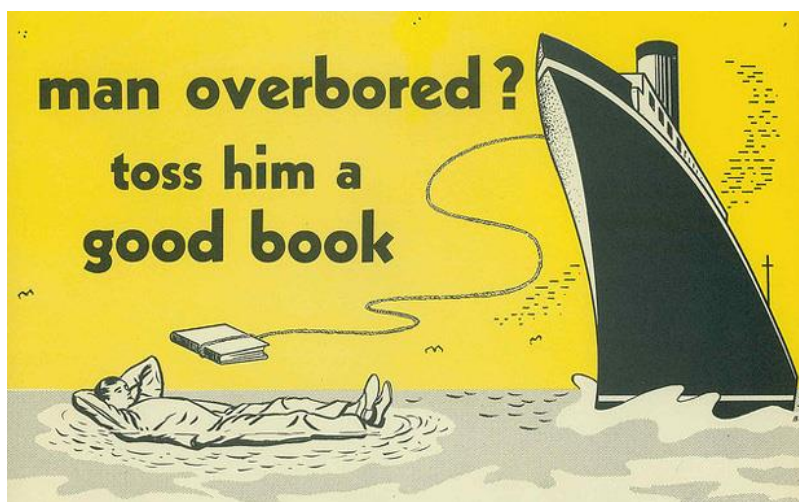


Augmented Reality Campaign Concepts

Library Augmented Reality Campaigns can be entertaining for your patrons and a great promotional opportunity for the library. Many library patrons have never experienced AR, and their reactions are priceless!

Campaigns are effective when patrons are encouraged to bring their own device. AR campaigns require internet connectivity through cell or library wifi service. Instructions should be provided to guide app installation and channel subscription. You can create your own AR, or contract out.



1. Selection of Poster Images

Images must be distinctive or unique to trigger the animation. Images may come from:

- A. Current library publicity photos
- B. Local historical photographs
- C. Childrens' Department mascots or characters
- D. Relevant public-domain images

2. Creation of Animation Layer

GIF animations can be created using the GIMP open-source image editor, or online GIF tools.

Layers that employ animated GIFs with transparent backgrounds can be very eye-catching.

Animations may also come from:

- A. Library videos, may be hosted on YouTube
- B. GIF animations of Childrens' characters or mascot
- C. Relevant public-domain animated GIFs

3. Links to Website Content

Tap the animation layer and Augmented Reality "images" can link to content on your website such as:

- A. Treasure Hunt Clues
- B. Local History Information
- C. Library Information

4. AR Campaign Ideas

An Augmented Reality campaign can have many purposes:

- A. Just for fun – Patrons experience new technology.
- B. Treasure Hunt – Kids explore the library to find clues.
- C. Library Tour – Patrons explore the library using augmented signage.
- D. Local History Tour – Local history displays come to life.

Augmented Reality (AR) Information and Tools

Augmented Reality provides a superimposed “data” layer over a real-time image or video feed. Companies like Microsoft, Google and Samsung are focused on providing practical AR systems for automobile windshields, through glasses, goggles or visors, and through smart devices. There is no official standard for AR, and multiple vendors offer very similar services. AR vendors would like to differentiate their products based on the quality of the AR experience, its uses by the gaming community, or its industrial application. As the technology improves we should expect device manufacturers to integrate AR browsing into the device’s operating system.

Book publishers and toy manufacturers are creating AR-enhanced materials for children. The history of AR includes industrial and military uses, however AR tools are now available to the public through smart devices, and most AR apps can be downloaded for free.

AR service providers include Aurasma, Layar and Metaio (Junaio). Free services include online tools for creating AR, or “auras.” Creators sign up with an account, and a service channel is created that app users can subscribe to. Of course that means that the user will have to install the app to their device and subscribe to the channel. For AR to be fully practical, the installation process must be user-friendly and self-explanatory. AR display looks hokey and contrived if the AR layer jumps around a lot, so the AR provider must offer high-resolution, seamless layering over the camera feed.

Application Resources:

Aurasma

Aurasma offers high-resolution display, accurate mapping and a marketing focus. “Auras” are easy to create and publish. Aurasma supports YouTube overlays & web links.

<http://www.aurasma.com/> <http://www.aurasma.com/campaigns/>

Metaio

Metaio offers enterprise-level services for advertising and industry.

<http://www.metaio.com/home/>
<http://www.metaio.com/solutions/>

Junaio

Junaio offers a full-featured AR studio and programming language called AREL.

<http://www.junaio.com/>
<http://www.junaio.com/get-started/>

Layar

Layar offers the ability to layer an image carousel, facebook like button, phone number, soundcloud widget, audio file or online shopping cart, with a focus on gaming.

<http://www.layar.com> <https://www.layar.com/why-layar/case-studies>

ShelvAR

ShelvAR offers rapid shelf-scanning for tagged items. Tags resemble tiny QR codes.

<http://www.shelvar.com/> <http://augmentedreality.miamioh.edu/portfolio-items/shelvar/>