AR @ IBM
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Agenda

About me

AR @ IBM
Wimbledon Seer
ACME
MAR
VIRA
About me...

...emerging technology ↔ business needs: Innovation catalyst
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.
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 $\rightarrow$ 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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