Nissi Cards

(Talking Business Card)

Abstract—

Augmented reality (AR) is a relatively new technology that allows mixing virtual with real world in different proportions to achieve a level of immersion that no virtual equipment can provide. Recent advances in the field of computers and virtual environments make possible AR technology to go many applications.

AR technology aims to enhance the user's perception and interaction
with the real world by implementing the real world with 3Dvirtual objects, which appear to coexist in the same space as the real world. The traditional business cards are no longer popular, since showing all the relevant data in a small space on a business card is impractical, time consuming or costly.

Therefore there is a need for developing, an Augmented Reality Advertising Application which is capable of storing and representing a huge amount of data in a reasonable time and cost. This paper, implements the current status of the AR systems for Business Card which is the new type of automated applications and act to enhance the effectiveness and attractiveness of marketing for people in a real life scene. Augmented Reality Business Card (ARBC) is a really great way of getting people talking in something really special. This research have proposed a system which is based on Augmented Reality and designing a business card with marker.

Keywords-component; Business card; Augmented Reality; Marker; virtual environment.

Team Details

L.Aswin
M.C.A. 1st year
Thiyagarajar college of Enginering
Madurai, India
arronissac@gmail.com
www.aswin.esy.es

K.N.Meenaatchi
M.C.A. 1st year
Thiyagarajar college of Enginering
Madurai, India
meenaatchi141996@gmail.com

P.Aravindh Ghosh
M.C.A. 1st year
Thiyagarajar college of Enginering
Madurai, India

aravindhghosh.p@gmail.com

S.Aarthi
M.C.A. 1st year
Thiyagarajar college of Enginering
Madurai, India

saarthibca1998@gmail.com