Augmented Reality and Cities
Introduction

• I’m not going to define AR.
• Ask some questions about user experience
• Think about the next generation of AR.
About Me

- Work at Connected Environments Ltd
- We make pachube.com
- I make mobile /AR /3D apps
Porthole

• Show Video
People Like Immersion
What Do We Need

• Markers or ‘Hooks’ for orientating content
• Image recognition / processing
• Object scale geo-location
• Real-time and robust device orientation.
• Somewhere to load cool stuff: Mobile 3D
Real World Tags

- Physical Markers?
- Markerless / Image Processing?
- Generic Surfaces: Floors / Desks / Walls
- ARban Planning?
- Needs to be an Open Standard?
Mobile Web 3D

- Happening before your eyes.
- Still a bit rubbish.
- Very real questions about browsers/apps
Granularity

- Shared Infrastructure
- Different Levels of Access for Different Users Services, Products and Content
- City Scale Data Publishing
- Object Scale Interaction
Problems for Standards

- Immersive solutions - like video games likely to be highly proprietary.

- What is a POI?

- AR may change the way people interact with cities and with each other negatively.
Links

• http://www.pachube.com
• http://apps.pachube.com/porthole
• http://twitter.com/pachube