

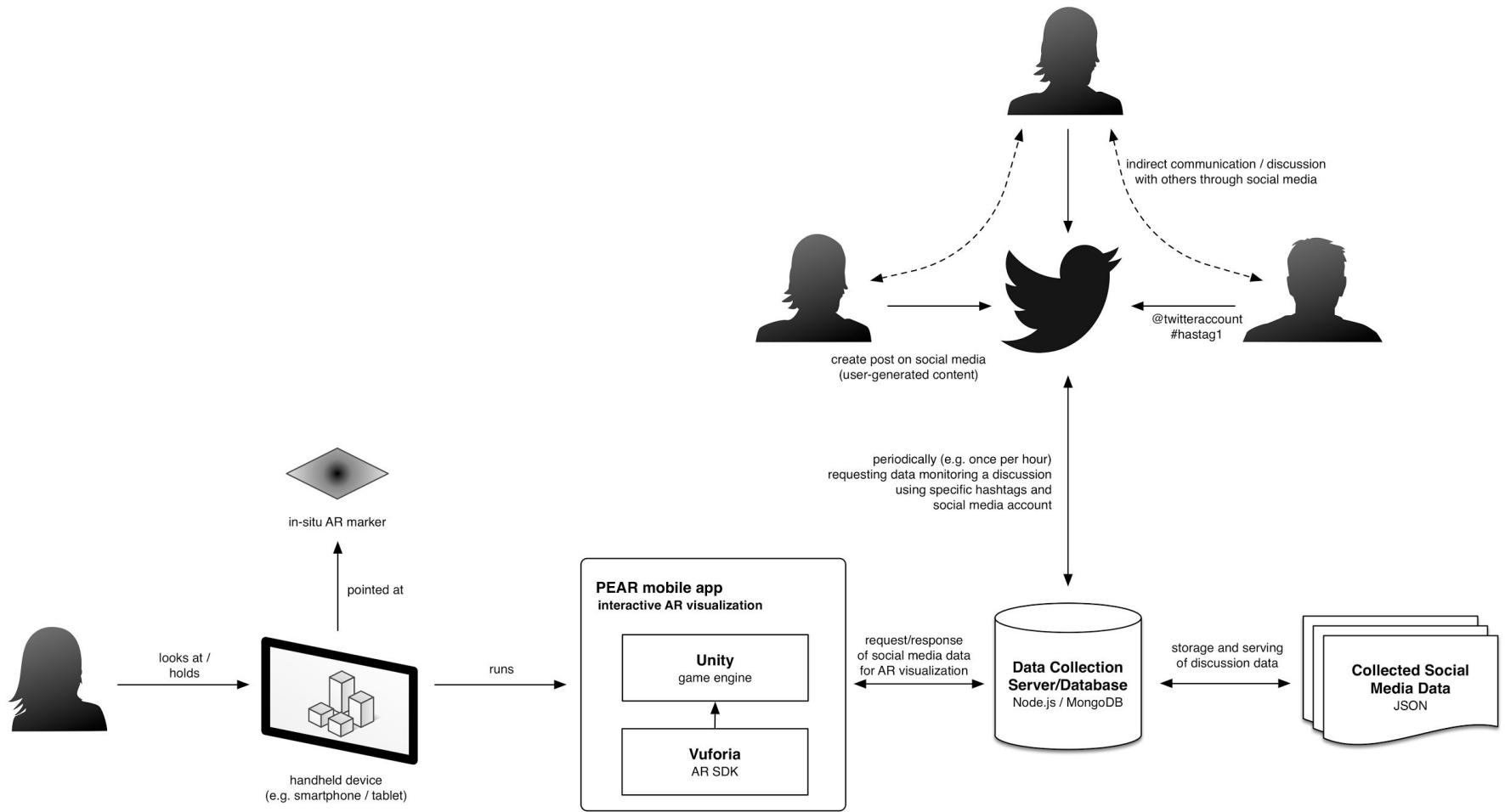
The background image is a composite of two scenes. The left scene shows a person's hands holding a tablet, with a 3D AR model of four colored blocks (blue, yellow, green, red) appearing on the screen. The right scene shows a hand pointing at a book, with a 3D AR model of a single yellow block appearing on the page. A small white tag with text is attached to the yellow block in the right scene. At the top center, there are two small icons: an 'i' and a Twitter bird with a question mark. At the bottom right, there is a logo for 'Powered by Vuuforia'.

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

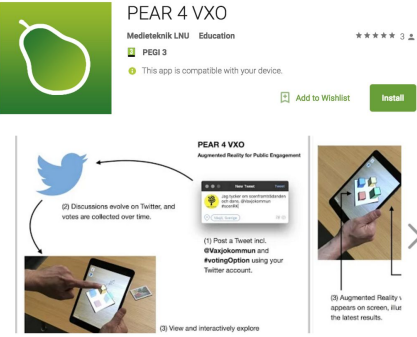
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Media Technology, LNU

“Augmented Reality for Public Engagement” (PEAR)



PEAR 4 VXO campaign



PEAR 4 VXO
Medieteknik LNU Education
PEGI 3
This app is compatible with your device.
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PEAR 4 VXO
Augmented Reality for Public Engagement

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

(2) Discussions evolve on Twitter, and votes are collected over time.

(3) View and interactively explore the latest results.

Our app allows the public to participate in discussions, or be informed about issues, regarding particular areas in Växjö. People can physically go to a particular location, and use their mobile devices to see on-site an Augmented Reality (AR) visualization. This visualization represents the results of an online voting process and is updated live as more people participate. This event is organized by Växjö kommun, related to the ongoing discussions regarding future development of the Ringsberg/Kristinebergs area. The public is invited to vote about this issue by using specific hashtags on Twitter (e.g. include #parkRK in a tweet to @vaxjokommun).

A collaboration between the Department of Media Technology at Linnaeus University, and Växjö kommun.

— Instructions —
PEAR 4 VXO - How to vote and view results.

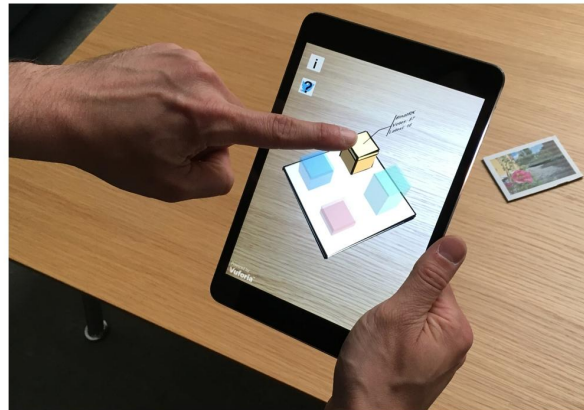
(1) Post a Tweet including @Vaxjokommun and one of the four #votingOptions (#odaRK, #scenRK, #parkRK, or #matRK) using your Twitter account (on your preferred Twitter client app).

(2) Discussions evolve on Twitter, as votes are collected over time.

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



(2) Discussions evolve on Twitter, and votes are collected over time.



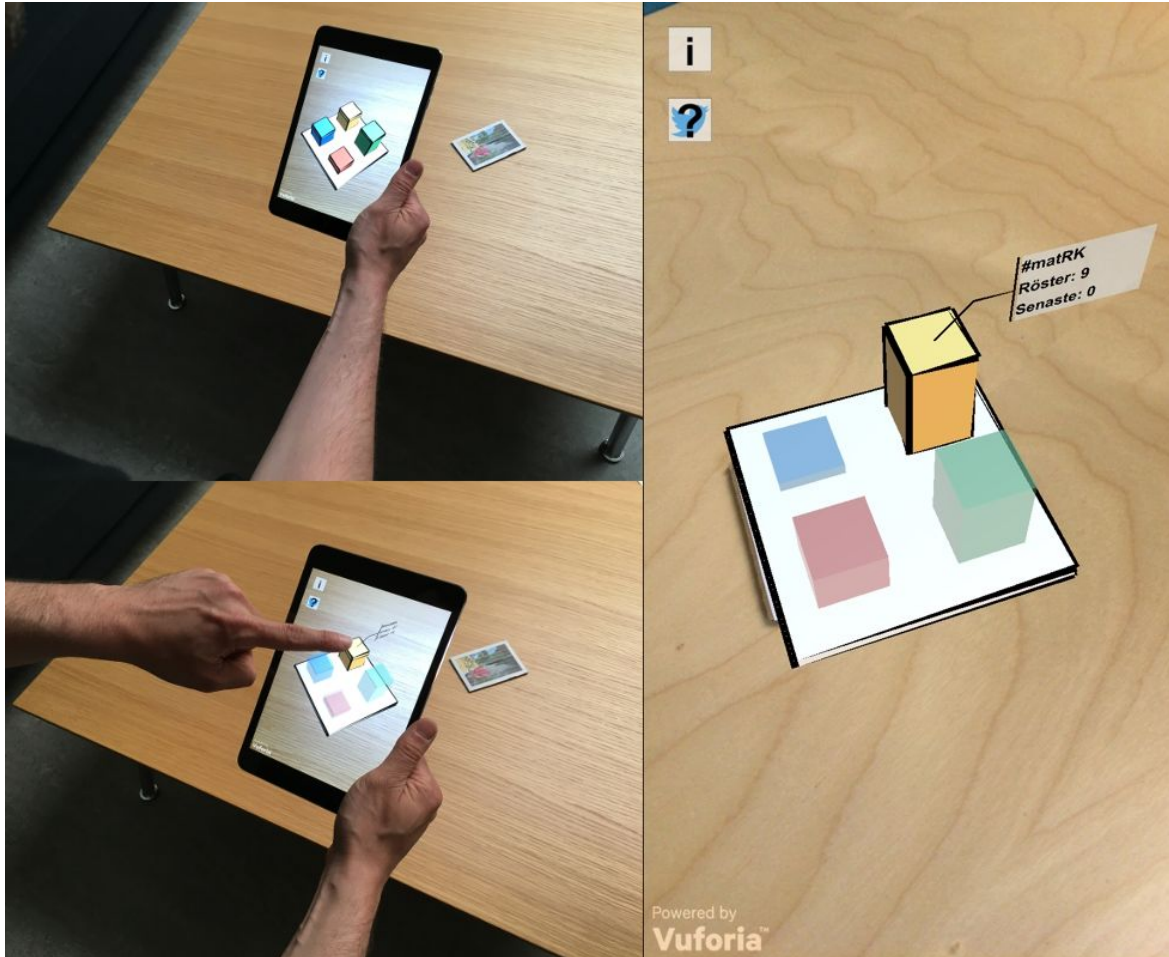
PEAR 4 VXO

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.



(<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.

