



wikitude

discover your world!

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# Introduction

Explain what Mobile Augmented Reality is?

How content can be created?

What we believe the future, or the next Internet will be?

Demos (Tablet / iPad / LG Optimus 3D)

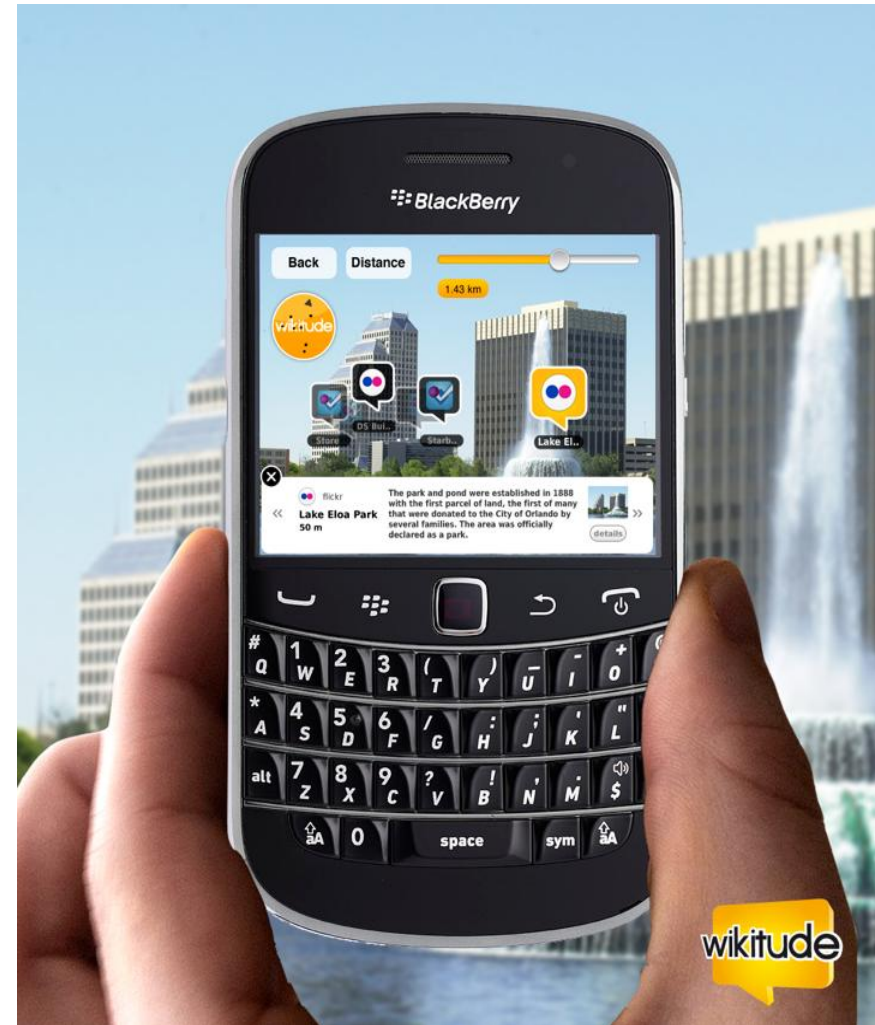




# Wikitudo

## Quick Summary

- Mobile Augmented Reality
- Community generated content
- World's first AR Browser in 2008
- Voted "World's Best AR Browser" in 2009 and 2010 by the readers of Augmented Planet.
- More than 1,000 content providers called "Worlds" aggregated, examples are Wikipedia, Qype, Yelp, Twitter, ebay classifieds
- More than 150 million POIs in the Wikitudo ecosystem



Available for:



symbian



BlackBerry™



# Augmented Reality Example Wikitudo Drive





# Augmented Reality

Example Wiktitude Drive

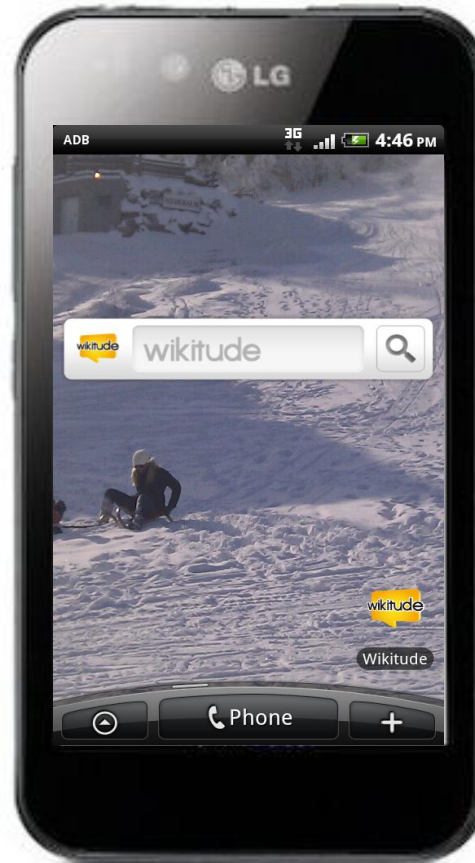


# Wikitude World Browser

## Dashboard & Search



Home / dashboard



Widget



Search

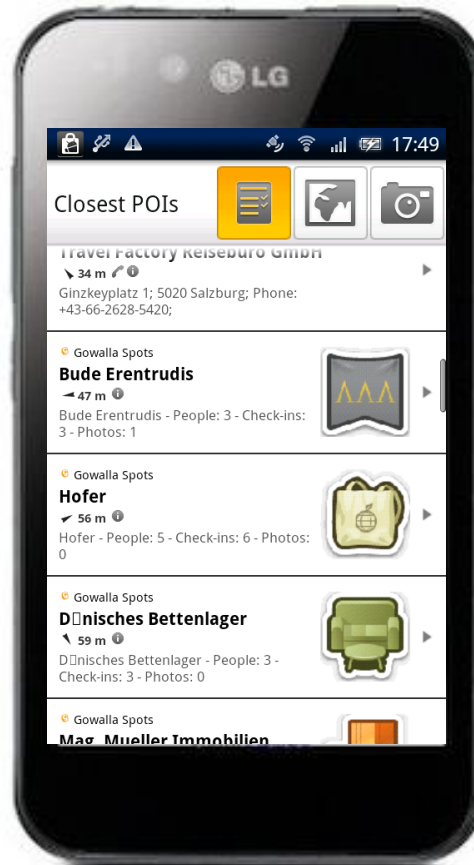




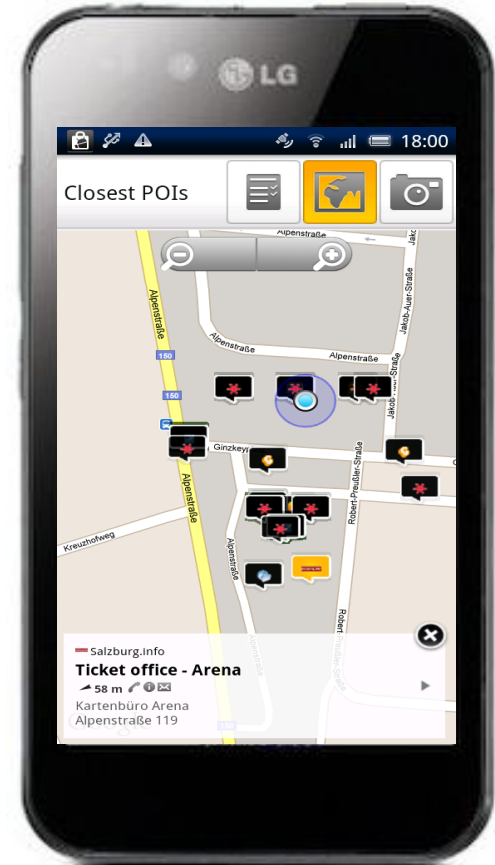
# World Browser Views



AR view



List view



Map view



# How to Add Content

Anyone can create a “World”

A “World” in reality, is what a webpage is in the Internet.

-Currently is is still POI-based

KML

ARML

Wikitudo.me

Next:

There should be basically no boundaries for creativity





# The new platform:



No need to learn new concepts or languages

All you need to know is JavaScript & HTML

FREE, open, very easy to get into

super flexible

→ endless possibilities for new AR use cases!

no restrictions to specific tool sets

## How?





# Example: Drawables



```
var image = new ImageDrawable(  
    new Image("http://...")  
);  
geoObject.addDrawable(image);
```



# Example: Triggers / geo-fencing



```
var actionRange = new ActionRange(geoLocation, 20000);
actionRange.onEnter = function() {
    //alert the user that he entered area
};
actionRange.onExit = function() {
    //alert the user that he left area
};
```



# Example: Sound and Video



```
var audio = new Audio("http://...", true);  
//preload the audio  
  
fukushima.onClick = function(){  
    audio.play();  
};  
fukushimaActionRange.onEnter = function(){  
    video.play();  
}
```



# Example: Property Animations



```
var pa = new PropertyAnimation(  
    object,  
    "myProperty",  
    object.myProperty, //start value  
    object.myProperty + 50, //end value  
    new CustomEasingCurve(),  
    10000 //duration in ms  
);  
pa.start();
```



# Example: AR Games





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developer now!

Thank you!

[www.wiktitude.com](http://www.wiktitude.com)

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