Using Augmented Reality with JavaScript

TJ VanToll (@tjvantoll)

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By AMUIR29 May 30, 2013

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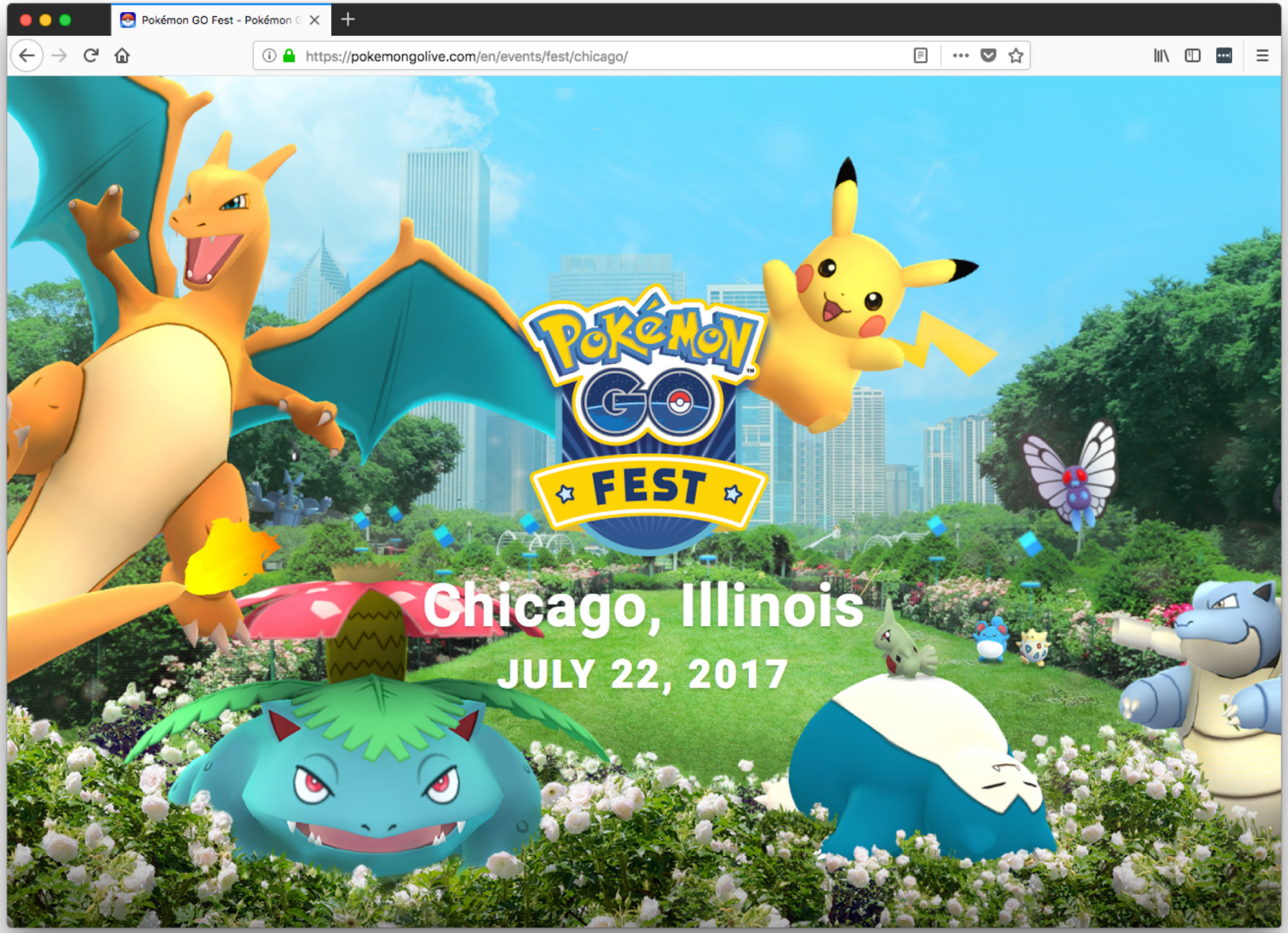
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By Megan Farokhmanesh | @Megan_Nicolett | Jul 25, 2017, 11:37am EDT

Photography by Dani Deahl

8:38

TJVanToll
& Bagon

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BUDDY JOURNAL STYLE

GYM BADGES

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TJ VanToll

Principal Developer Advocate

@tjvantoll

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Agenda

- Brief history of AR
- AR today
- Building AR apps w/JS

Augmented Reality (AR) is the integration of digital information with the user's environment in real time.

Pokémon Go Brings Augmented Reality to a Mass Audience

By NICK WINGFIELD and MIKE ISAAC JULY 11, 2016

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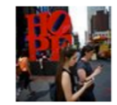
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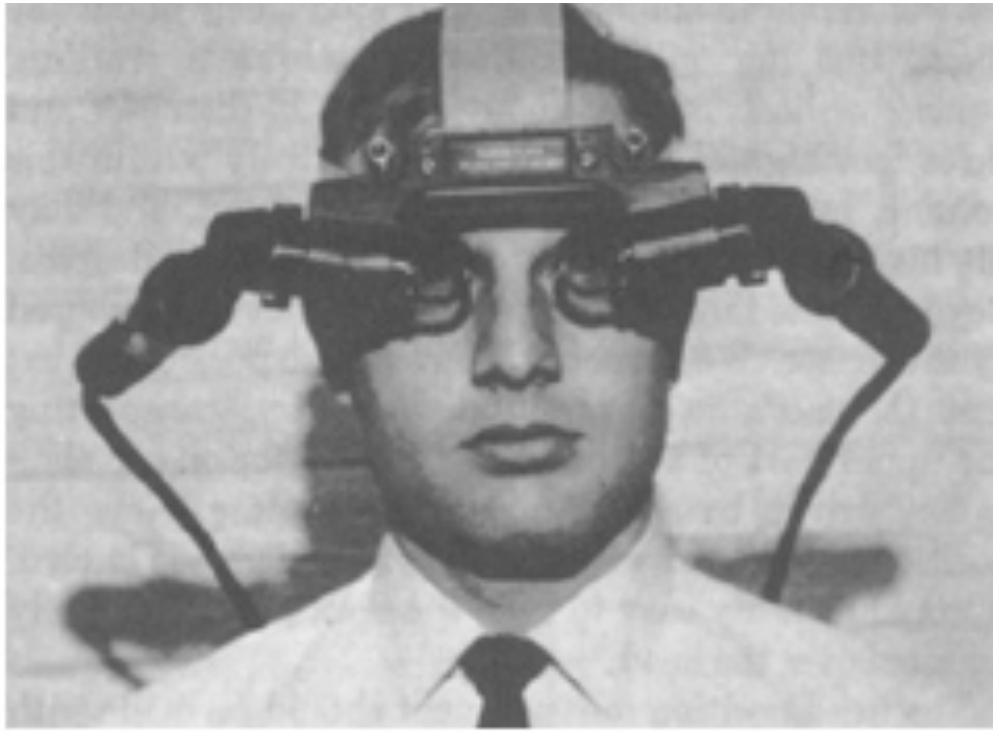
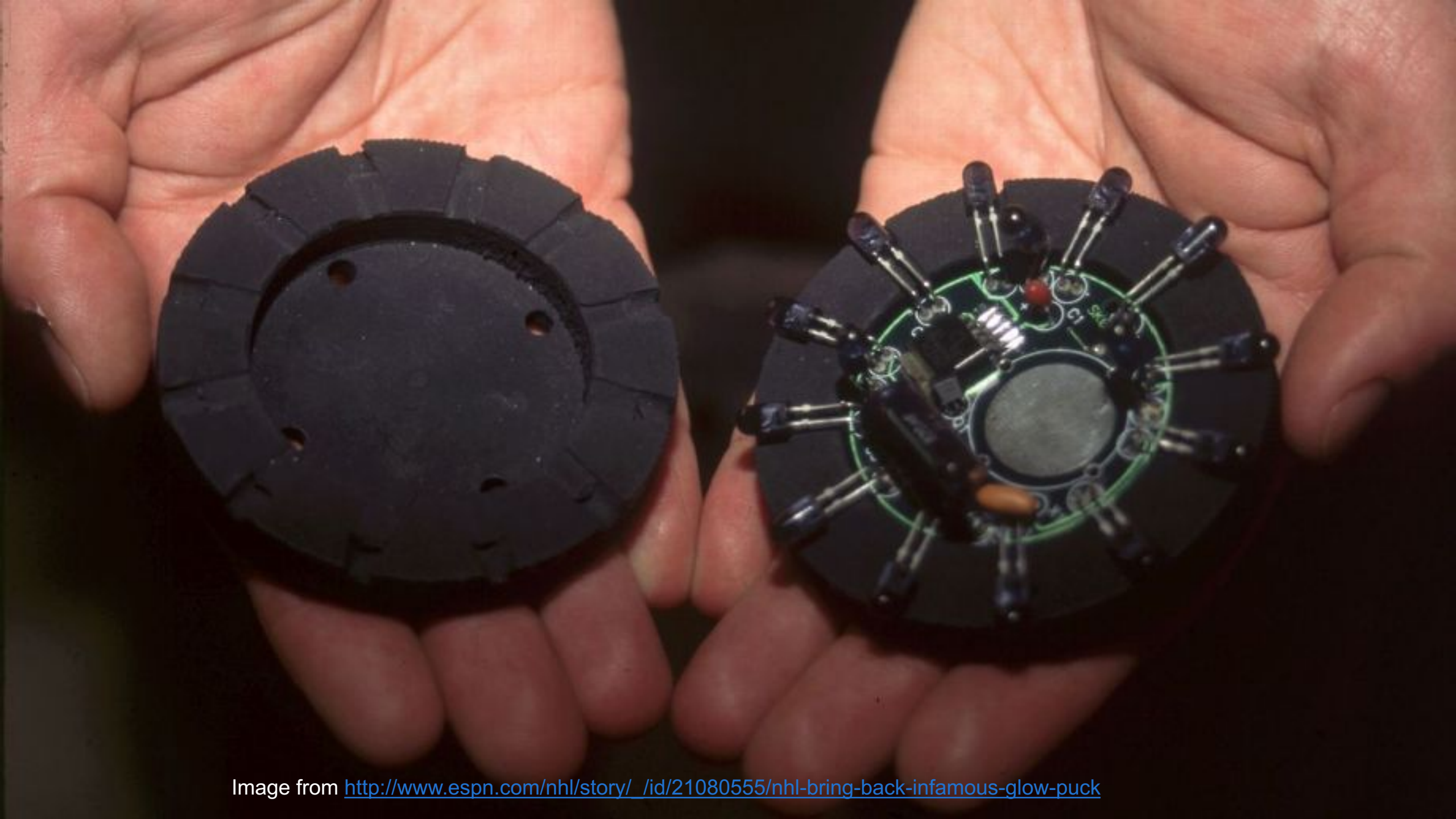


Source: https://www.wareable.com/ar/everything-you-need-to-know-about-augmented-reality



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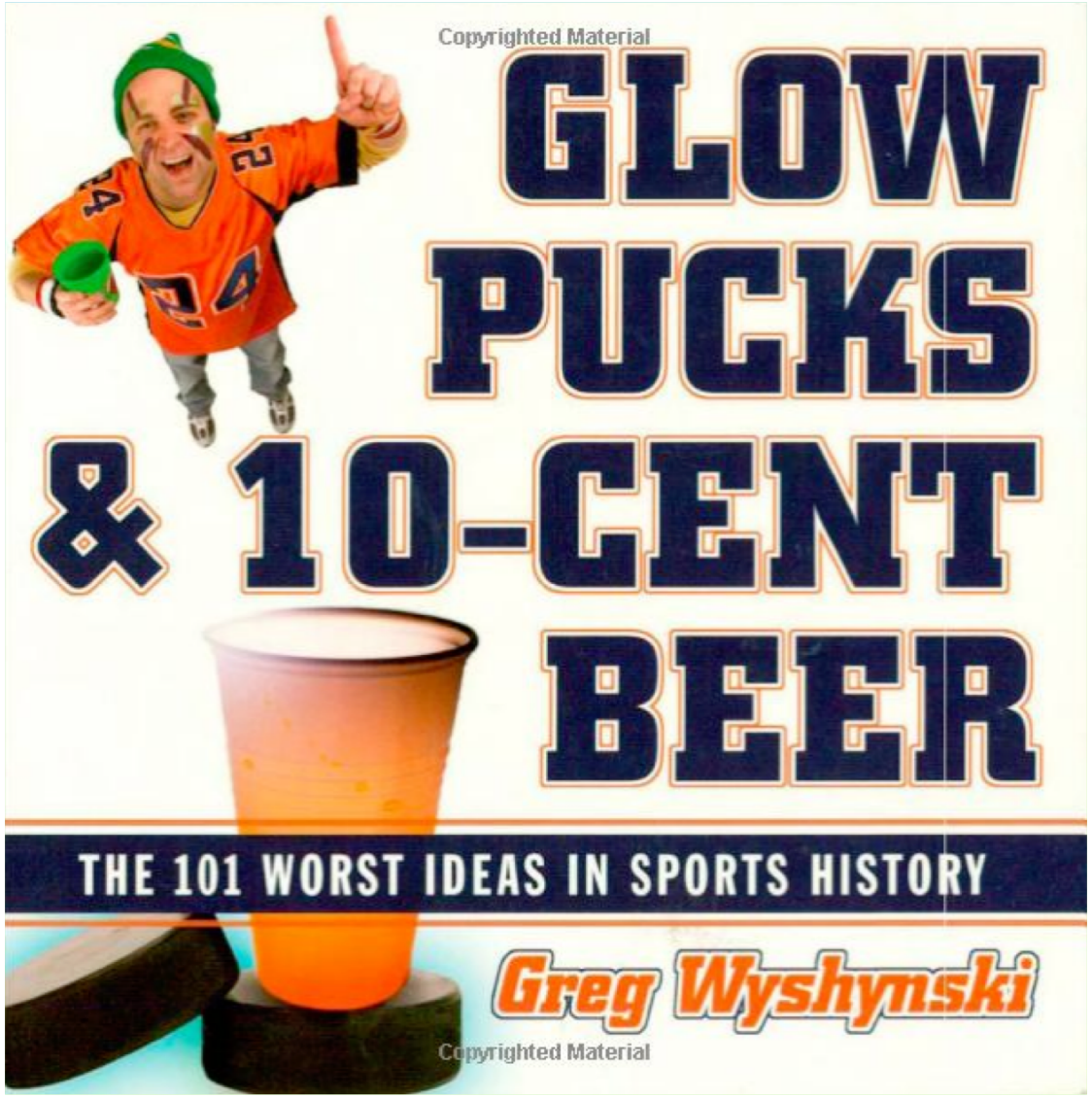
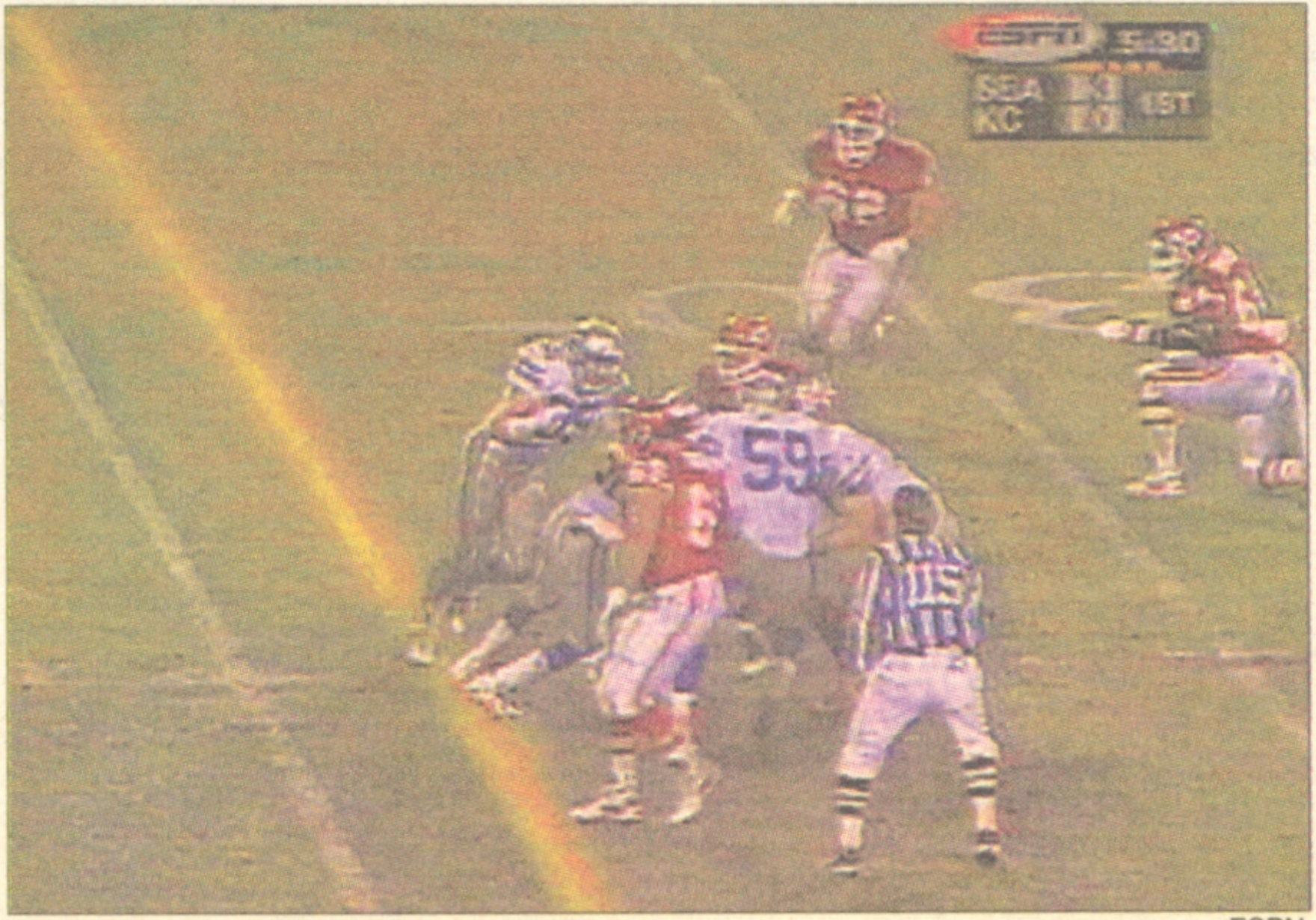


Available on Amazon at https://www.amazon.com/Glow-Pucks-10-Cent-Beer-History/dp/1589793080

The thin yellow line

ESPN added a new feature in its football broadcasts this year. "1st and Ten" technology places a yellow line, visible only to TV viewers, that indicates where the first-down marker is.
Story, D-4



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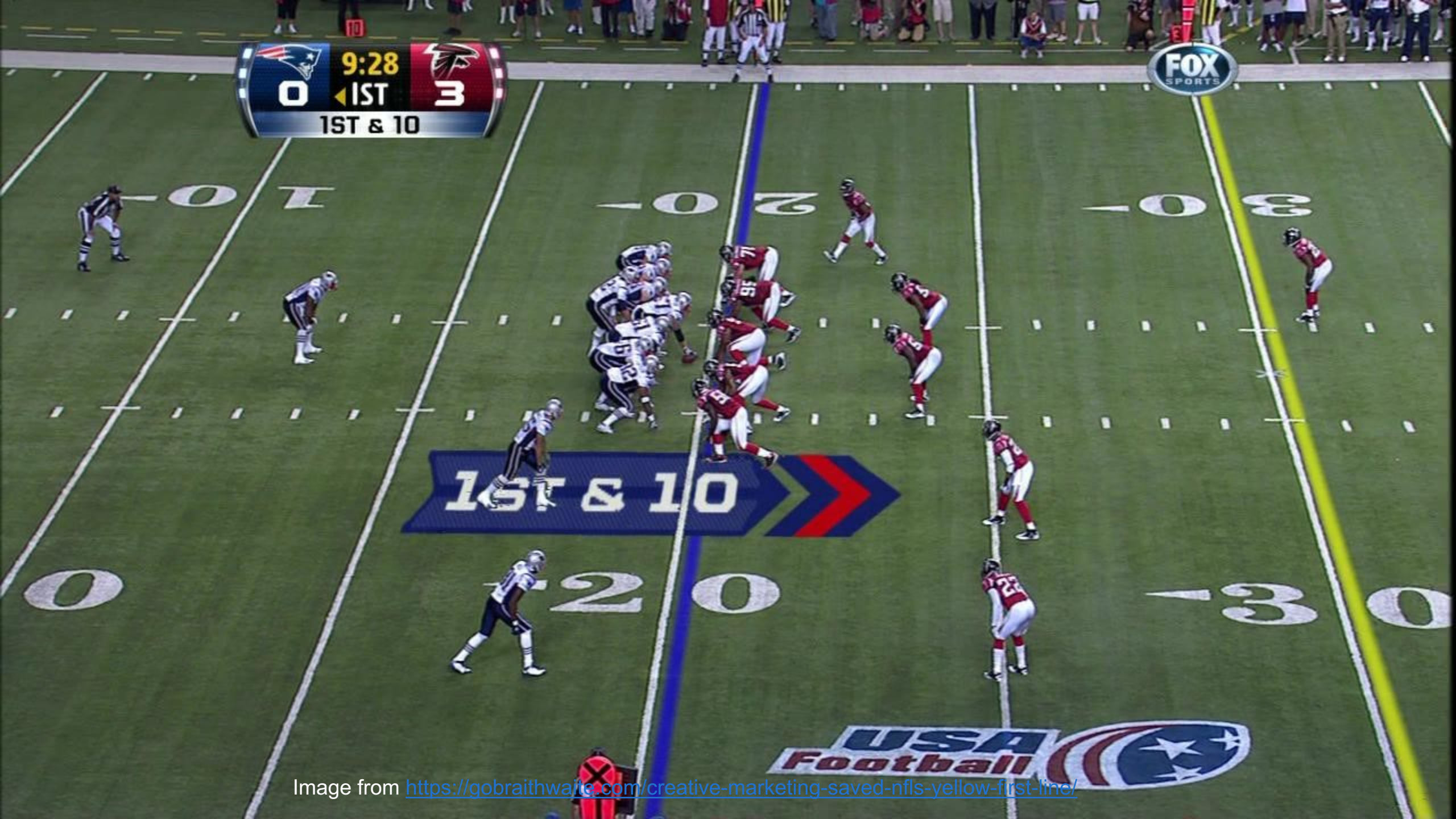

Image from https://gobraithwaite.com/creative-marketing-saved-nfls-yellow-first-line/

“It probably cost the broadcaster $25,000-$30,000 for a weekend back then.

We had to roll out an entire truck to make it work for games in the early days. It was five racks of equipment, a lot of engineers, a traveling circus.”

Source: http://mashable.com/2013/09/25/yellow-first-down-line/

“Now it's basically one computer”

Source: https://technabob.com/blog/2008/12/17/mini-augmented-reality-ads-hit-newstands/

Source: http://mashable.com/2012/04/04/google-glasses-project-glass/

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Interest over time

Google Glass users fight privac

www.cnn.com/2013/12/10/tech/mobile/negative-google-glass-reactions/index.html

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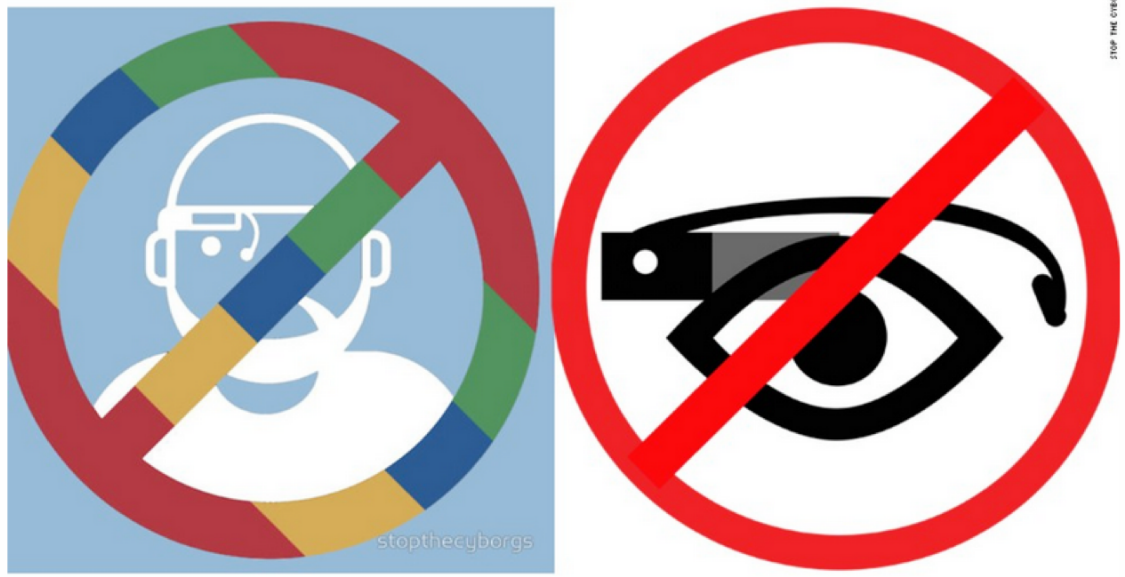
Google Glass users fight privacy fears

By Heather Kelly, CNN

Updated 2:48 PM ET, Thu December 12, 2013



Anti-Google Glass icons from StopTheCyborgs.org, a group raising awareness about Google Glass privacy concerns.

Story highlights

Google Glass users have faced some negative reactions from businesses and strangers

Carolyn Capern and her business partner Greg Trujillo were eating breakfast in a Panera bakery in Florida recently, each wearing Google Glasses but actually

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Google Glass available to everyone for $1500

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Sarah Mishkin 21

MAY 13, 2014

Google's flagship wearable device—Google Glass—is now available for anyone in the US who wants to spend $1,500 on the smart spectacles some find fascinating and others find bizarre.

In a post to the Google+ social network Tuesday afternoon, Google announced the new availability of the devices, which combine a set of spectacles with a small computer that sits just above the wearer's right eye.

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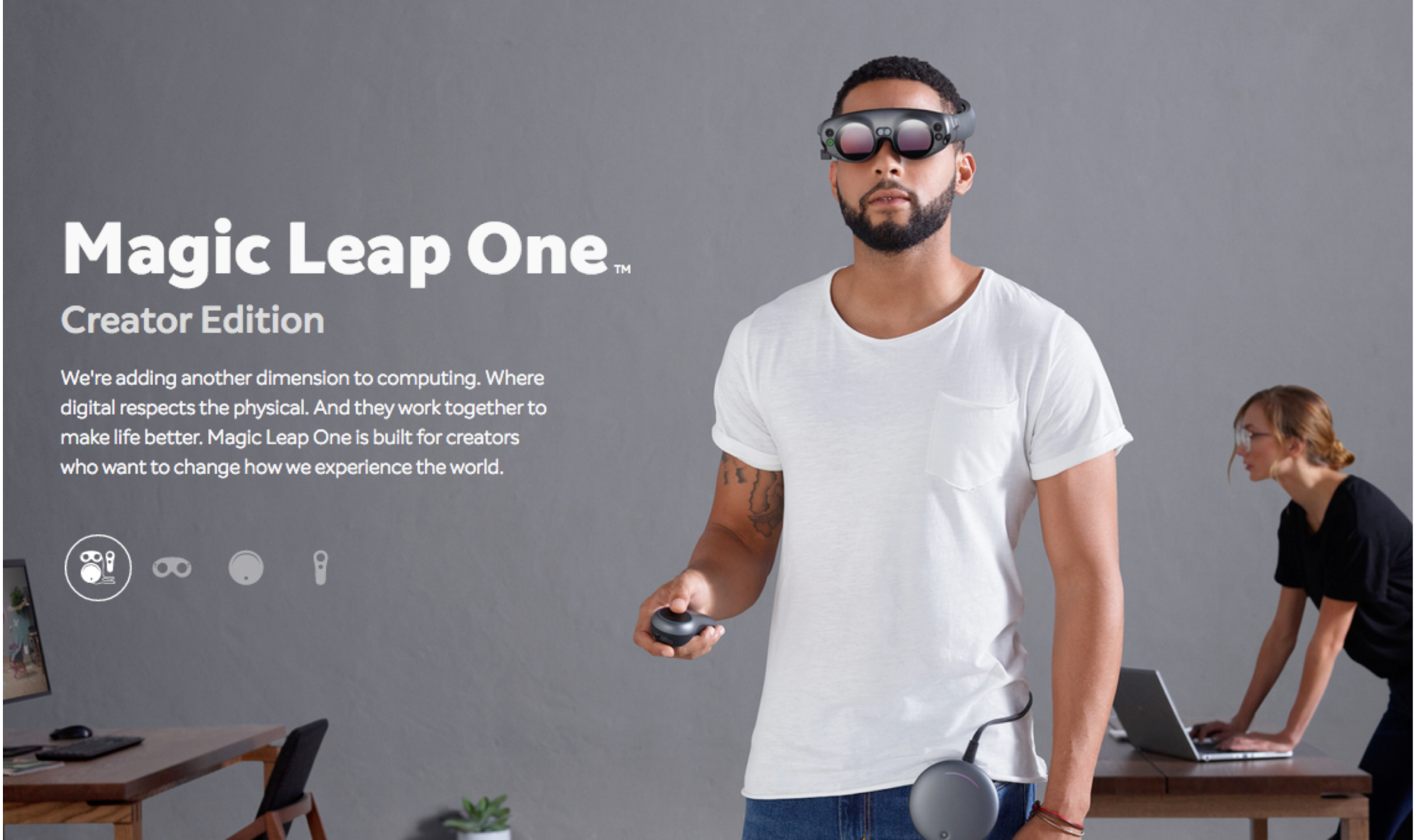
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Agenda

- ~~Brief history of AR~~
- AR today
- Building AR apps w/JS

Apple shows off breathtakin

https://www.theverge.com/2017/9/12/16272904/apple-arkit-demo-iphone-augmented-

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Apple shows off breathtaking new augmented reality demos on iPhone 8

By Nick Statt | @nickstatt | Sep 12, 2017, 2:36pm EDT

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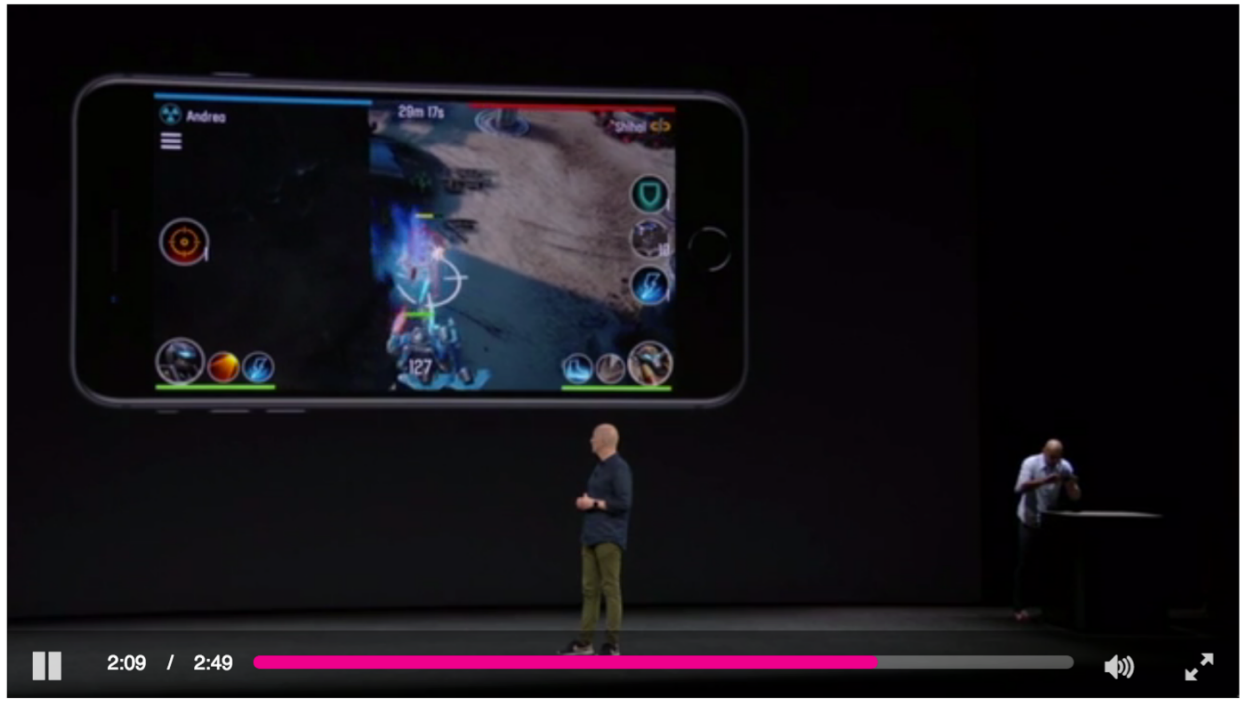

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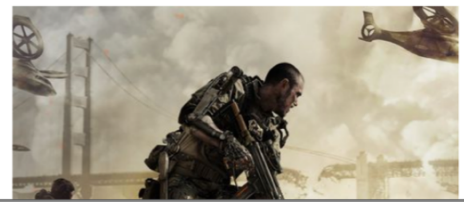


Apple today showed off a handful of new augmented reality demos to show the efficacy of

ARCore: Augmented reality at A

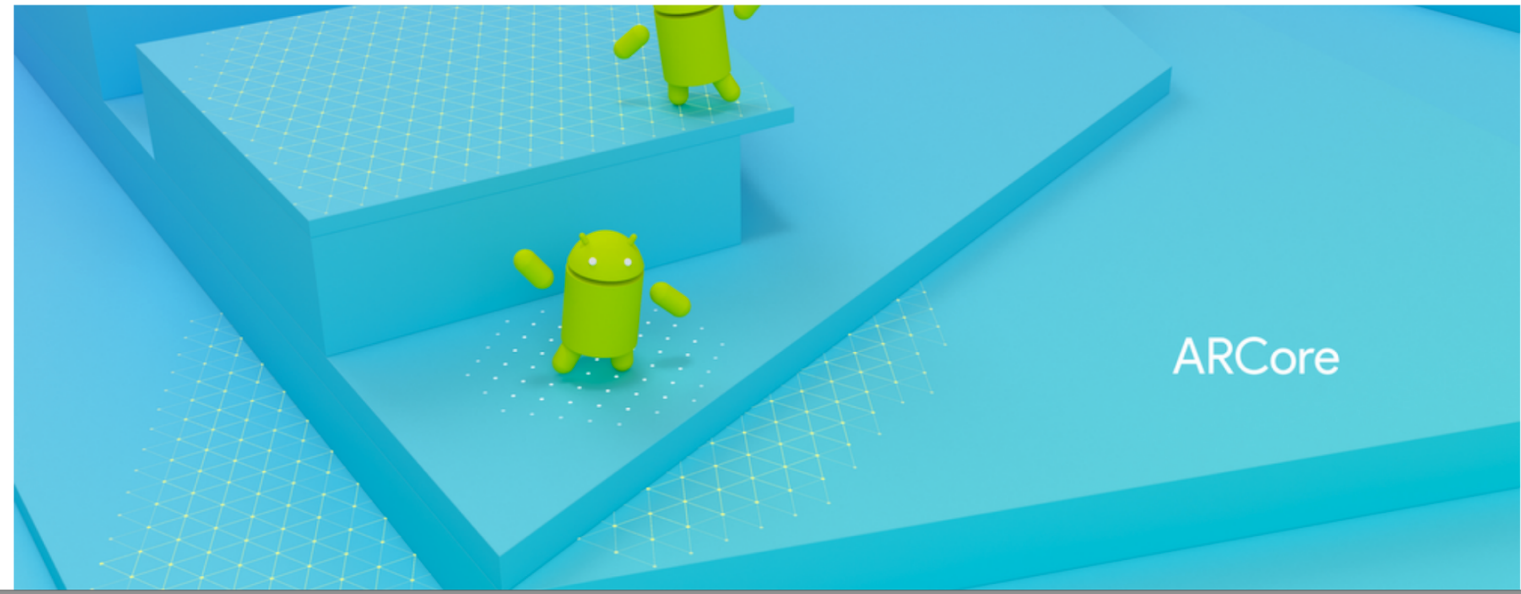
https://www.blog.google/products/google-vr/arcore-augmented-reality-android-s

Google

The Keyword Latest Stories Product News Topics

GOOGLE AR AND VR

ARCore: Augmented reality at Android scale



Device Support

- ARKit
  - iPhone 6S+
  - iPad Pros and Generation 5 regular iPads
- ARCore
  - Pixel, Pixel XL, Pixel 2, Pixel 2 XL
  - Galaxy S8, S8+, Note8, S7 and S7 edge
  - LGE’s V30, V30+ (Android O only)
  - ASUS Zenfone AR
  - OnePlus’s OnePlus 5

Google publicly launches ARCo

https://techcrunch.com/2018/02/23/google-publicly-launches-ar

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Google publicly launches ARCore 1.0 on 13 phones, will begin expanding Lens preview

Posted Feb 23, 2018 by Lucas Matney (@lucasmtny)

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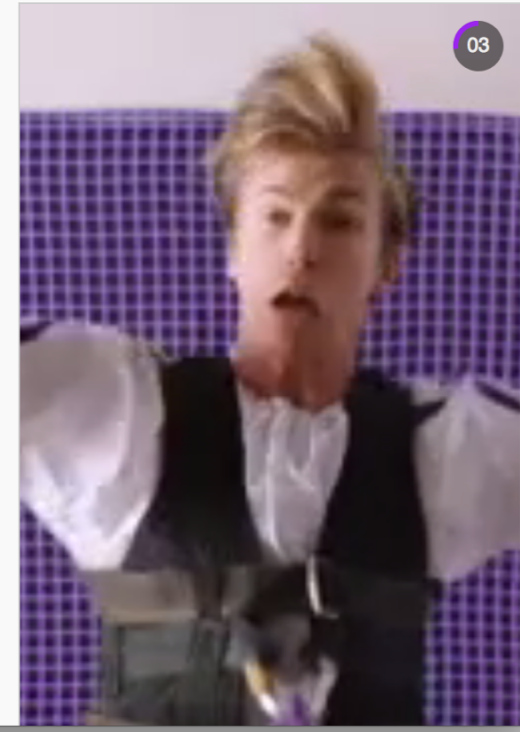
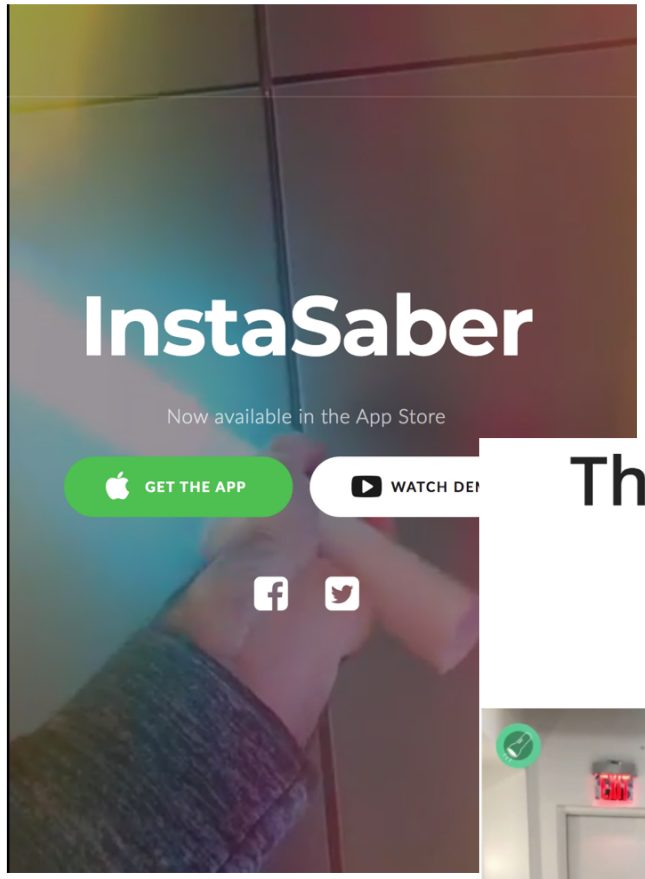


After playing around in the experimental phase, Google is bringing its ARCore augmented reality platform to its 1.0 release with availability on over 100 million Android devices.

Waiting for images.taboola.com...



This AR app solves Sudoku puzzles using your iPhone's camera

Spoilers

By Thuy Ong | @ThuyOng | Sep 21, 2017, 10:28am EDT

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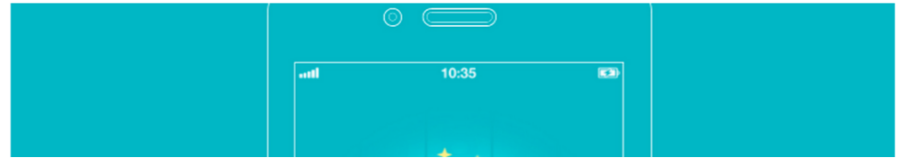
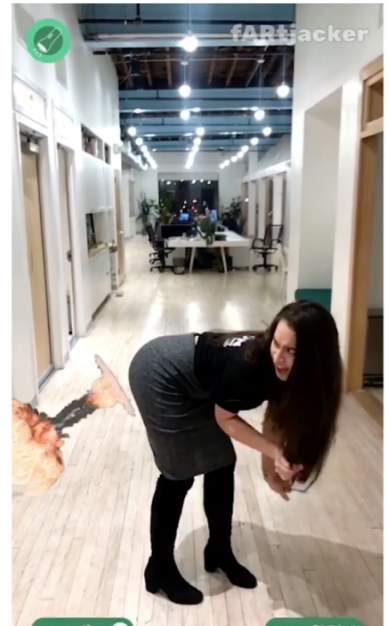
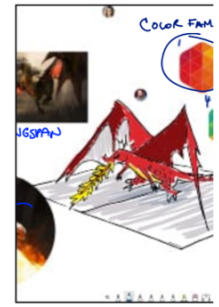


The AR Fart App We've All Been Waiting For

December 19, 2017 • by Jonathan Nafarrete

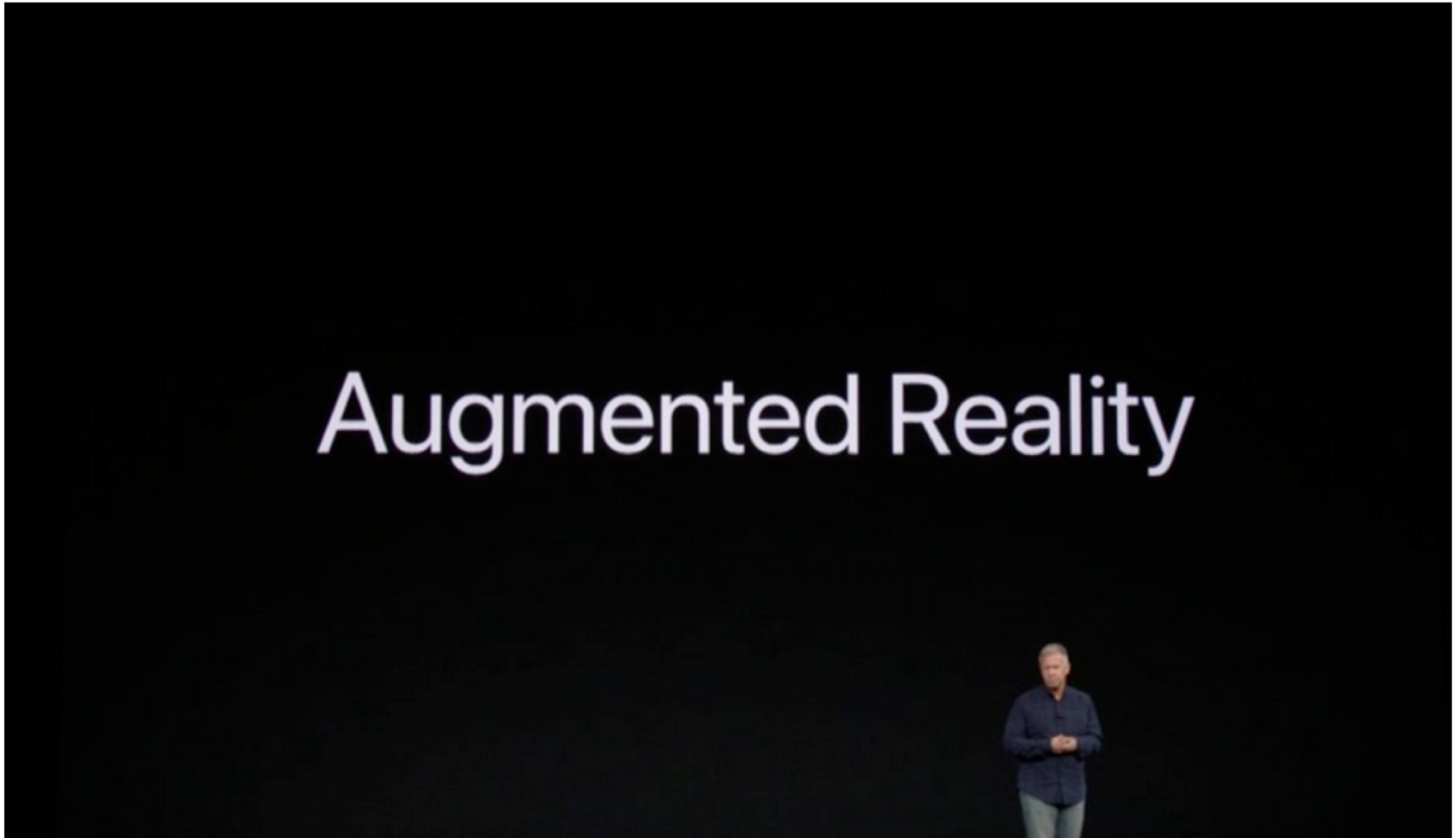


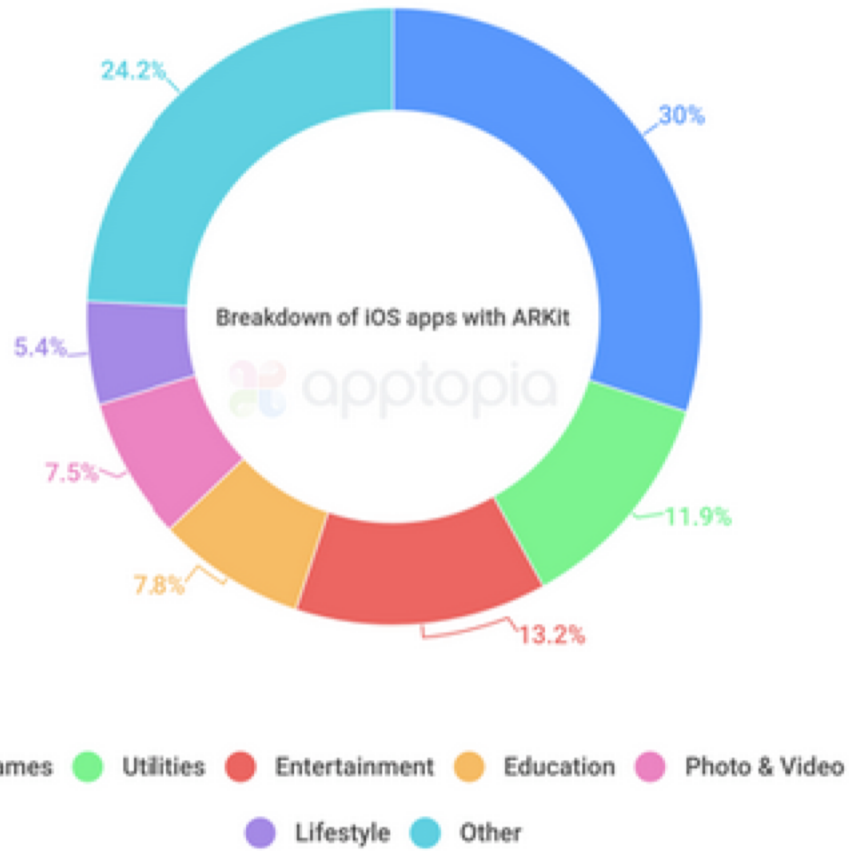


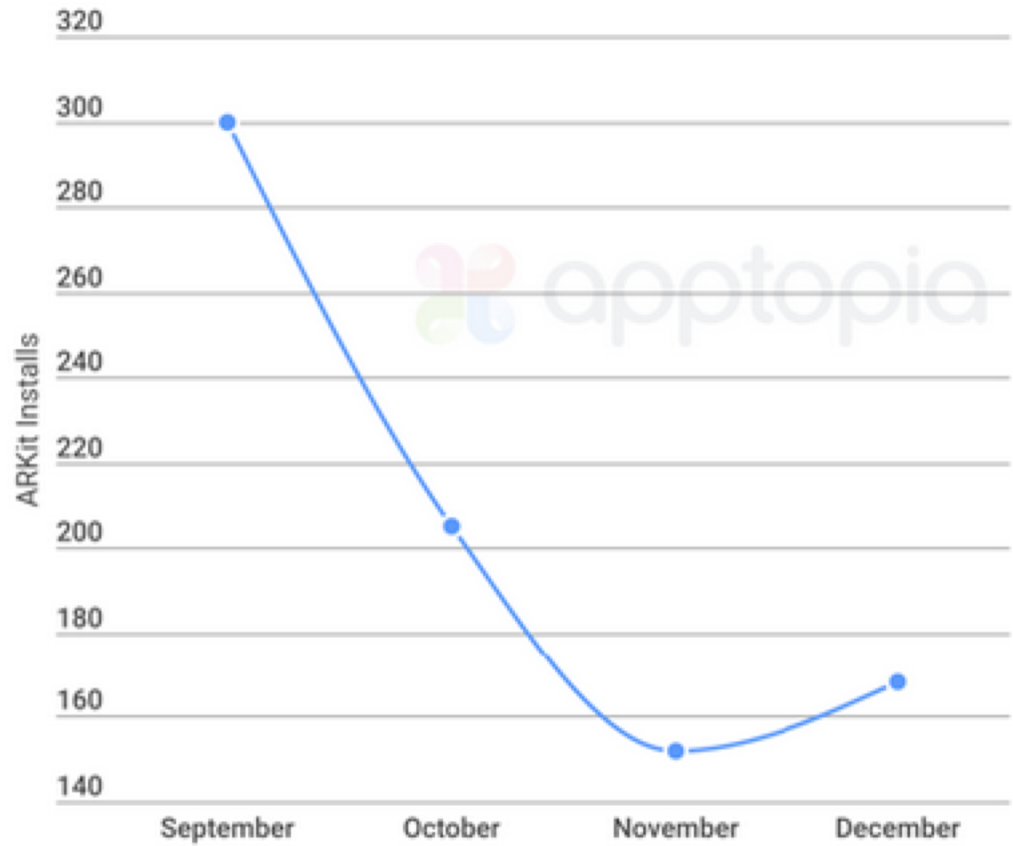
NOW TRE

Report: Despite Apple's hype, early developer adoption of ARKit has been slow

Chance Miller - Jan. 3rd 2018 3:21 pm PT @ChanceHMiller





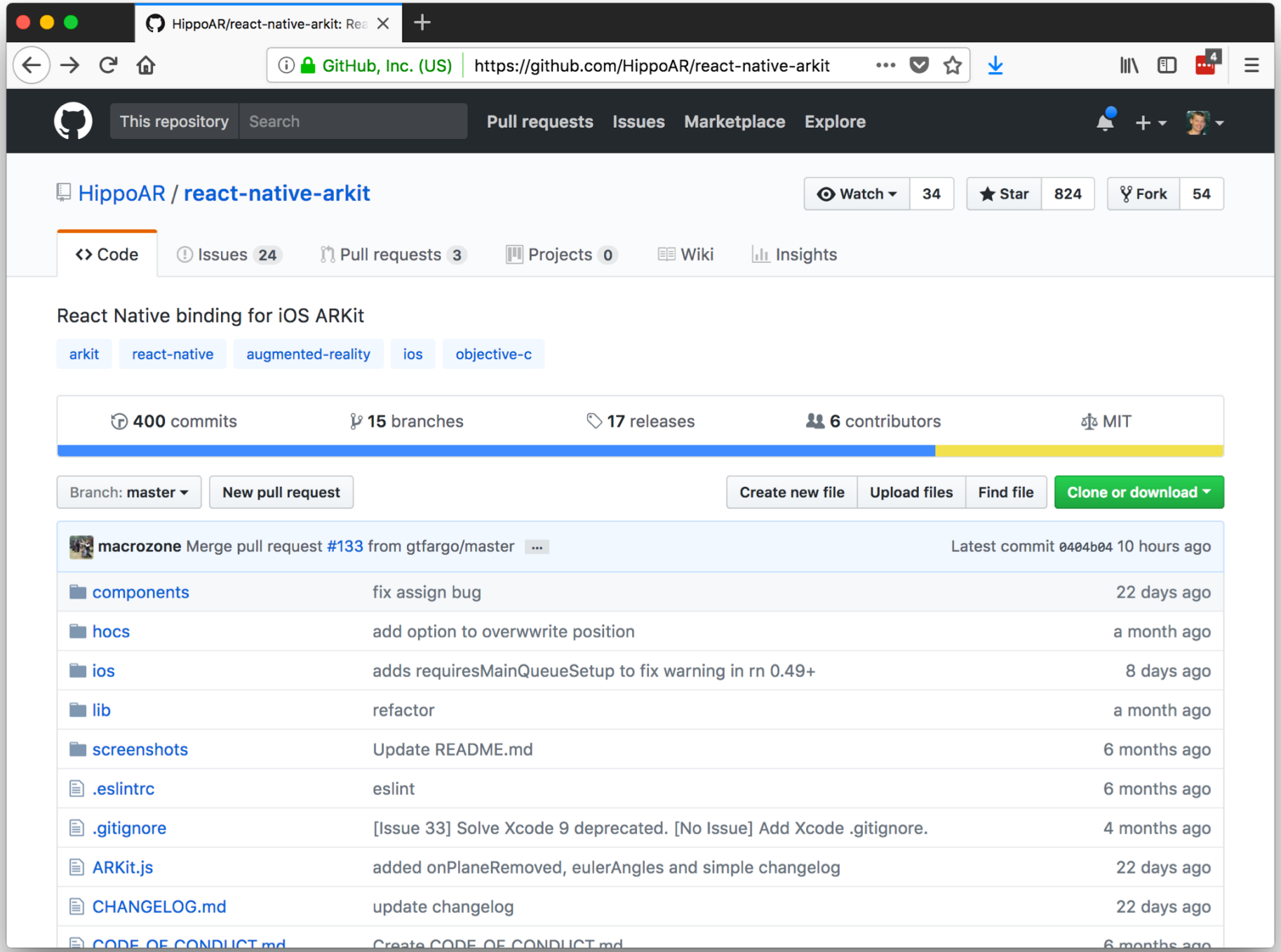


All in all, Apptopia estimates that there are under 1,000 applications currently in the App Store that take advantage of ARKit.

Agenda

- ~~Brief history of AR~~
- ~~AR today~~
- Building AR apps w/JS

React Native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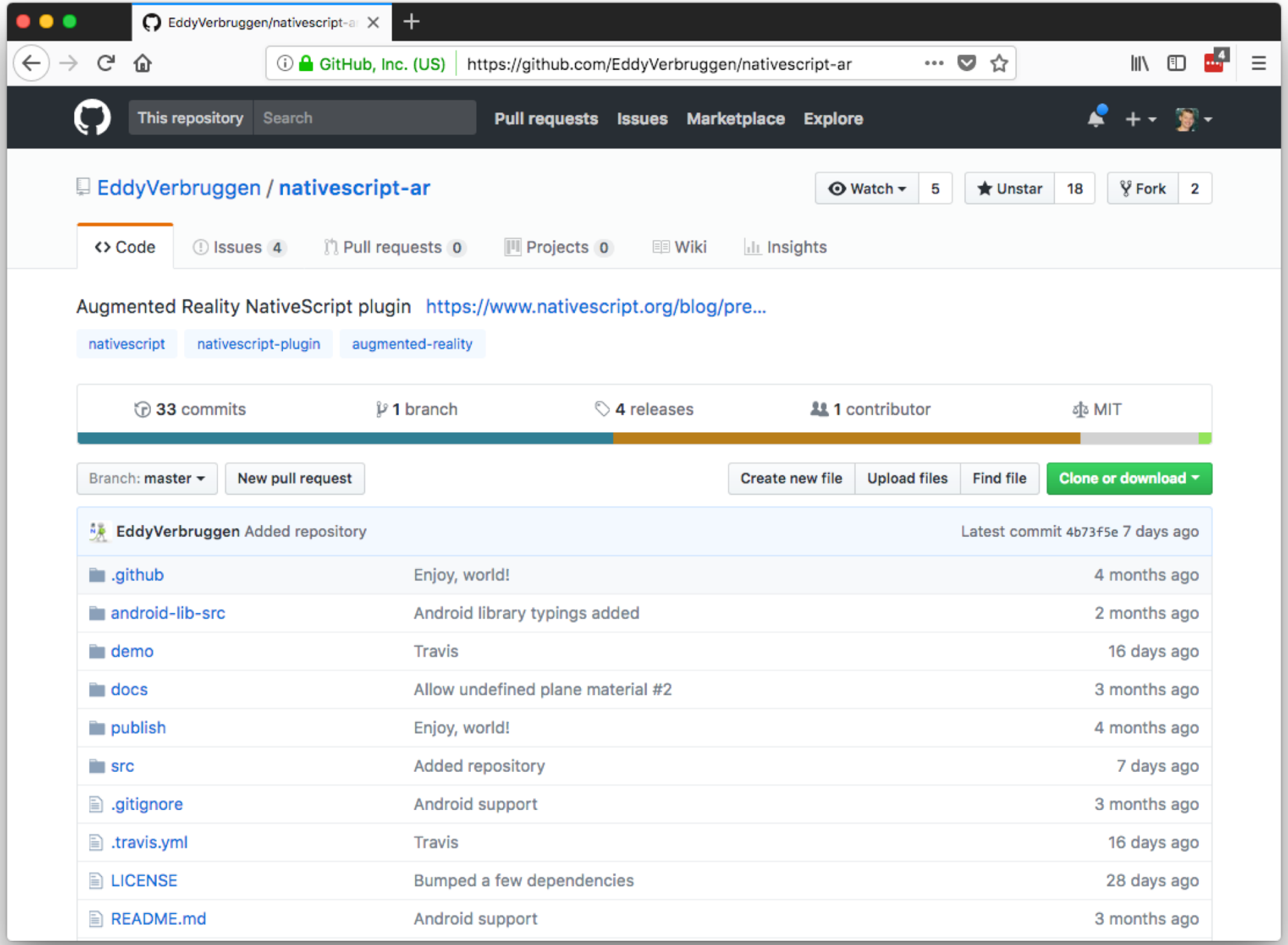
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Create new file
Upload files
Find file
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android-lib-src Android library typings added 2 months ago
demo Travis 16 days ago
docs Allow undefined plane material #2 3 months ago
publish Enjoy, world! 4 months ago
src Added repository 7 days ago
.gitignore Android support 3 months ago
.travis.yml Travis 16 days ago
LICENSE Bumped a few dependencies 28 days ago
README.md Android support 3 months ago

Snapchat buys Israeli augmented reality start-up for $40 million: Report

Arjun Kharpal | @ArjunKharpal
Published 6:32 AM ET Tue, 27 Dec 2016

CNBC

Snap Inc – the owner of Snapchat – has quietly acquired Israeli augmented reality (AR) start-up Cimagine Media for a reported $30 to $40 million, according to a media report.

Cimagine Media makes software that allows businesses or consumers to visualize what an item might look like in their environment. For example, the start-up works with Shop Direct to allow customers to see what furniture would look like in their home via a tablet.

This so-called augmented reality use is of interest to Snap Inc, considering Snapchat uses this technology in their lenses to let users turn their faces into animals for example.

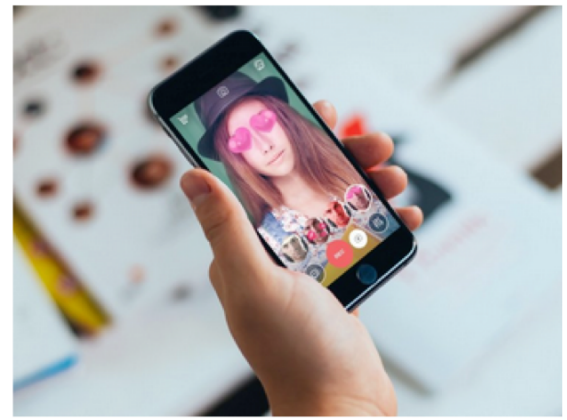
Snapchat buys Looksery, a 2-year-old startup that lets you Photoshop your face while you video chat

Alyson Shontell
Sep. 15, 2015, 3:36 PM 19,111

FACEBOOK LINKEDIN TWITTER

Snapchat has acquired facial recognition startup Looksery.

The deal was first flagged by Ain.ua, a Ukrainian publication, which states Snapchat purchased the startup for ~ $150 million. Business Insider has



Looksery's app. Snapchat now offers that same selfie filter as a lens. Looksery

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Google buys Word Lens, the app that translates languages with your phone's camera

By Chris Welch | @chriswelch | May 16, 2014, 2:50pm EDT

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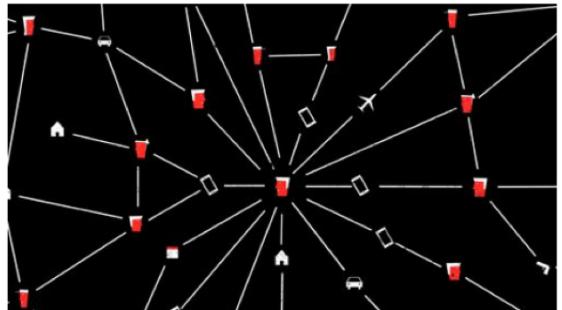

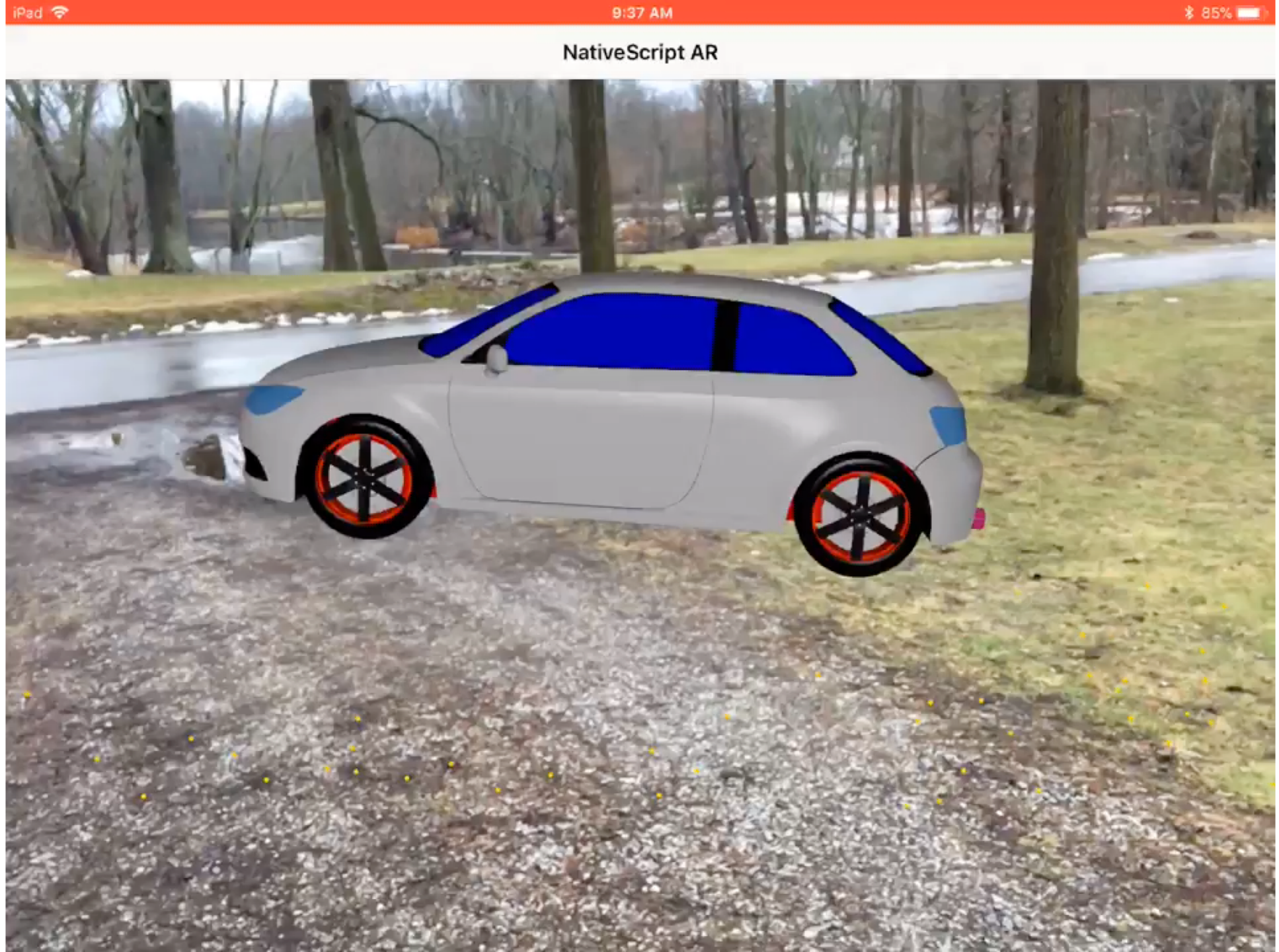
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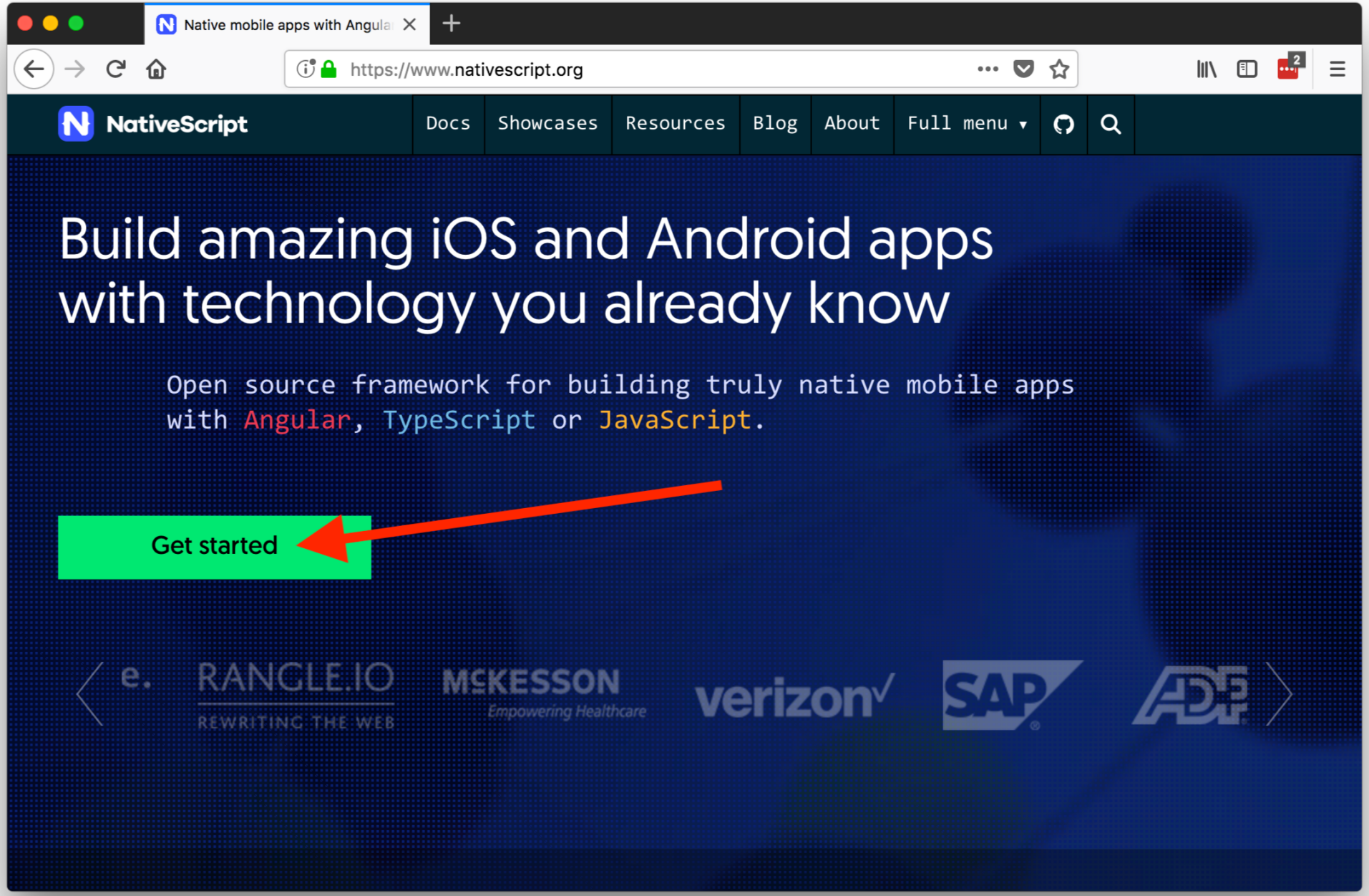
NativeScript AR

Summary

- AR is cool.
- AR is hard.
- It’s probably a few years before AR is simple enough for your average developer to build something compelling with.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Thanks!

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