



A ZÜRICH R

devcamp

MARCH 1, 2010

What did we do?

- 45 participants
- 4 sessions
- 7 topics
- Professional Networking, better awareness of who is interested in what
- Sharing information
- Evangelized
- Highlighting potential obstacles and risks
- Proposal for standards, collaboration
- Feedback on concepts, ideas
- Review of where AR Games and Natural Feature Recog. stand today (state of the art, reality check)

What were the “ah ha” moments?

- Many personnaes, use cases are too many!
 - User Experience scenarios
 - Not everyone will need Augmented Reality
 - User experience requirements
- Business Cases, Risks and Obstacles
 - Lack of consistent ontology, vocabulary
 - A consistent terminology is what you need to go out and talk with people.... E.g., risks, opportunities
 - New business models (user-enhanced content, quite creative ways of getting users to pay for content-public sources)

Ah ha moments...

- Games- marker-based restrictions...looking for getting the “real world” into AR games
 - Why would we play this if it’s so lame?
- Social AR=idea of mixing emotion and “reality” (material)
- Good showcases for using AR on the Web, PC and/or during the/any event as support for communications/marketing
 - Don’t need to be tech-savvy
- Diversity of people who attended: business, entrepreneurs, engineers, cartologist, academics, advertising
- Importance of YouTube as a means to demonstrate the applications of AR
 - Visualization better than text...

What are our action items?

- Contribute to development of a consistent terminology/glossary/lexicon for AR
- Starting a collection of existing AR examples
 - Besides YouTube
 - Use developerWorks for creating an AR community
- Define source of information about AR for marketers
- Guide for best practices/toolkit for developers
 - More views, get out and encourage other ecosystem partners
- Create value chain diagram (1st understand the value chain!)
- Other industries need to hear about AR
 - Health
 - Publishing
 - Tourism
 - Media

Upcoming Events

- In Europe
 - AR DevCamp in Amsterdam
 - <http://www.ardevcamp.org/wiki/index.php?title=ARDevAmsterdam>
 - AR Conference and DevCamp in Berlin
 - <http://www.ardevcamp.de/>
- In US
 - AR Conference <http://arconf.com/> April 21
 - WWW workshop on AR and Virtual Interactivity April 27
 - <http://www.research.att.com/~rjana/mobea2010.htm>
 - AR Event <http://augmentedrealityevent.com/> June 2-3
- In Asia
 - ISMAR 2010 www.ismar2010.org October 13-16, 2010

We would like your feedback

- Please complete this survey form

<http://bit.ly/a6KdCz>

By March 5, 2010