

VuMarks, User Defined, and Multi-target



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Overview



VuMarks, User Defined, Multi-target

Developers License

- Scanning App
- Vuforia Library
- Forum

VuMarks





VuMarks

- Data encoded in target
- Standardized look



Children's Museum

One AR scene per
display

Recognizable



Children's Museum

One AR scene per
display

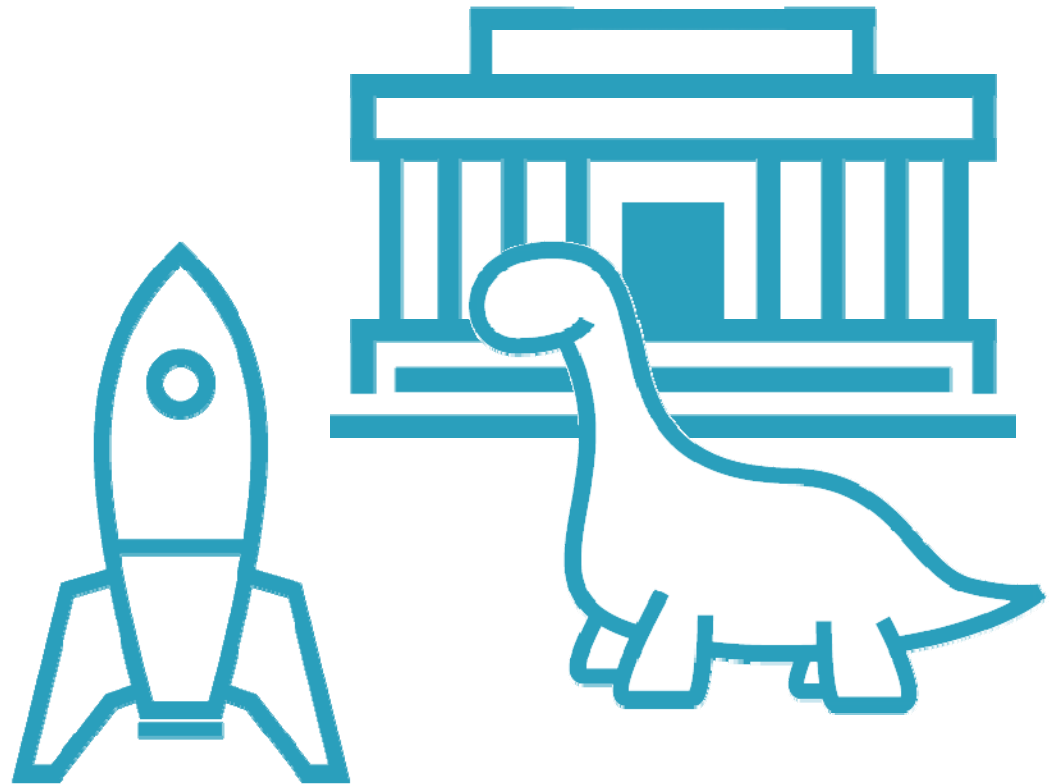
Recognizable



Children's Museum

One AR scene per
display

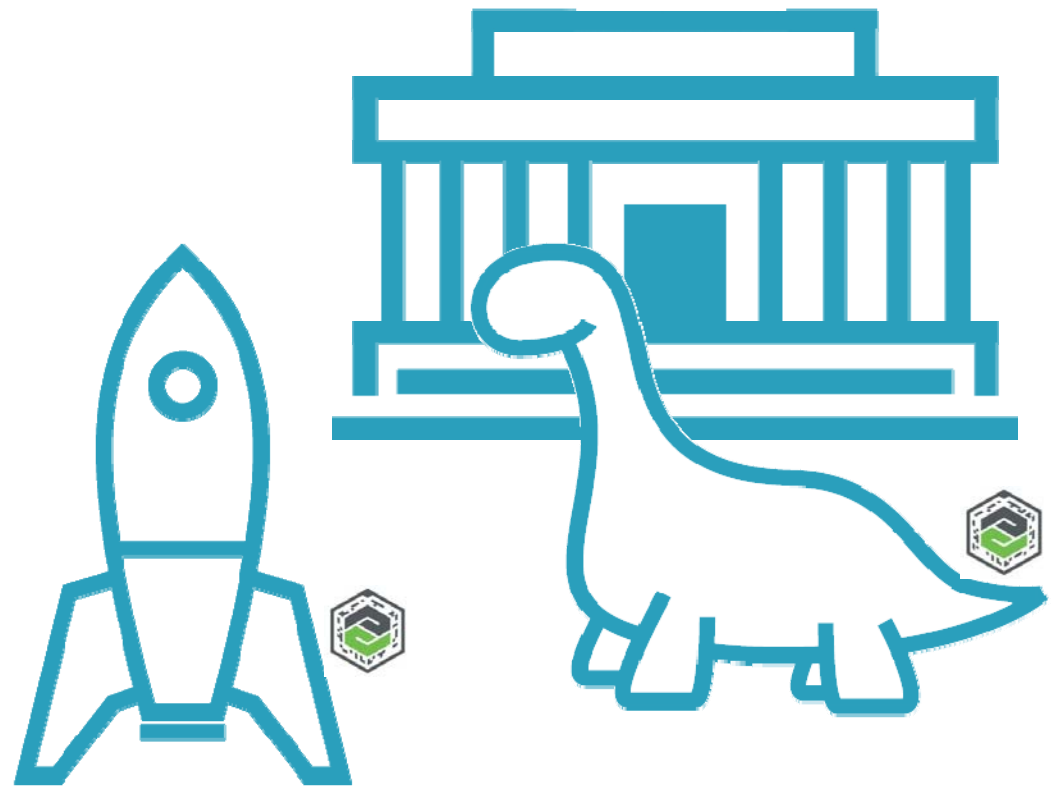
Recognizable



Children's Museum

One AR scene per
display

Recognizable



Consistent look

Unique data encoded
in each VuMark

Can be built into logo

Branding



Consistent look

Unique data encoded
in each VuMark

Can be built into logo



Rocket



T-Rex



Consistent look

Unique data encoded
in each VuMark

Can be built into logo



Rocket



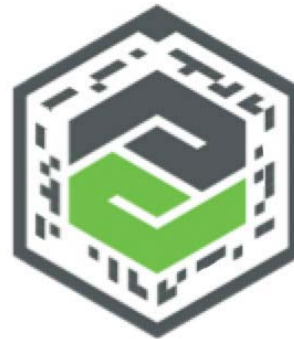
T-Rex



Consistent look

Unique data encoded
in each VuMark

Can be built into logo



Rocket



T-Rex



Next



User Defined Target



User Defined Targets



Overview



Anything can be an AR target

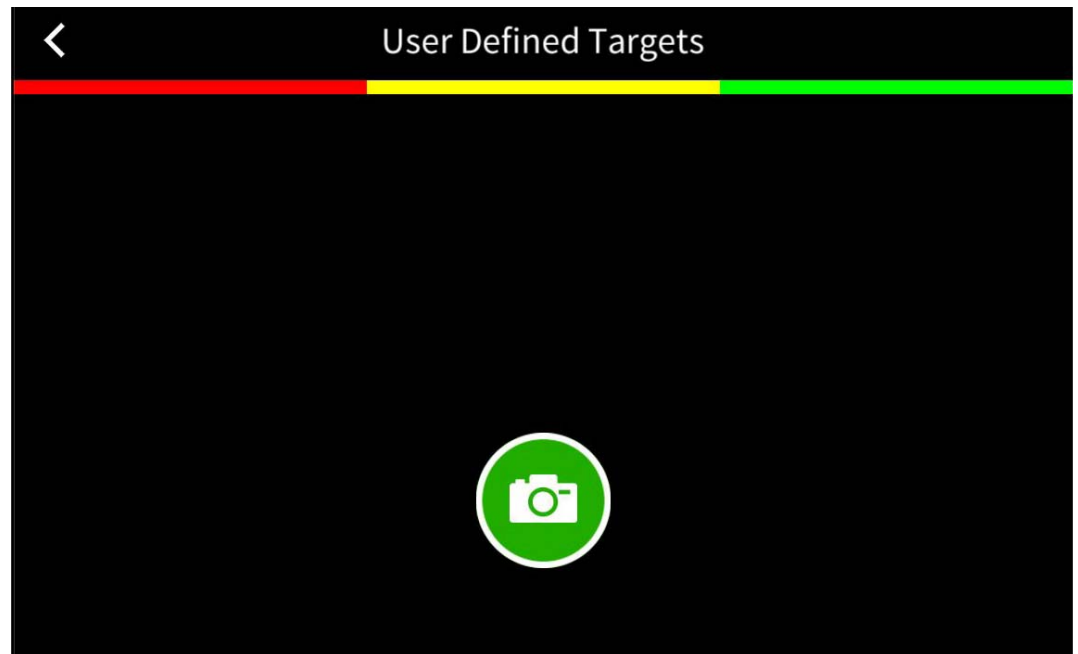
Same Limitations as Image Target

- High contrast
- Unique pattern



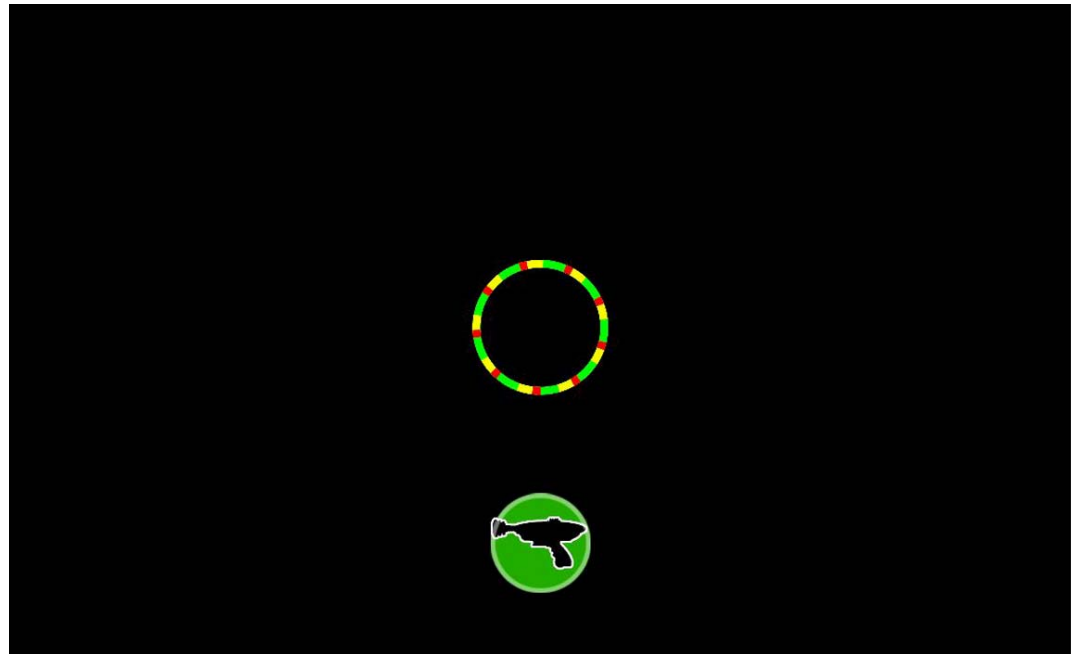
Interface

Convert targeting
interface



Interface

Convert targeting
interface



Next



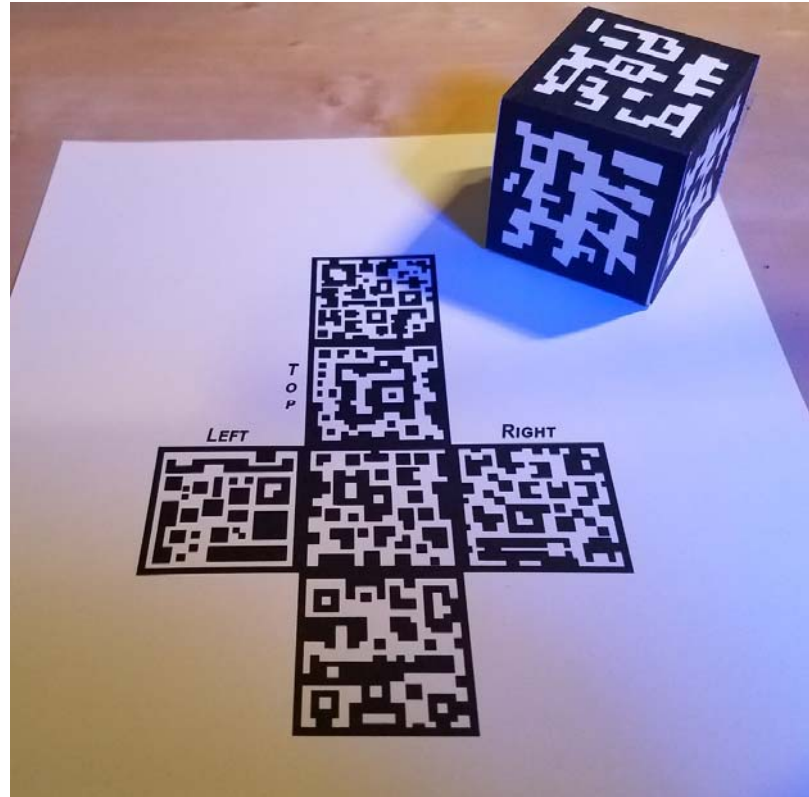
Multi-target



Multi-target



Multi-target
Images define shape



Multi-target
Images define shape



Summary



Multi-target

Same Limitations as Image Target

- High contrast
- Unique pattern

