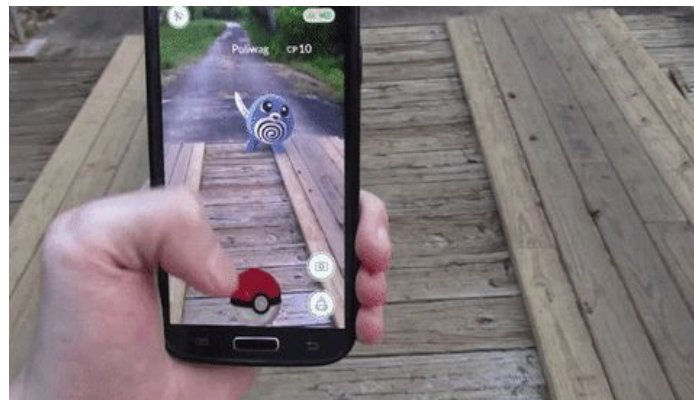


Q&A

VUFORIA - WHAT IS AR?

“AR is a digital medium that allows you to overlay virtual content into the physical world in a way that makes it seem like the content is physically there.”

- Ryan Kopinsky





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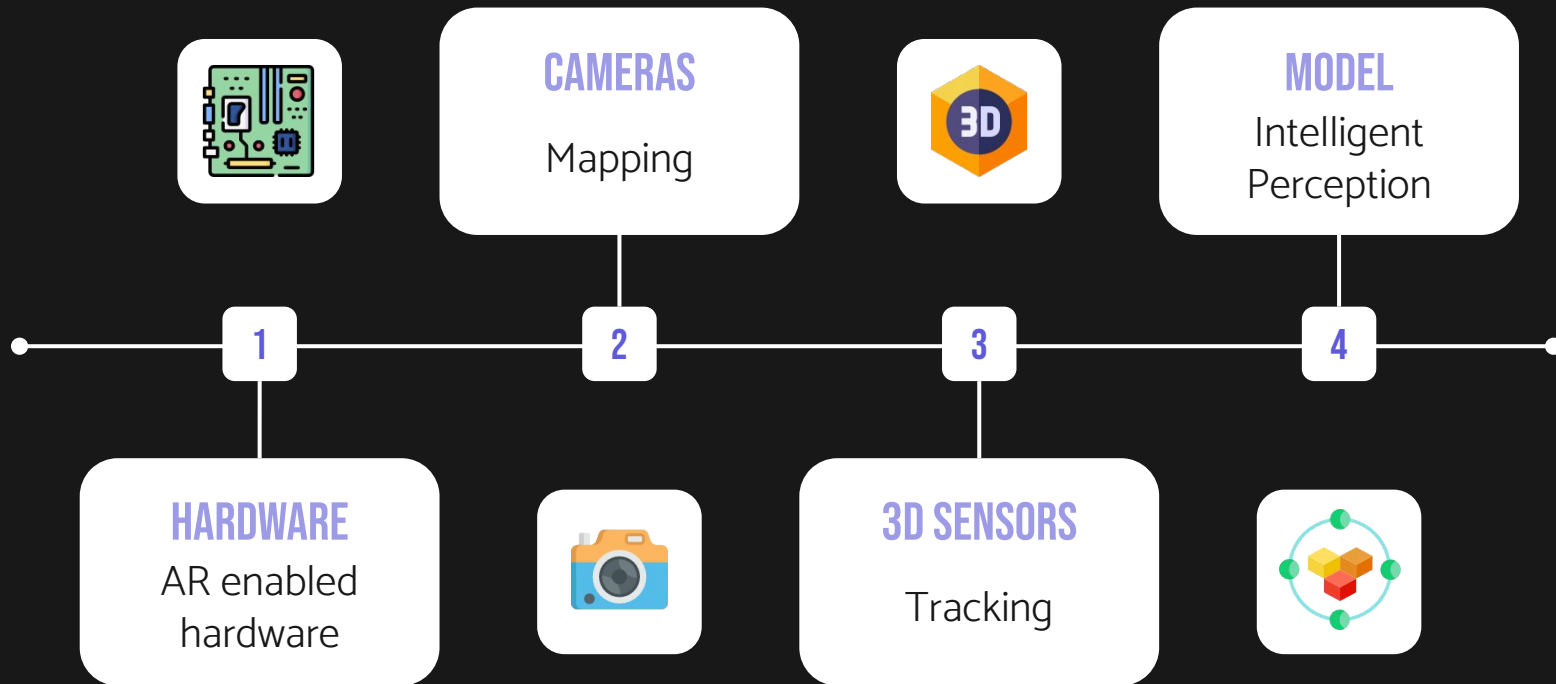


LIVE DEMO



Q&A

VUFORIA - HOW DOES AR WORK?





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LIVE DEMO



Q&A

VUFORIA - HOW DOES AR WORK?

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Simultaneous

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Localization

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Mapping

AR enabled hardware maps the environment and keeps track of where you are in relation to it. Once this localization and mapping are working well for a new environment, an AR experience can take place there.



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LIVE DEMO



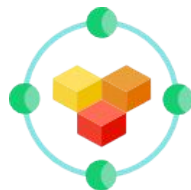
Q&A

VUFORIA - HOW DOES AR WORK - SUMMARY



SEEING THE WORLD

Mapping the environment



UNDERSTANDING

Tracking your and the object's location



VISUALIZE

Placing digital content into the physical world



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LIVE DEMO



Q&A

03.

ALTERNATIVES

What are the other possibilities?



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Q&A

ALTERNATIVES



ZAPWORKS

user-friendly platform for
creating interactive augmented
reality experiences.



8TH WALL

Simplifying augmented reality
development for immersive
experiences across devices.



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LIVE DEMO



Q&A

ALTERNATIVES

ZAPWORKS

Excels with a user-friendly interface, cross-platform versatility, and strong interactive features, making it a cost-effective choice for dynamic AR development.

EASY
TO
USE



UPDATE





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LIVE DEMO



Q&A

ALTERNATIVES

8TH WALL

Impresses with a user-friendly interface, strong cross-platform compatibility, and rich interactive features, making it an excellent choice for dynamic AR development.

EASY
TO
USE



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LIVE DEMO



Q&A

ALTERNATIVES

UNITY AND VUFORIA

Unity's versatility and broad capabilities complement Vuforia's strengths in tracking and real-world applications, creating a robust and effective toolkit for diverse AR projects.

EASY
TO
USE



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Q&A

04.

PROS AND CONS

Analysis of what Unity and Vuforia can/can't do.



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Q&A

PROS AND CONS



01

Versatility: industrial and educational AR applications.



02

Graphics engine: powerful real-time rendering capabilities.



03

Robust recognition and tracking of 3D objects.



04

Regularly updated with new features and improvements.



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LIVE DEMO



Q&A

PROS AND CONS



01

Steeper learning curve than the alternatives.



02

Tool deprecation: removal of certain tools.



03

Complexity: it feel like overkill for certain projects.

Unity and Vuforia together create a robust AR toolkit, combining versatility, community support, and robust tracking, despite some learning curve and resource challenges.



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LIVE DEMO



Q&A



05.

LIVE DEMO

Real AR Showcase





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LIVE DEMO



Q&A



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06.

QUESTIONS?

Anything that was not clear?

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