

MOBILE
Augmented
Reality
SUMMIT
@MWC2010

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vodafone

Summary

- Sixty-five participants, four hours of discussion: technology, business, user experience
- Main outcomes
 - Collaboration will be possible on
 - Open interfaces, interoperability
 - Shared vision of how the industry grows (Value chain, building the ecosystem)
 - Discussion of future technology standardization
 - How we will (must) monetize Mobile AR
- Building the industry will also benefit from:
 - Data to help decision making
 - Mass market

Summit position papers

- Position papers may be cited, blogged and otherwise used in future work
- All position papers which were contributed to the Mobile AR Summit, and which have been cleared for public use, are here:

http://www.perey.com/MobileARSummit/Position_Papers.html

Wrap up-User Experience

- Terminology is quite “raw,” needs refinement
- Users need a “whole” experience, interactivity
- Users want an experience which has AR as a component
 - Easy, simple experience
 - Experiences that are different (new, enhanced, social, contextual)
- Privacy, preferences, users controlling their experiences
- Device fragmentation (how to have single or predictable user experience on different devices?)

Wrap up-Technology

- Open standards
 - Not a goal in every area
 - Device APIs (camera, accelerometer, microphone)
 - Data formats (tagging, mapping)
 - Front end display/presentation
- The role of 3D in Mobile AR
 - Game industry is already handling this for handheld devices
 - Different groups had different outcomes (let gaming industry handle it, or we need to address for AR)
 - Need to divide rendering vs. creation (modeling of objects)
- Networks, latency, bandwidth, battery life
- High interest level expressed on part of Image Recognition providers
- Security, policy and privacy, secure transactions

Wrap up-Business Issues

- Many different revenue streams possible
 - Corporates
 - End users- will pay for experiences (won't pay for information)
 - Verticals
- Feed the **entire** ecosystem
 - Ecosystem participants
 - Distribution of revenues for value
 - Value chain needs to be better understood
- User value
 - Generated a laundry list of what users are likely to pay for
- Role of advertising
 - Avoiding dystopian future
 - Definition of advertising, brand marketing
 - Coupons, hyperlocal models
- Transactions (micropayments), fulfillment (as sources of revenues)

Follow on

- There will be a mini-report based on flip chart notes prepared by the co-chairs
- Any questions? cperey@perey.com