Augmented Reality and the Web

Daniel Appelquist
Vodafone Group R&D

22 March 2009

Setting the Scene

> A long-standing academic community

> A new user interface paradigm emerges based on this work

> Many people "don't get it"

> Emergent property of deployed technology suddenly make wide-scale deployment possible

> Single company breaks from the pack, their name becoming synonymous with the topic

> Technical and popular press start picking up the hype

> Beginnings of standardization

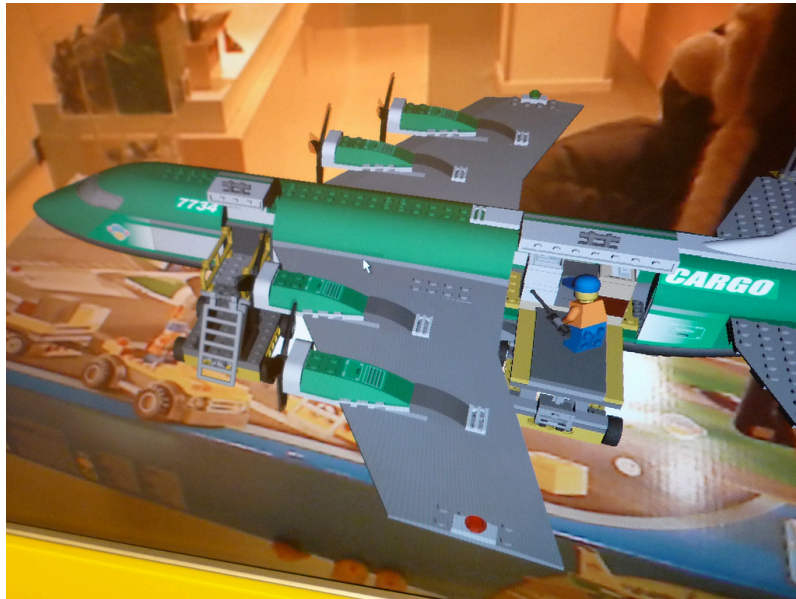> Traditional media starts dabbling

> Lots of walled gardens popping up

March 22, 2010

DOES ANY OF THIS SOUND FAMILIAR?

Augmented Reality Breaks Out

Lego

Acrossair

Wikitude

Vertical Applications (e.g. Military)

March 22, 2010

Data

> Mobilizy has developed ARML

    – Extension to the Open Geospatial Consortium's KML

> Not everyone uses it

    – Lots of proprietary formats

> Linked Data must play a role

GROUP R&D

March 22, 2010

APIs

> Geolocation [check]

> Compass heading

> Device orientation

> Real-time access to camera output

> Access to computing power in the cloud

    – Image recognition

GROUP R&D

Display and Interaction

> HTML5

> Canvas

> SVG

> CSS Background Layers

> Web storage

but…

> Gestural input?

> Interactivity – widgets?

GROUP R&D

March 22, 2010

AR IS A MASHUP

March 22, 2010

What Can W3C Do?

> Are new technologies required for AR to become part of the Web?

> Workshop

> Incubator Group

> Consider prioritizing AR use cases

> Reach out to AR community

GROUP R&D

WHO GETS TO CONTROL WHAT YOU SEE?

Thank you

Daniel Appelquist
Vodafone Group R&D
daniel.appelquist@vodafone.com
http://twitter.com/torgo