Mobile AR Summit@ISMAR2010

Summary of
morning workshop
group discussion

Fragmentation

- Content is fragmented over different platforms: reduces usability
- (Some) content providers already provide cross-platform content, but that's costly to create and maintain
- A baseline standard that all browsers can work with would help a lot; W3C has started work on this, please join!

- OS fragmentation is an issue for platform providers, especially when the UI concept is turned upside down; consistent UX is very difficult

- It is currently unclear if fragmentation is getting better or worse

Market education

- People need to know where they can "get" AR; perhaps develop a shared "Augment here" logo?

- Technically speaking we could leverage QR, but it's not very appealing; posters look much nicer (but are less recognizable)

- We could consider other clues, like sound or haptics from your handset, to help users locate AR; but, learn from SK Mobile's experience with localized marketing: be very careful how intrusive you make this

The road to widespread adoption

- AR is about experience, so make the entry point appealing
- Make sure that your AR experience is value adding: don't do AR to do AR, do AR because it makes sense
- Create content that gives users a reason to take out their mobile and augment their surroundings
- **We need a killer app for AR (hint: search is not it)**

- …perhaps HUDs are the killer app, but *where are they*?