Beyond the Keyhole
Current AR experience could be better
Tourist
Guide book
We believe in full peripheral view AR
Continuous use
While on the move

http://www.flickr.com/photos/aarmono/393650534/
For this AR usage to work...
Opt-in streams
Relevance
Relevance requires...
Lots of content
Filtering
Lots of content exist
The web
...but we need to
Machine filtering
Lots of content?
Apply filtering?
The semantic web
Anchor data
Geo-location

Anchor data

Class

Timestamp

Author

Service
Filtering
Distance
Occlusion
Filtering
Screen real estate
Circle of friends
AR volume
User interests, mood, agenda, etc
Challenges
Aggregation
User context privacy
Adding semantics to existing data
In summary

Let’s move beyond the keyhole

AR needs semantic web

AR “surfing” needs user context
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