

AR @ IBM

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Agenda

About me

AR @ IBM

Wimbledon Seer

ACME

MAR

VIRA

AR @ IBM

AR Goals @ IBM:

- to understand how AR can enable innovative and practical solutions for the future;
- enhance the user experience.

AR Focus @ IBM is two fold:

- Research;
- Client solutions.

IBM has a strong background in advanced graphics, image recognition and computer vision technologies.

→ Leveraging this to create compelling AR technology and solutions for enterprises.

Wimbledon Seer

- Enhances the tennis fans' experience @ SW19 ; showcase for IBM.
- AR real-time tournament guide.
- Scores, schedule, news feeds, directions, AND Pimms queuing time @ The Long Bar!
- Developed on iPhone and Android.
- Available from iTunes this weekend (along with the IBM Wimbledon iPhone App!)

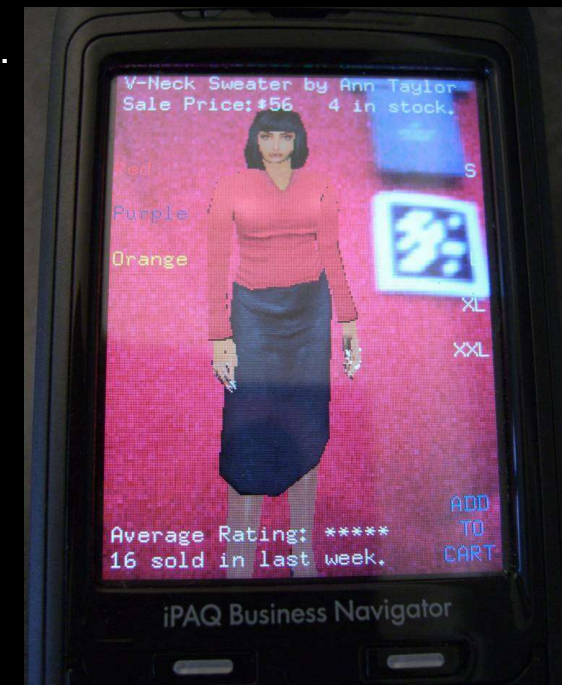
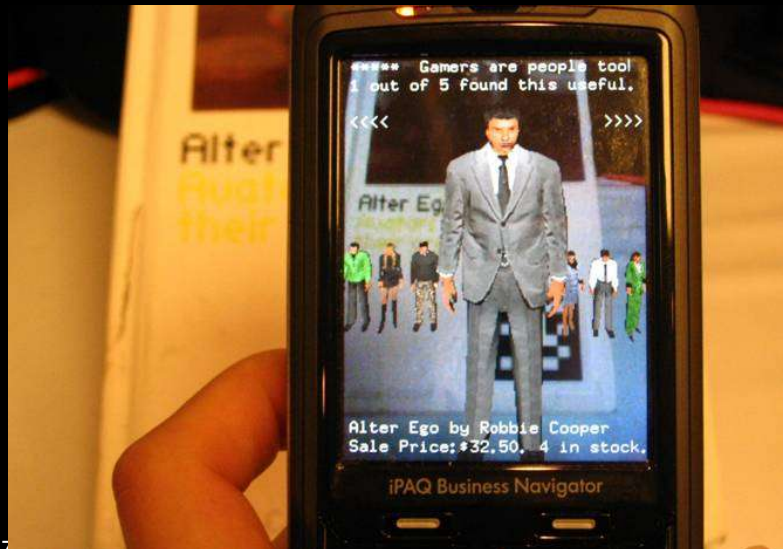


ACME : Augmented Collaboration in Mixed Environments

- **Remote collaboration tools.**
- Objects and avatars located in virtual world.
- See through video glasses, sensors, cameras and microphones located at each end.
- Body language conveyed through voice, head and hand gestures.
- Created by VTT Technical Research Centre of Finland with support from IBM Research, Nokia Research Centre.
- **Advantages – eco-friendly; less travel; better than virtual world only.**
- → **See video here:** http://www.youtube.com/watch?v=DNB0_c-5TSk

MAR : Mobile AR for Retail

- Show social networks, content and product information associated with consumer items.
- Mobile phone camera + 2-D barcode.
- Information visualised as a swarm of animated 3D avatars.
- Avatars have different roles e.g. sales reps, reviewers, designers or consumers.
- Users interact by leaving voice, text, online reviews, real-time chat.
- Also access help and support based upon what the phone sees.





IPAQ Business Navigator

	1 CD	2 ABC	3 DEF	
	4 GHI	5 JKL	6 MNO	
	7 PQRS	8 TUV	9 WXYZ	
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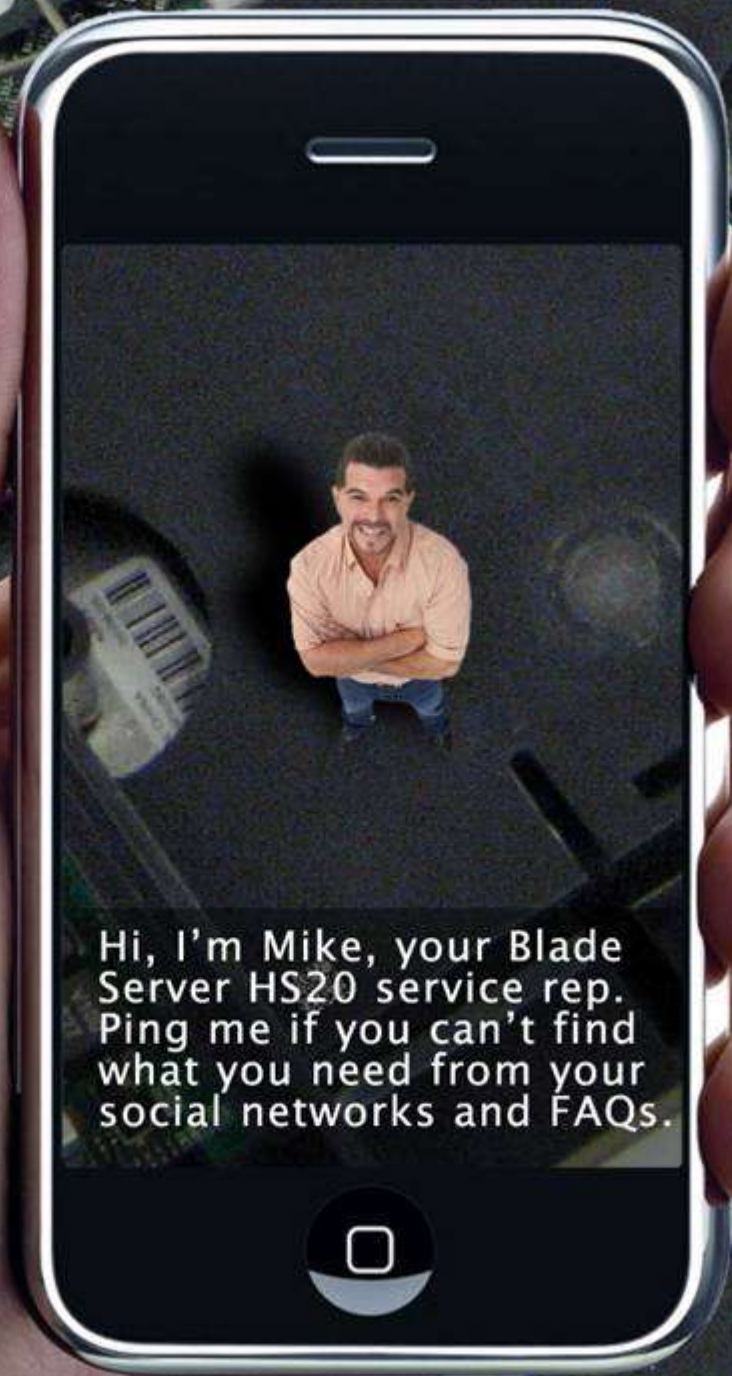


Reviewer: Harry



iPAQ Business Navigator

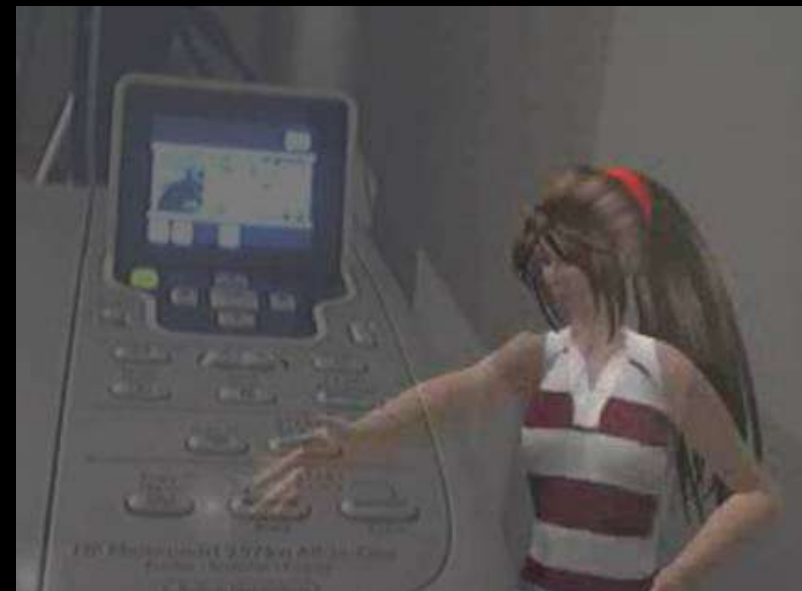
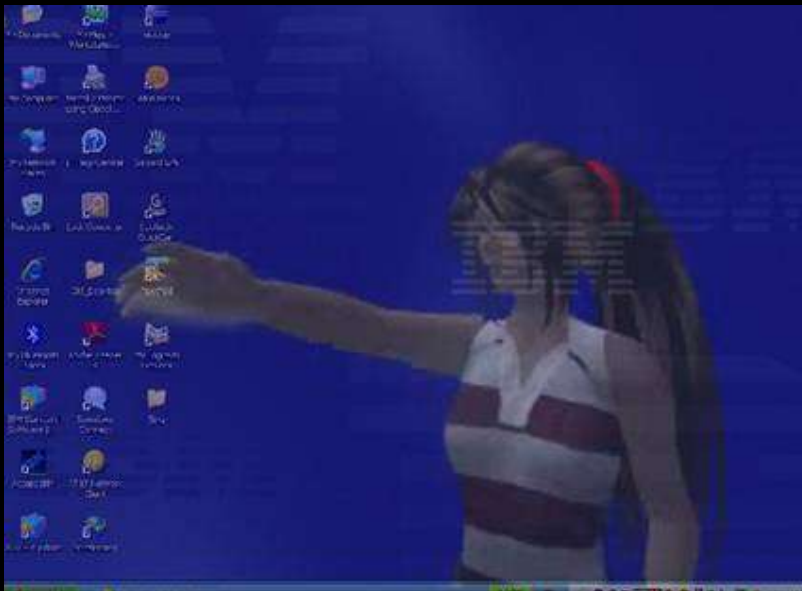




Hi, I'm Mike, your Blade Server HS20 service rep. Ping me if you can't find what you need from your social networks and FAQs.

VIRA : Virtual Agent

- Remote technical support via desktop or Web cam.
- Real World + Virtual Reality → Mixed Reality.
- User's desktop or physical environment is augmented with the presence of remote person.
- Remote agent can use hand gestures, voice and text.
- Advantages : better communication and enriched experience; feeling of co-location.
- (Desktop) VR \leftrightarrow AR (Web cam)



Thanks!

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