2.22 LuminAR
(Luminary Technology)

Introduction and Background
Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment\ whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data. Luminary Technology specializes in interactive marketing through the use of AR, we are currently looking to produce a Geo-location app that can be instantly accessible to users and provide information on the world around them in real time.

Description
The project will be created within the Unity 3D engine following Luminary Technology standards, it will be a base shell so that it can be built upon and evolve with the technology around it. The idea behind the app is that if you were to point your mobile phone at a building/environment it will display information about it. The app will be available to anybody and will also include a system for people to add their own tags to the environment. The app will likely work using gps and possibly blue-tooth beacon technologies, and be created with the help of Unity 4.6 and its various plugins.
Commercial - In Confidence
48 2. External projects

Objectives and Goals
The project likes to achieve the following main goals:
- Develop a live augmented reality app that displays info on the environment around the user
- Create a front end system so that the user can add their own tags

Technical or other Constraints
- The accuracy of beacons and gps must follow given parameters.
- Bluetooth accessibility, (a lot of people don’t like to leave Bluetooth on) is likely to be used.