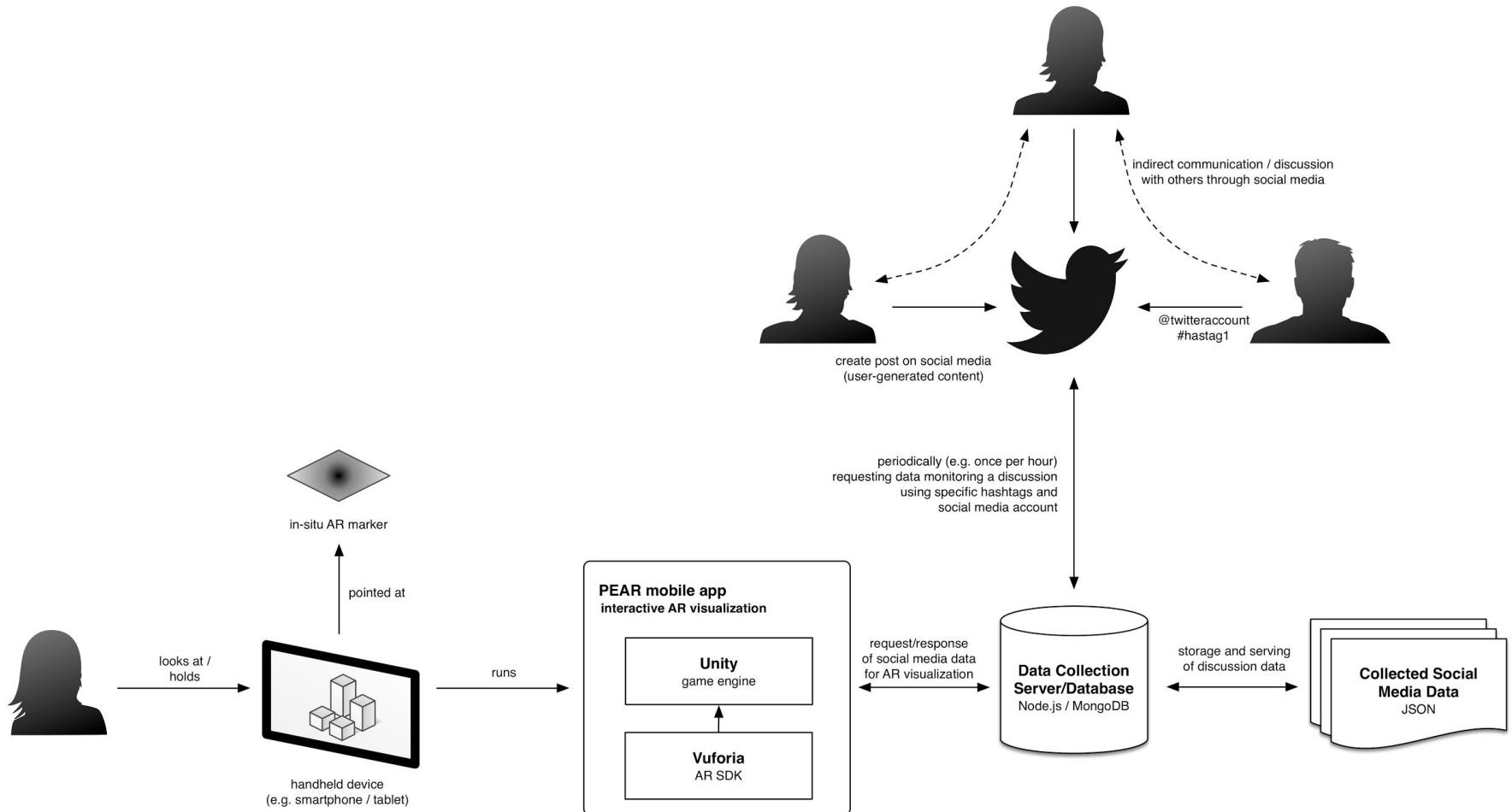


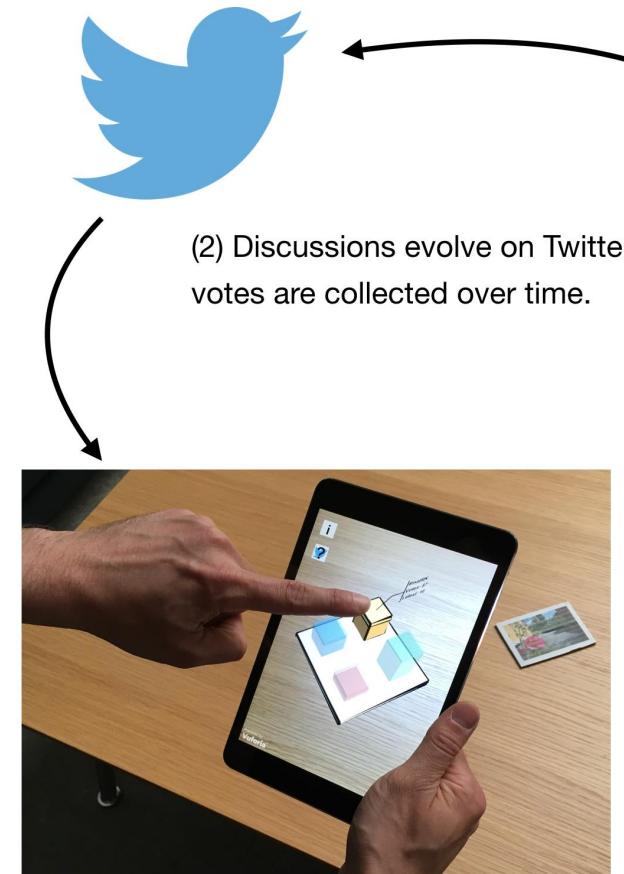
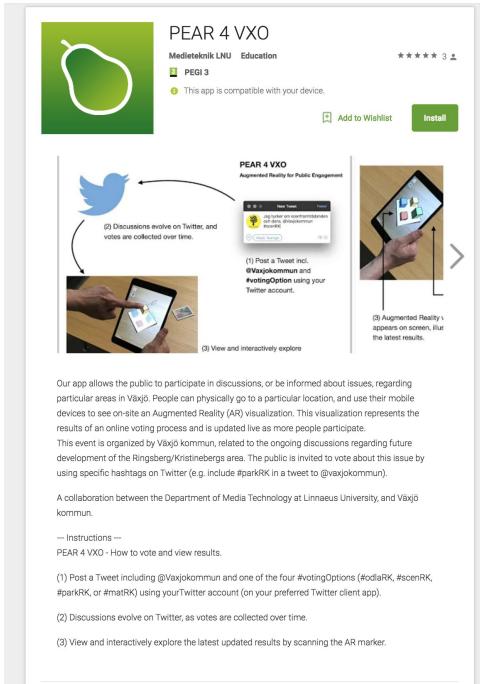
PEAR 4 VXO: A case study using an AR framework to facilitate public engagement

Aris Alissandrakis and Nico Reski
Media Technology, LNU

“Augmented Reality for Public Engagement” (PEAR)



PEAR 4 VXO campaign



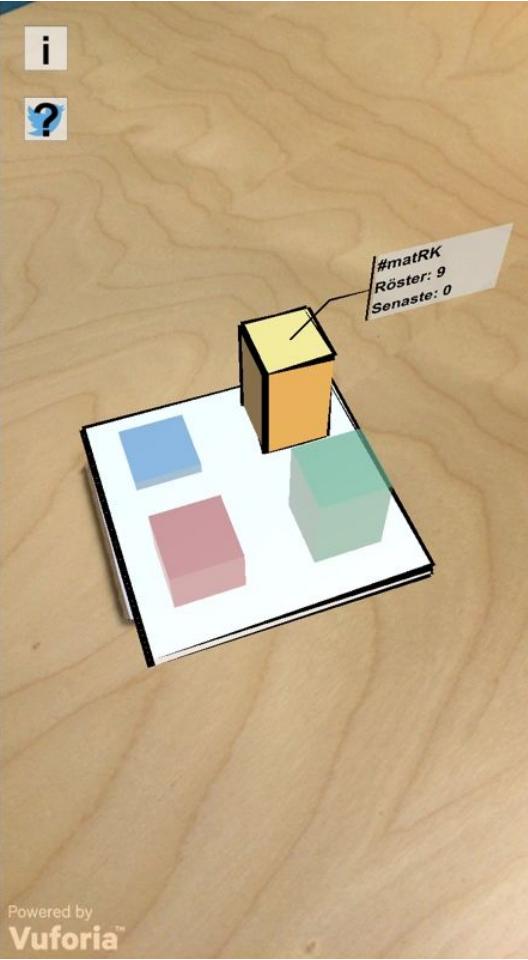
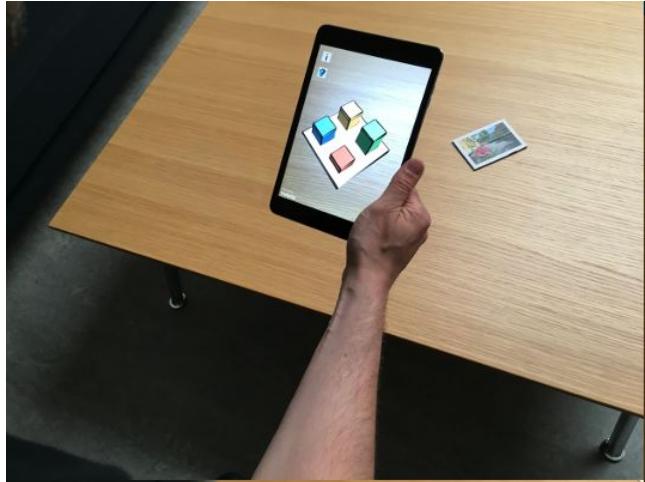
PEAR 4 VXO

Augmented Reality for Public Engagement



(1) Post a Tweet incl.
@Vaxjokommun and
#votingOption using your
Twitter account.

(3) View and interactively explore
the latest results by scanning the marker.



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(<https://www.instagram.com/p/BG35Tf-oJy8/>)

The PEAR 4 VXO campaign ran from end of May to end of August 2016.

- There was a kickoff event during the Vårstad town festival on May 28.
- The overall campaign was advertised in the April and May newsletters of the *kommun*.
- On May 26, two days before the kickoff, two news items were released by the *kommun*.
- An article in a local newspaper about the Vårstad festival mentioned the campaign.
- On June 7 there was an event related to the Digital Humanities initiative, where the PEAR 4 VXO app and overall PEAR concept were presented.
- On June 17, there was a press release by Linneaus University (LNU).
- On June 20, there was a post on the *kommun's* Instagram account.

