

# USING VUFORIA TO BUILD BREAKTHROUGH MIXED REALITY EXPERIENCES

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1. Vuforia Introduction
2. Mixed Reality Experiences
3. Vuforia 5.5 for Mixed Reality



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# VUFORIA

The leading AR platform

A simple API describes what is in the camera's FOV, and where

- Images
- Objects
- Text
- Meshes



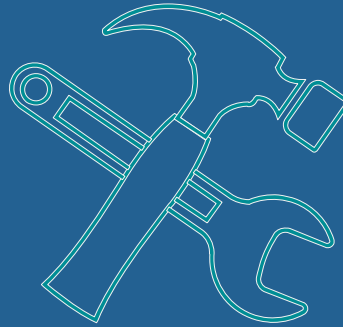
# PLATFORM COMPONENTS



## Vuforia Engine

### Supported Devices

- Phones & Tablets - Android & iOS
- Eyewear - Samsung Gear VR, Epson-BT 200, ODG R-6/7
- SDK support for Unity, Xcode, Android Studio



## Tools

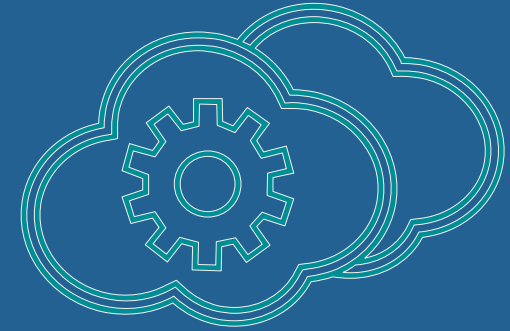
### Target Manager

- Create & Manage databases for use on device or cloud

### Vuforia Object Scanner

- Scan objects such as toys to create Object Targets

### Eyewear Calibration



## Cloud Services

### Vuforia Cloud Recognition Service

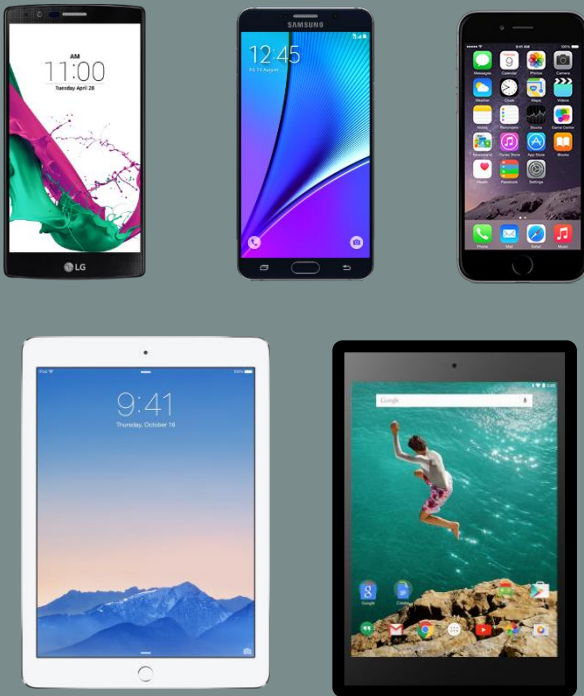
- Allows use of cloud reco database with up to 1 million targets

### Vuforia Web Services

- RESTful APIs to manage cloud-based target databases

# AR experiences today

## AR in your hand



## AR on your head



## AR + VR = Mixed Reality





# Mixed Reality

VR and AR  
2 sides of the same coin

- Similar technology stack
- Different level of immersion
- Complementary







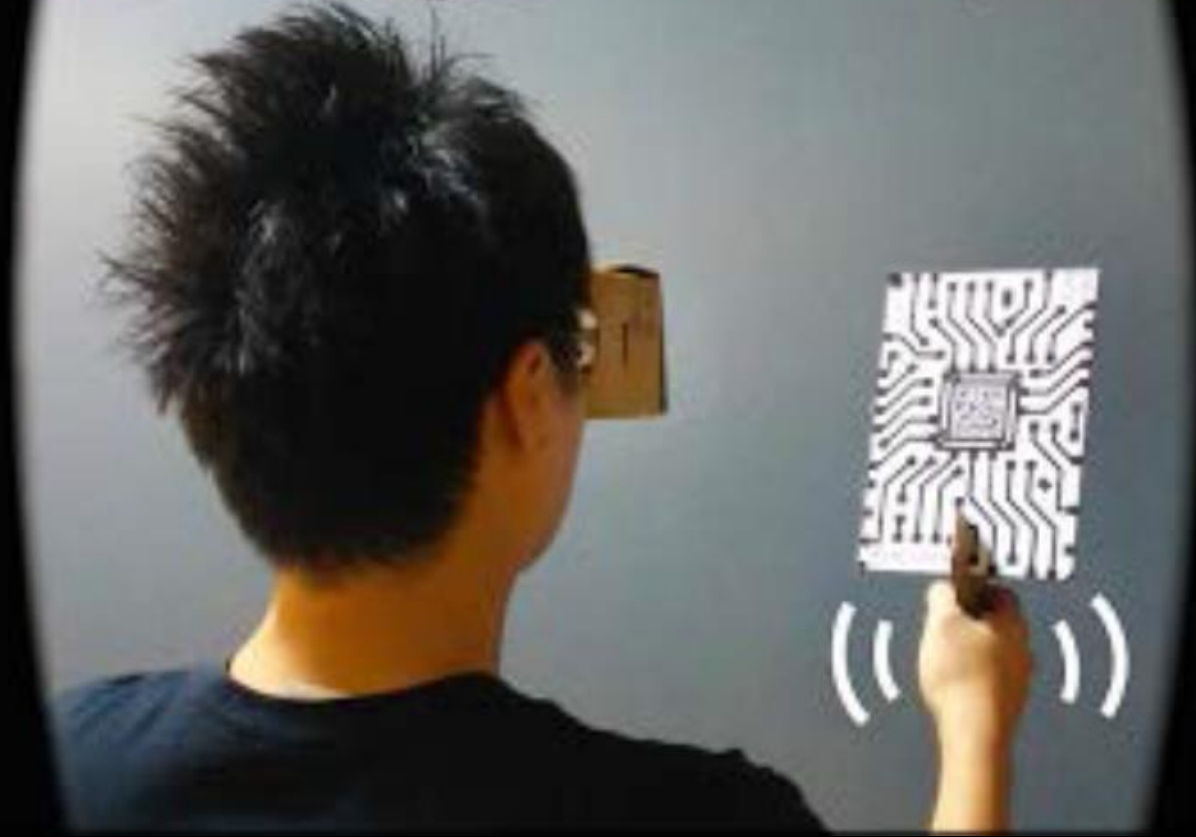




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# GermBuster





Exit

# GermBuster



REALITEER PRESENTS

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Options





IMMOBILIER



## Arcadia

- Typologie: Appartement de 3 à 5 pièces
- Surface: de 45.2 m<sup>2</sup> à 138.5 m<sup>2</sup>
- Livraison: 1<sup>er</sup> trimestre 2015
- Disponibilité: 21 logements
- Ascenseur: OUI
- Interphone: OUI
- Digicode: OUI



VOIR

- LOTS :
- T3
  - T4
  - T5
  - disponible

RETOUR



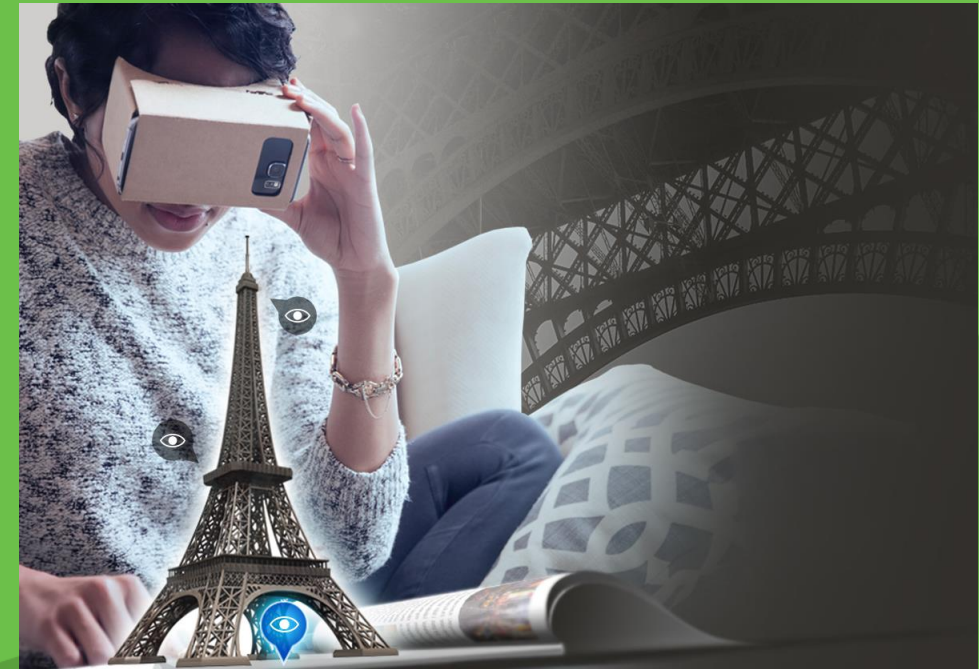


Coeur d'Orly  
Arforia

Vuforia™

# Vuforia 5.5

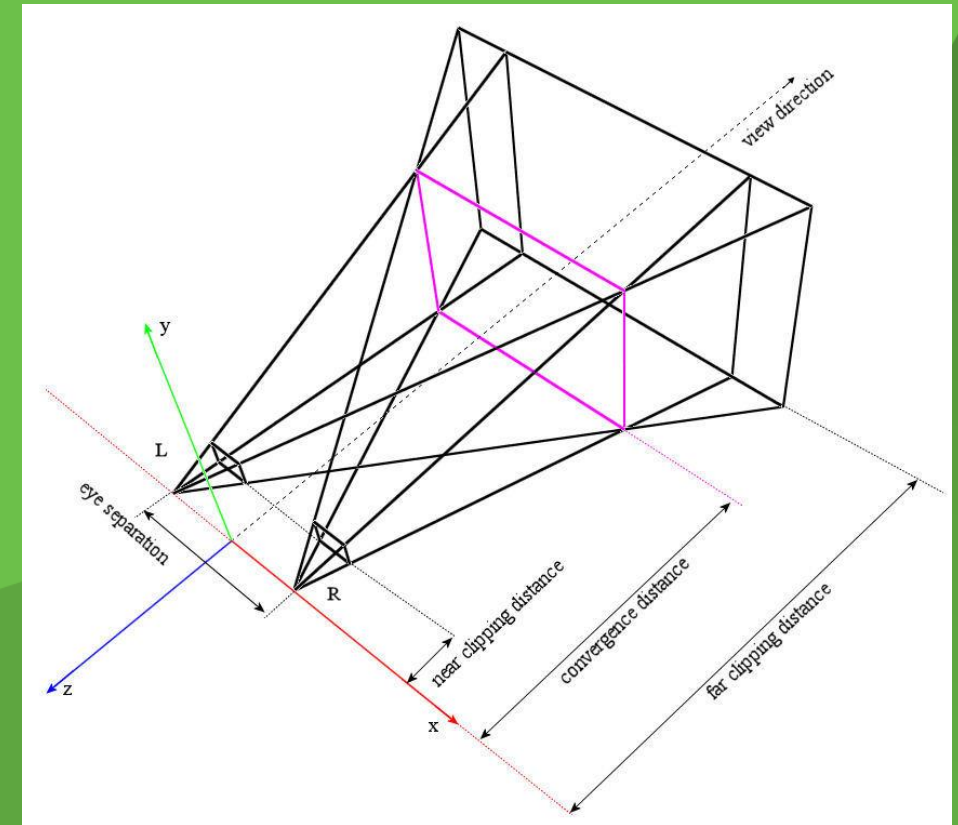
- Stereo Rendering with Distortion Correction
- Rotational device tracking
- Mixed Reality Controller API





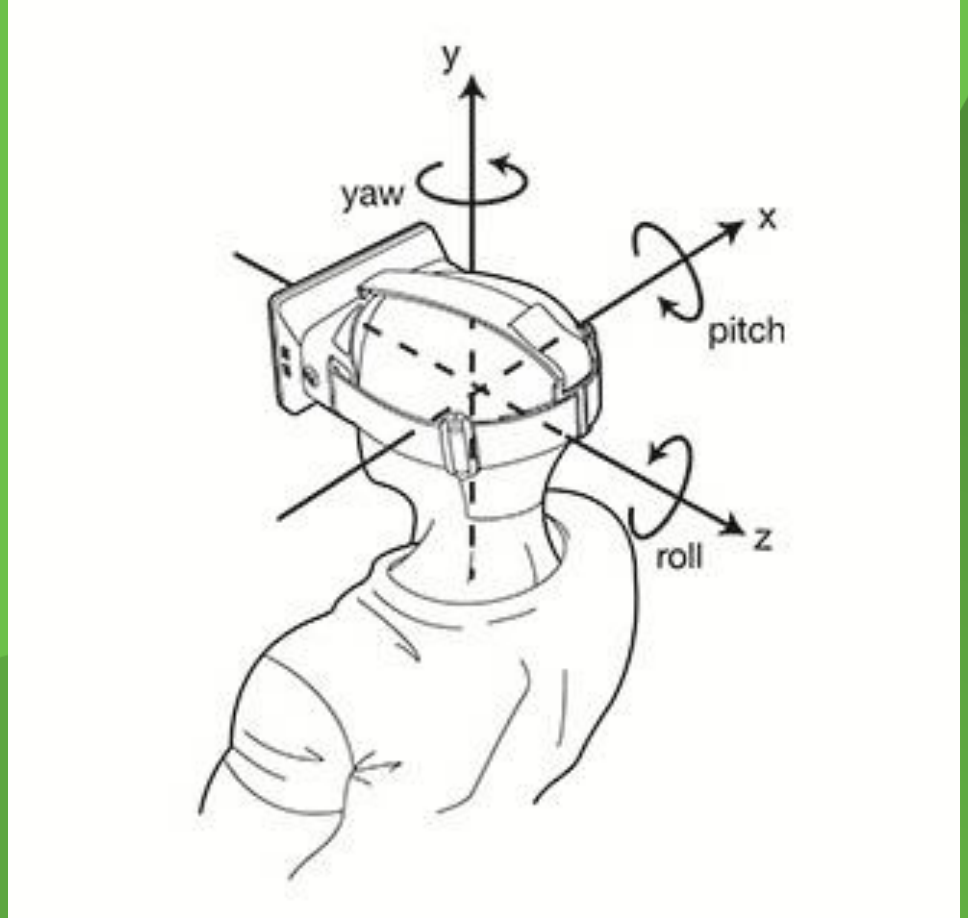
# STEREO RENDERING WITH DISTORTION CORRECTION

- Stereo scene rendering for digital eyewear apps
- High fidelity rendering with viewer and device specific lens distortion correction
- Custom viewers can be defined by developers



# ROTATIONAL DEVICE TRACKING

- Rotational head tracking for VR apps
- Rotational device tracking for handheld VR
- Supports custom head and hand rotation models



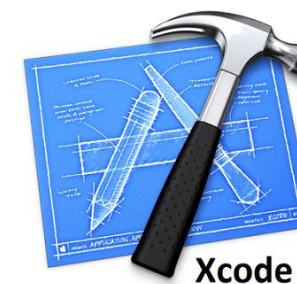
# MIXED REALITY CONTROLLER API

- Easily transition from AR to VR and back again
- Supports mixed reality for both handheld and viewer experiences
- Enables dual modality apps - from hand to head





iOS





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