

Department of Computing
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Augmented Reality Navigation System for Commercial Spaces

Proposal
Software Projects

by

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Abstract

Frustration and confusion are common emotions that are apparent at large shopping centres. After analysing recent studies, it is evident that shopping centres have a huge role to play in the overall retail experience. In order to provide greater value to both consumers and retailers, retail settings are being challenged to become smarter. One approach that is becoming increasingly recognised is mobile augmented reality (MAR) apps. Many consumers have difficulties in locating the store which satisfies their needs. In this research, we endeavour to outline the market requirement of developing an application that allows for smart retail and describing how additional value is created to customers as well as benefiting retailers. It is proposed that the application will implement a 3D model of various shopping centres, featuring navigation functionality to assist users in finding their desired store.

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Chapter 1

Market Research

1.1 Current Solutions

1.2 Competitors

1.3 Studies on shoppers behaviour

1.4 Retail experience

1.5 Regulations & Standards

The field of augmented reality (AR) and virtual reality (VR) is currently not heavily regulated in the UK owing to the emergence of this new technology in recent times along with others such as blockchain and machine learning. There are certain areas such as data protection, intellectual property (IP), and security that need to be strongly factored in and considered during the development lifecycle. It should be noted that AR will involve collecting an extensive amount of data per user such as names, age and email address, but also appearance, real time location, and their interaction with other users. Since the concept of the project relies on the user's camera, accelerometer, and location data on their smartphone, ensuring that this data cannot be obtained unlawfully and fits the scope of the Data Protection Act (1998) along with the EU General Data Protection Regulation (GDPR) is of most importance.[1]

Based on large VR companies such as Oculus, these obligations are addressed by the form of a privacy policy in order to detail how data is collected, used and if it is shared with third parties. Since GDPR presents many pitfalls for developers, it is critical these regulatory issues are addressed before the completion of the product and not after. Penalties for non-compliance can be up to £17 million or 4% of annual turnover. [2]

Another regulatory standard is the intellectual property (IP) of the app. The source code and object code that serves as the underlying foundation of

the app will be original and qualify for copyright protection. Since computer software is usually excluded from patentability in the UK, any ideas that uses AR producing a technical effect, and its associated hardware can be protected by patents. Based on our competitors, it is important that we do not infringe on their patents owned by third parties. Equally, if the concept makes new technical developments in the field relating to AR, then it should be considered whether it would be eligible for patent protection.

Given that the AR experience is built using a database of information about the real world, the database can be protected by copyright. The concept could take on a machine learning viewpoint by recognising third party logos captured on the user's camera. This could cause an infringement claim since AR could be replicating, replacing trademark or copyright works, or distorting the logo.

Bibliography

- [1] Kate Brimsted. Virtual and augmented reality: time to update the legal handbook, 2016.
- [2] Eversheds Sutherland. Virtual and augmented reality: what are the legal issues?, 2017.