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## Talking Business Card Using Augmented Reality

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**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 3D virtual 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 giving 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.

### I. INTRODUCTION

Showing all the persons information in business card has always been a problem. Mostly, imagination exactly the person's profession and details about them from the business card is not simple. Imagination 3D model from 2D Card depends on the capacity of the customer to extract correct information from the Business Card. Besides, in order to explain about people's job in 3D images, it is needed to slice the images. Explaining about the Business Card with the help of text and images is quite difficult in complex situations whereas 3D sight of compound images raise the problem of understanding. [3]

Beside the problem of understanding and imagination of 3D objects, issue of motivation is very important, these days people are not satisfied with the quality of business card as they are not interesting enough. By offering a method which can interact with the user to observe live direct or in direct of

the business card which is in real-time and in semantic context with environmental elements user can have a situation to experiment a virtual video in real world. Augmented reality (AR) is one of the newest technologies explored in business, promises the potential to revolutionize interface and the way of advertising, making consumer's experience more engaging. Recently, with the help of Augmented Reality it becomes more possible to improve the business environment to increase the quality of Business Card. AR allows you to create a more impressive business card at no cost at all and you can fit way more info on it. Business card design will never be the same with Augmented Reality (AR) letting you put more information than ever before on your pocket-size resume.

Augmented Reality will be one of the platforms in order to move towards a developed business and have an important role in marketing. Power of operating in different field of business and manufacturing is one of the most significant advantages of this system. [3], [4].

AR has characteristics that make them suitable for business and can fulfill the lack of introducing the profession and business for businessman, such as:

- Remove the problem of limited space
- Disable the poor layout skills culminating in a usual card
- Allowing consumer to feel a sense of presence in the virtual environment
- Remove the problem with poor paper quality

Beside the characteristics of AR environment that suits the business environments, the growing research into the area of augmented reality in business is evidence that proves the great potential of this technology. The idea of create business card based on AR system started by James Alliban. The AR system including a physical card which is used to interface reality and virtuality and presents the human video in three dimensions (James Alliban). His work was based on AR technologies to enhance the business quality to increase the motivation of marketing by introducing through entertainment.

This study is focusing on proposing the AR technology on Business Card, which is based on Video see-through AR; rely

52

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on video feed for acquiring information, uses webcam. With using marker it can register for virtual environment. In the next step it can display 3D video on top of the marker. This model help businessman to identify, adapt and implement Business Card to achieve their financial and marketing targets consistent with their strategic goals. In this study users are not allowed to add their own information or video.

### II. PROBLEM STATEMENT

Traditional business cards have helped businesses grow, establish relationships with affiliates and partners and also spread the word about their businesses and products. But, many of these business cards are boring to be honest. Most if not all, just show the giver's name, company affiliation (with logo) and how you can be contacted with them. Because typical business cards come with aspect ratios of dimensions range therefore it is unable to allocate more information due to the limitation of space. And also, sometimes the information that included in a business card is unclear or incomplete for its viewer. In aspect of economy, these traditional business cards are very costly. So, what if there was a very useful technology that we can use that for overcome to these problems. For example a professional business card, which could include one or more aspects of striking visual design such as map of the address location. Hence, there is a need to find a way to solve such problem. [1]

Today, with help of Augmented reality technology why waste your money to printing out your business cards when you can 'hand it out' for free? With the task at hand, this project is to design and develop a business card application, by using Video see-through AR; rely on video feed for acquiring

objective of the proposed study by developing the Augmented Reality model:

- To design a business card with marker.
- To create a video of the business people.
- To detect and identify the marker to find 3D position, orientation and video to be viewed.
- To occlude the video onto the marker.

This study also could be very useful for customer in their decision-making, company in their identifying process and identifying potential opportunities. It will be helpful for consumer to find the correct marketing among the entire product in interesting way. They can enjoy the business trade by technological innovations.

### IV. ADVANTAGES AND DISADVANTAGES OF AUGMENTED REALITY

#### A. Advantages

##### 1) The New Sphere:

As a result of creating Augmented Reality a new sphere has formed known as 'The Virtual Sphere'. This has produced a new platform for media to work with including in the Public Relations field. New campaigns are beginning to include Augmented Reality as part of their communications strategies. A recent campaign which has incorporated The Gorillaz for their new album, 'Plastic Beach'. They have promoted it in the latest edition of NME Magazine which comes complete with an A5 booklet filled with Gorillaz information and inside is an Augmented Reality marker, which when held up to a webcam the user is presented with a 3D 'Plastic Beach' which may be navigated around. See Fig 1. [3]

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