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author={D. Adrianto and M. Hidajat and V. Yesmaya},   
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title={Augmented reality using Vuforia for marketing residence},   
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abstract={The concept of Augmented Reality is a technology in which the interaction between the human-computer that can generate two-dimensional or three dimensional object in real time. Augmented reality can provide the necessary functions and information in its application. In this case the augmented reality (AR) just need a tool like a camera that can capture images by detecting the object without the marker coordinates from the surrounding environment to make real 3D objects. Augmented Reality application development is simple and easy to develop, so it can serve as a promotional tool or the provision of information. Therefore, the notion obtained separately develop AR applications that help the residence marketing department in the home market to show a 3D object of marketed house. So that prospective buyers get the information more interactive with real look 3D objects. This study use a software named Vuforia (QCAR) to implement augmented reality in mobile applications for marketing residence. Vuforia provides convenience to the Android mobile platform in the shooting in 3D objects.},   
keywords={Augmented reality;Cameras;Image edge detection;Real-time systems;Software;Solid modeling;Three-dimensional displays;android;augmented reality;markerless;marketing residence;real environment;vuforia},   
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**Bibliography**

Augmented reality is one technique that can be used to improve marketing. Comparison between augmented reality with virtual reality is augmented reality is the opposite of virtual reality. If the virtual reality allows interaction between the user by using the simulation of the environment generated by computer (computer simulated environment), then augmented reality combines virtual object and the real object and then project it in real-time.

The current article provides study and analysis of use a software named Vuforia (QCAR) to build the augmented reality applications. Vuforia provides convenience to the Android operating system in a shooting in 3D objects. It demonstrates developing an application by applying Augmented Reality on the Android platform that is intended for marketing promotions of residence.

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"This is entirely my own work, except as disclosed in the documentation. I gave help to the following persons:   
None  
Signed Kiran C Shettar"