

Augmented Reality Summit @ MWC

Welcome!

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The mobile platform bridges the digital and physical worlds



Why Are We Here?

- > What is Vodafone's interest?
 - Vodafone can help bring together industry players
 - Build an ecosystem
 - Head off fragmentation
- > Mobile Widgets – a good example of industry collaboration
 - Mobile Ajax summits, hosted by Vodafone in 2007 and 2008
 - Subsequent industry / standardization workshops (W3C, OpenAjax Alliance, OMTP)
 - Working groups formed
 - Commercial roll-out of widget-based technologies in 2009
- > Participants from across the spectrum



Questions

- > What are we talking about when we talk about Augmented Reality?
 - For those from a research (in AR) background, mixed and augmented reality have a very specific meaning
 - Different perspectives
 - Beyond point-and-shoot
- > What is the scope for industry collaboration in the Augmented Reality space?
 - What are the most urgent topics to concentrate on?
 - Where do we need to collaborate sooner rather than later?
- > How is the birth of AR echoing the birth of the Web?
- > How can Augmented Reality come together with the Web?
 - Rich, ubiquitous platform for interaction
 - Built on royalty-free standards



This is a summit about you.

#arsummit



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