Augmented Reality Implementation on Business Card Using ImageTarget

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ABSTRACT

Augmented Reality Has been Dominating the Market by introducing Human to a whole new world.

Augmented Reality provides interactive application of a real-world environment where objects that reside in the real-world are "augmented" by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory. Augmented reality alters one's ongoing perception of a real-world environment, whereas virtual reality completely replaces the user's real-world environment with a simulated one. This Project aims to target small yet accountable part of every business i.e. A Business Card. A Business Card gives introduction about an individual and intended business involved with it. This Project Displays 3-d Augmented object based upon detection of real world objects and provided related information associated with it.

ABOUT

This project aimed to create an application that would provide enough information about the user and the business that an individual could get through insights of relative information provided with minimal data to work with. This Application could also be associated with Resumes and CV to take out traditional method of sharing and changing it way that is more user interactive. This application could be further extended by using virtual buttons and using Immersive Reality Features and could be targeted . Stats suggest augmented reality market is expected to grow up to a whopping $90 million by 2020. Experts claim that almost 50% of business revenue would be sourced directly from the sale of AR hardware.

APPLICATION

Application Simply Works On getting the data and projecting AR objects based upon target image detection. Where images target is recognized by application linked through Vuforia and backend for running the server to display the relevant data is provided by AWS Ec2 instance . The data could be animated handled with virtual buttons and system provides the relevant data of business card in much systematic way giving prime details about the user and associated field.

REFRENCES

[1] Augmented Reality URL : wiki/Augmented_reality
[2] Vuforia Developer Portal URL : https://library.vuforia.com/

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