ARColor Project Case

1.1 ARColor Project Case

1.1.1 ARColor Common application introduction

ARColor app, the color painted on the real card can be displayed on the model. It is as if his work has come out from the picture.

ARColor product is one of the most successful cases in AR applications. For example,AR TUTULE and colARMix products have been widely recognized.

AR technology is to combine virtual image with reality. Interaction should be the main focus of AR technology. However, due to the current AR technology mainly relies on the mobile screen, design problems make AR software itself lack of interaction or inconvenient operation, which makes Most AR technology become

an experience gimmick and can only be a short experience.

ARColor application enhances the interactive experience through another way, so that users have a strong participation, can color their own design and timely response in the model. This form has a strong attraction for the main users of the product - children.

At present, there are two kinds of ARColor technology, one is real-time color, the other is only fixed color. Real-time color painting is when app runs, and the color on the model is consistent with what appears in the current color card range. Fixed color is to display the color in the current color card on the model when needed.

Real-time coloring technology has corresponding source code in many official cases of ARSDK. Real-time coloring is usually not a commercial product because it is susceptible to interference from other environmental factors. This chapter talks about fixed color technology, which is used in commercial projects.