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User Experience  
Graphics/Rendering  
Facebook Integration  
Vuforia

What if...
Introducing three60

Mobile
Android
Social Messaging
Augmented Reality

What is Augmented Reality?

- Visualize and interact with virtual objects
- Place virtual messages on real-world objects
- In order to show the right messages, we need to know what we are looking at!
- Three main tasks:
  1. Recognize image target
  2. Track image target
  3. Show virtual object
Social Messaging with three60

- Facebook integration
- Share what you see or create
- Share only with your friends
Challenges

• How do we:
  • recognize and track image targets?
  • store targets and augmentations?
  • associate targets with augmentations?
  • associate users with their augmentations?
  • share messages with friends?

System Overview

- Facebook
  • Login
  • Friends
  • Post to wall

- Amazon S3
  • Store image targets
  • Store augmentation images

- Vuforia
  • Target recognition and tracking
  • Augmentation rendering
  • Target upload

- Java Database Connectivity
  • Stores user information
  • Stores target information
  • Stores augmentation information

- MySQL

- Amazon RDS
How does it work?

- How do these components work together to:
  - create augmentations?
  - view augmentations?

Creating Augmentations

- Points of interest map
- Target ID
- Target ID, Aug ID, User Info
- Target & Augmentation Images
- Post to wall
Viewing Augmentations

Let’s Try it Out!
three60 on Google Play

- Get the latest version
- 2 releases each week
- 67 downloads

Search “three60” and download today!

three60 on Campus

![Images of three60 on Campus]
three60 on Facebook

- News and updates
- Communication with users
- User-created augmentations
- Reach: 5,590
- Likes: 134

www.facebook.com/three60app

three60 in Action
Future Work

- 3D Augmentations
- Manager Dashboard
- iOS Version

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Questions