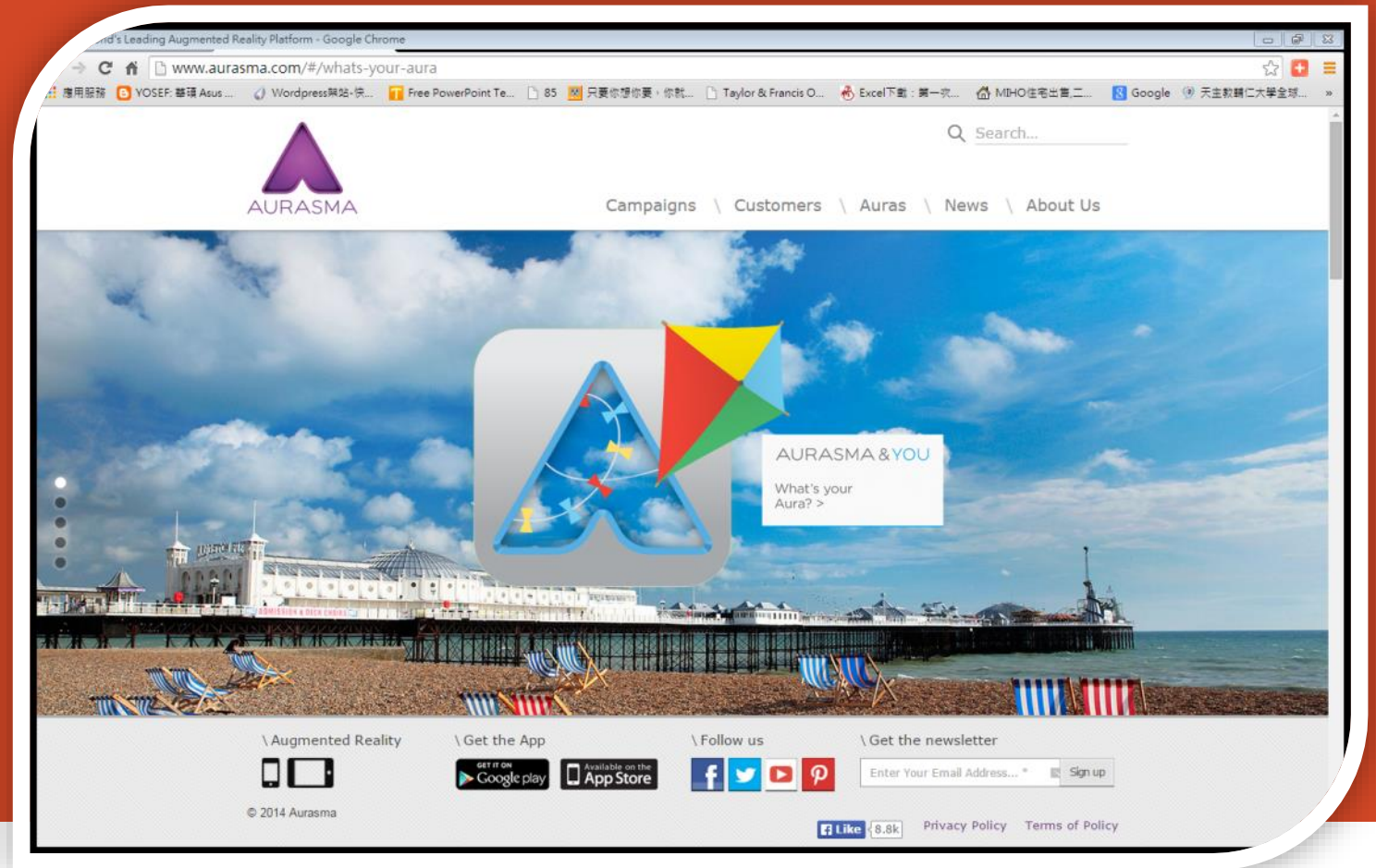


Aurasma

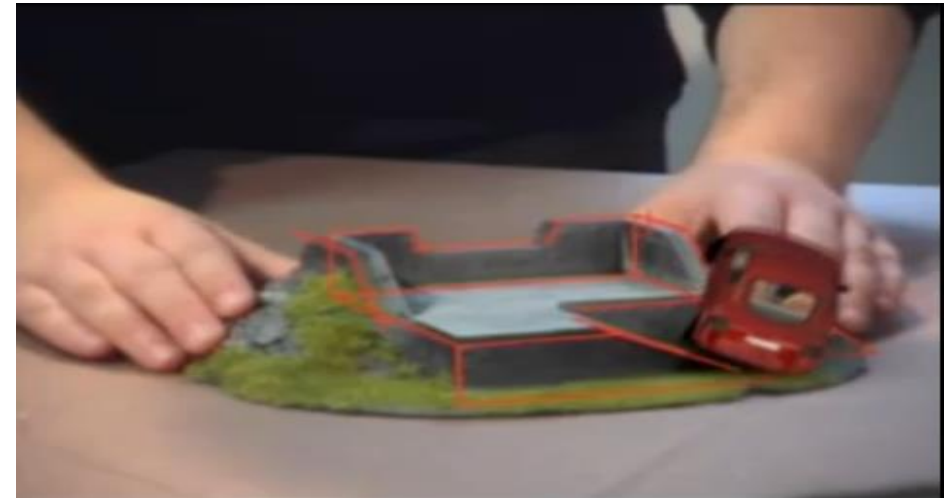


日期：2014/11/12 報告人：輔大團隊

何謂擴增實境

Azuma

1. combines real and virtual
2. is interactive in real time
3. is registered in 3D



Augmented Reality interaction

引註自:

1. Augmented Reality. Wikipedia. Retrieved: 2010/04/18,
from: http://en.wikipedia.org/wiki/Augmented_reality

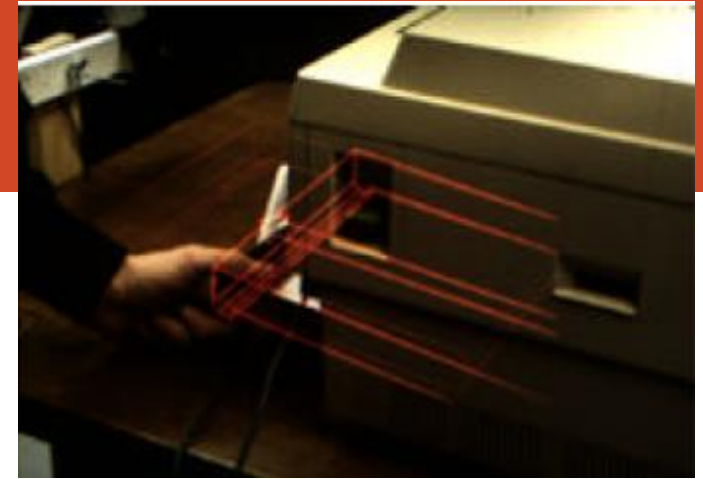
AR



PTAM + AR on an iPhone 3G



Esquire's Augmented Reality Issue: A Tour



Azuma R. T. (1997). A survey of augmented reality. *Presence: Teleoperators and Virtual Environments*, 6(4), 5.



<http://www.um.u-tokyo.ac.jp/digital/ar.html>



West Virginia U



Hallmark's webcam greetings: "Saying This Just Right..."

| AR Product | Ease of use 1(low)-3(high) | Marker generation | Triggered by image | Triggered by location | iOS | Android | Blackberry | overlay 2D | overlay 3D | overlay video | Cost for AR authoring | Comments |
|--|---------------------------------------|--------------------------|---------------------------|------------------------------|------------|----------------|-------------------|-------------------|-------------------|----------------------|------------------------------|--|
| Augment | 1 | NA | ✓ | X | ✓ | ✓ | X | X | ✓ | X | high | simple 3D authoring with limit to one tracker in free iOS version, more by joining |
| Layar | 1 | NA | ✓ | ✓ | ✓ | ✓ | X | ✓ | ✓ | ✓ | high | free with ads for limited time period but costs per page, statistics offered; SDK available for 3D |
| Wikitude Studio | 2 | NA | ✓ | ✓ | ✓ | ✓ | X | ✓ | ✓ | ✓ | high | sliding scale up to \$200AUD per month. Web based |
| Aurasma Studio | 2 | NA | ✓ | ✓ | ✓ | ✓ | X | ✓ | ✓ | ✓ | high | free for non wrapped apps; SDK available |
| ARMedia | 2 | ✓ | X | X | ✓ | ✓ | X | ✓ | ✓ | ✓ | medium | marker creation tool, plugins for SketchUp 3D models |
| Metaio Creator + Junaio browser | 3 | NA | ✓ | ✓ | ✓ | ✓ | X | ✓ | ✓ | ✓ | high | free to try limited to two items; SDK available |
| Paper4D | 3 | NA | ✓ | X | ✓ | ✓ | X | ✓ | ✓ | ✓ | high | commercial AR system. Free demo |
| String | 3 | ✓ | ✓ | X | ✓ | X | X | ✓ | ✓ | ✓ | high | Unity 3D engine for models, integrates well with Unity |
| BuildAR | ? | NA | ✓ | ✓ | ✓ | ✓ | X | ✓ | ✓ | ✓ | medium | content management |

關於 Aurasma

- 成立於2011年英國布萊頓
- 總部：英國倫敦、美國舊金山
- 科技應用：AR 物件辨識



<http://www.aurasma.com/#/whats-your-aura>



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AURASMA & YOU
What's your
Aura? >

\ Augmented Reality



\ Get the App



\ Follow us



\ Get the newsletter

Enter Your Email Address... * Sign up

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Like 8.8k

Privacy Policy Terms of Policy

APP下載

關鍵字：Aurasma

Get the App



Aurasma

Aurasma - 2014年8月28日

娛樂

已安裝

這個應用程式與您的部分裝置相容。

★★★★☆ (4,777)

8+1 +3415 在 Google 上



Aurasma

By Aurasma

Open iTunes to buy and download



View in iTunes

This app is designed for both iPhone and iPad

Matt Mills:

麥特米爾斯：用來引發虛擬實境的影像識別



TEDGlobal 2012 - 8:04 - Filmed Jun 2012
Subtitles available in 26 languages

[View interactive transcript](#)



Share this idea



2,461,119 Total views

Share this talk and track your influence!

麥特·米爾斯 與 Tamara Roukaerts 展示了 Aurasma，新的虛擬實境工具，透過智慧型手機無縫的模擬世界。超越了以往的虛擬實境，他們的"auras" 可以使一幅畫像說話，也可疊蓋即時新聞到一份已印出的報紙上。

[Interactive transcript](#)



Matt Mills
Technologist

Matt Mills comes from Aurasma, a startup that makes augmented-reality technology for mobile phones. [Full bio](#)



Tamara Roukaerts

Tamara Roukaerts is head of marketing at Aurasma, working to build an augmented reality app via smartphones. [Full bio](#)

Related playlists

[Browse all](#)



Playlist (10 talks)
Should we redesign humans?



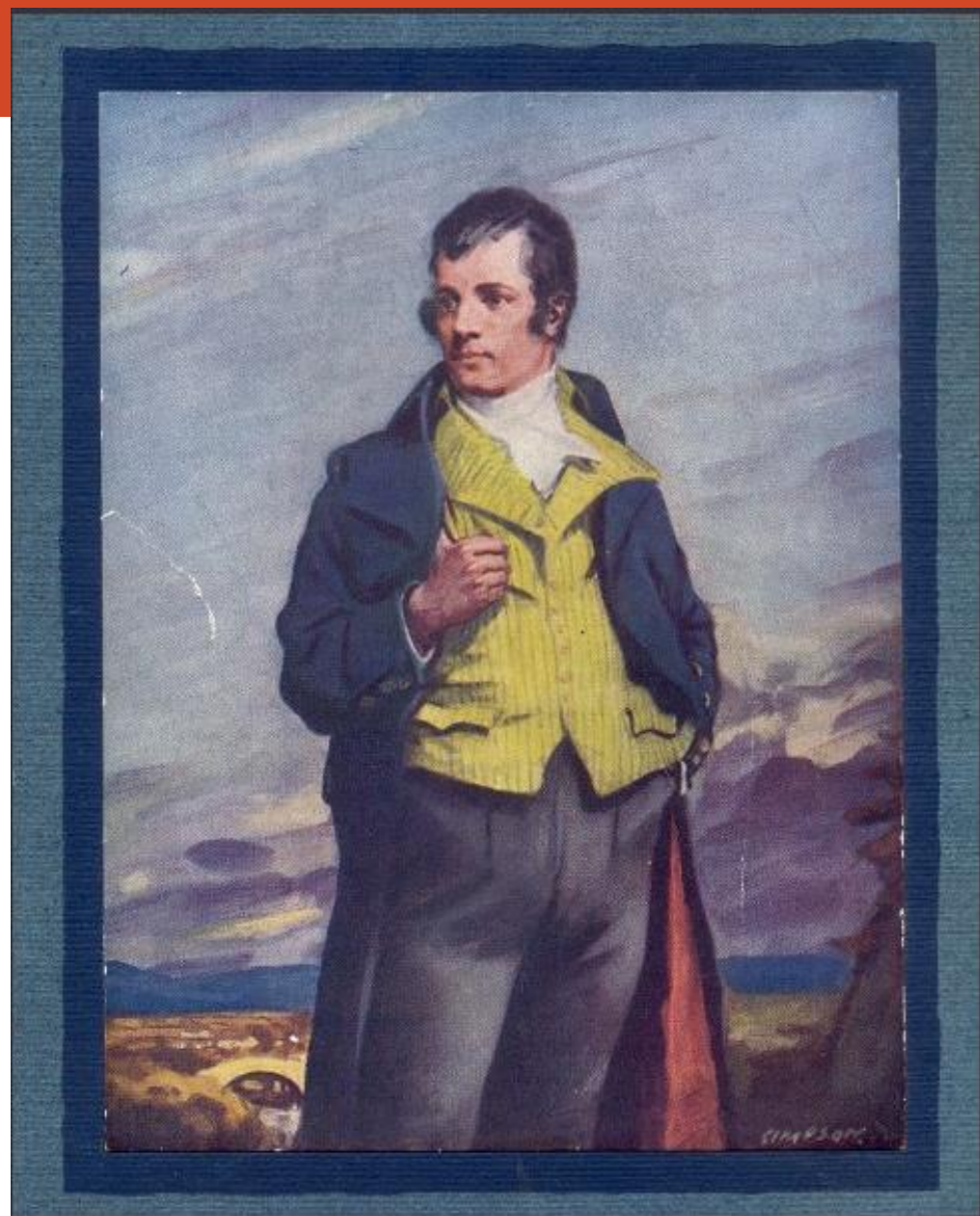
Playlist (14 talks)
Tech breakthrough



Playlist (5 talks)
Stefan Sagmeister: My all-time favorites

http://www.ted.com/talks/matt_mills_image_recognition_that_triggers_augmented_reality?language=zh-tw

體驗一下





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Campaigns \ Customers \ Auras \ News \ About Us



\ Augmented Reality



\ Get the App



\ Follow us

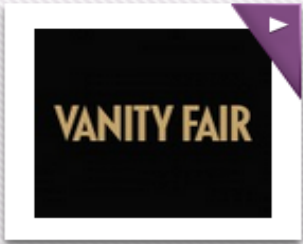
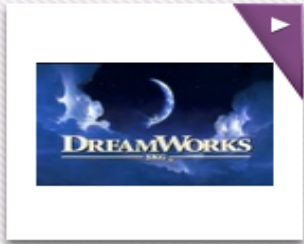


\ Get the newsletter

Enter Your Email Address... * Sign up

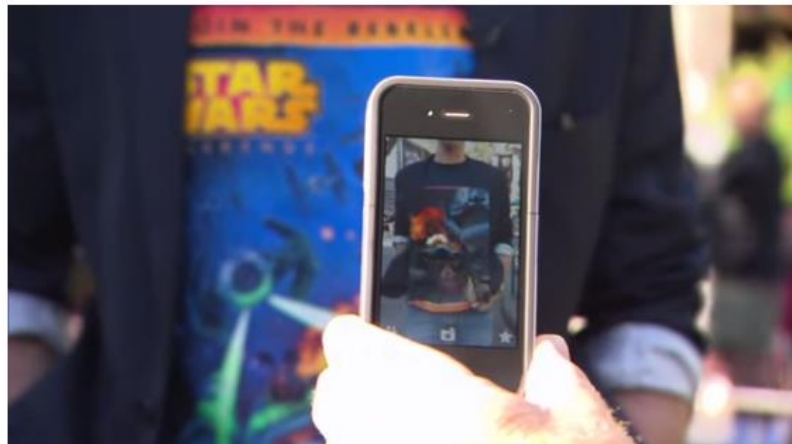
\ Our Customers Include:

<http://www.aurasma.com/partners/>

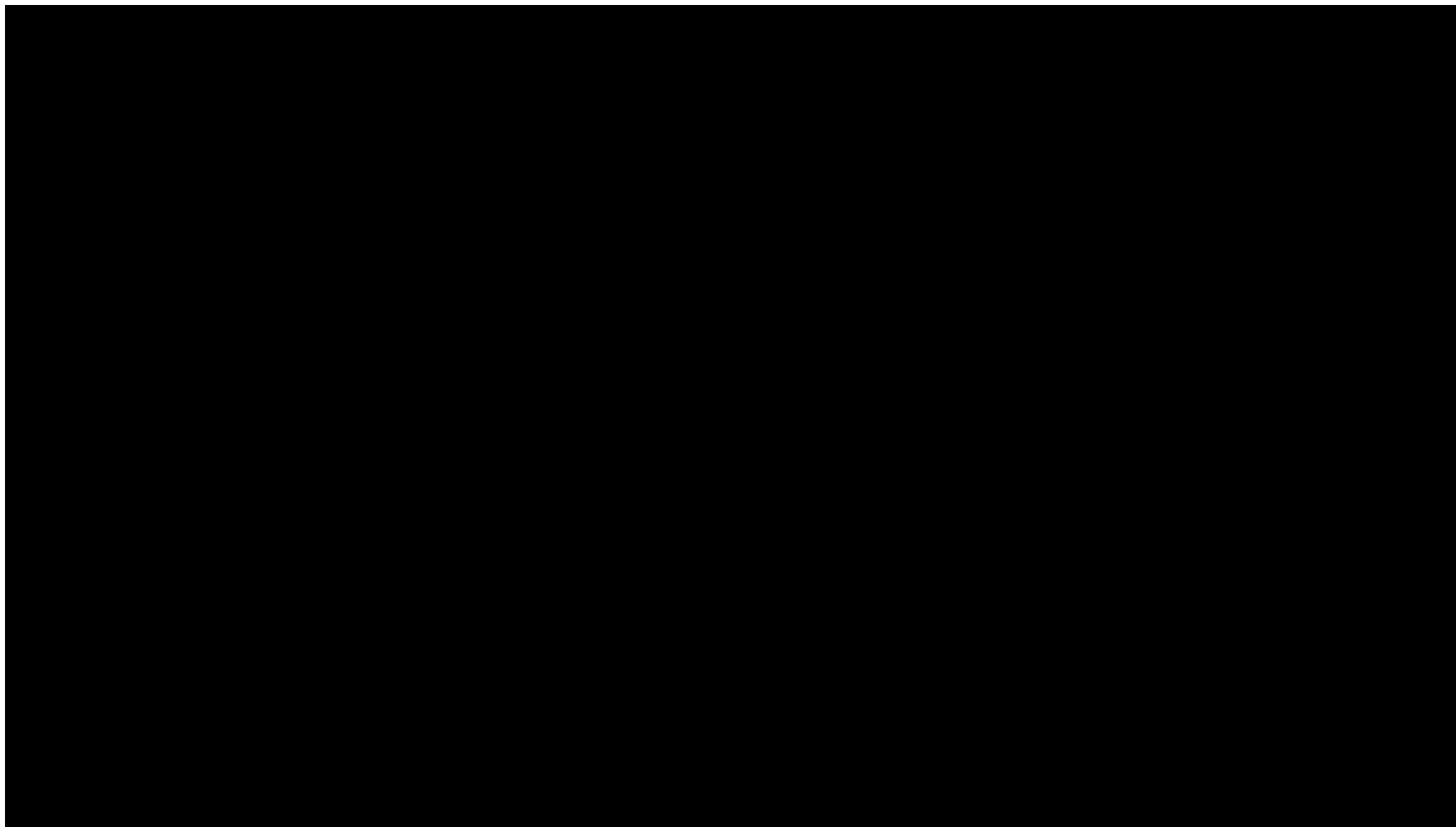


Become part of the active Aurasma community today.
Sign up to the Aurasma Studio to create, publish, and share your own augmented reality content.

Disney



Universal 環球影片



<https://www.youtube.com/watch?v=DVdfLIwa87U>



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AURASMA & GAP
Join our network of customers

\ Augmented Reality



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Advertising



Product



Apparel



Catalogue



Point of Sale



Questionnaire



Publications



Location

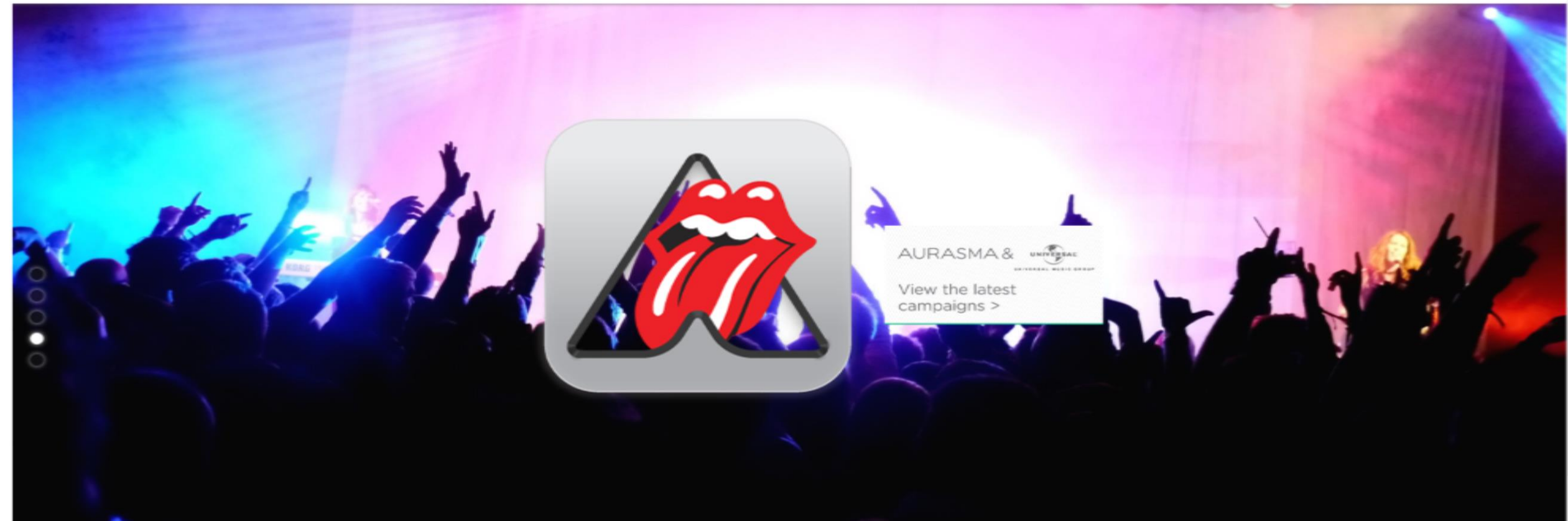


Events



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AURASMA & UNIVERSAL
View the latest campaigns >

\ Augmented Reality



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Inside TRACKS

Released October 1, 2014

To coincide with the release of the film TRACKS, author/photographer Rick Smolan is bringing his book INSIDE TRACKS to life with Aurasma augmented reality! The book includes the story and original photographs of Robyn Davidson's solo journey across the Australian outback. As an added bonus, readers can scan select photos with the free Aurasma app to bring them to life with clips from the feature film. View the book's cover with Aurasma now to see a trailer for the movie!

Regions: USA

Inside Tracks

Share this:

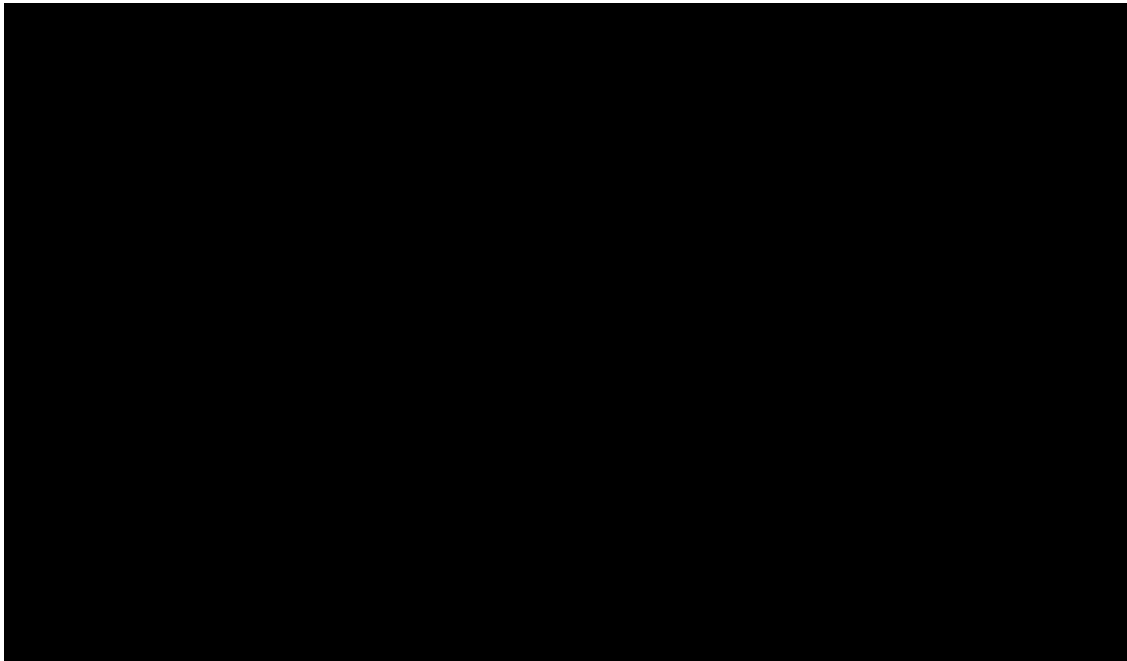


Get the App:



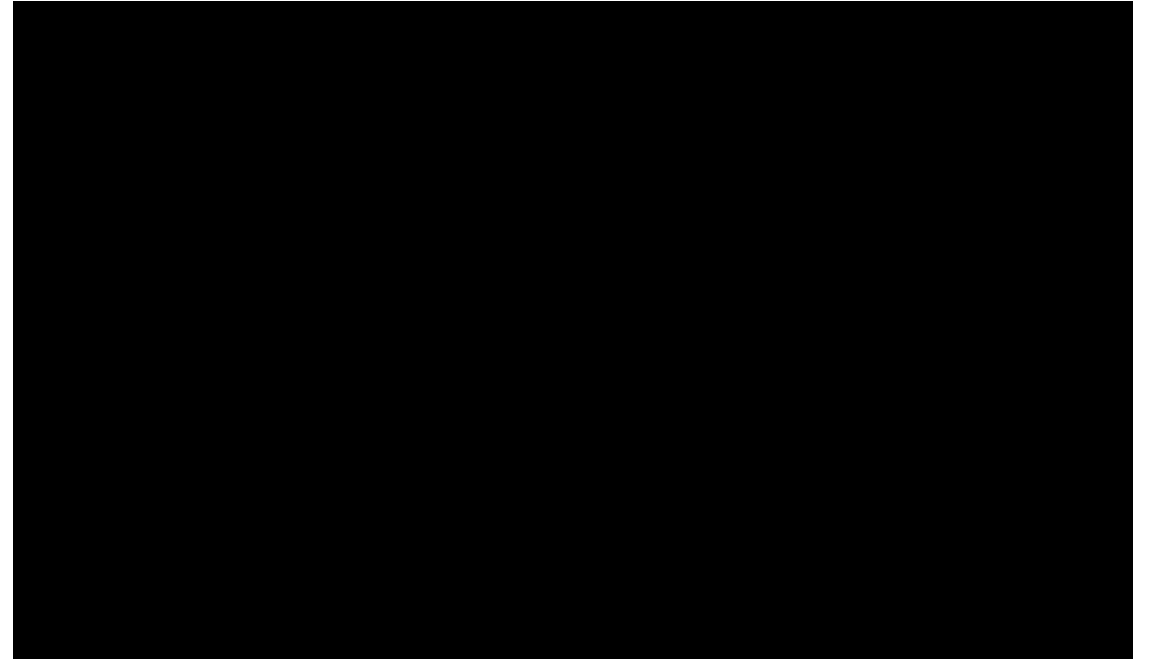
<http://www.aurasma.com/campaigns/#>

教學應用介紹



Texas our heritage

<https://www.youtube.com/watch?v=1Wsxiw4FUTA>



Teaching with Aurasma

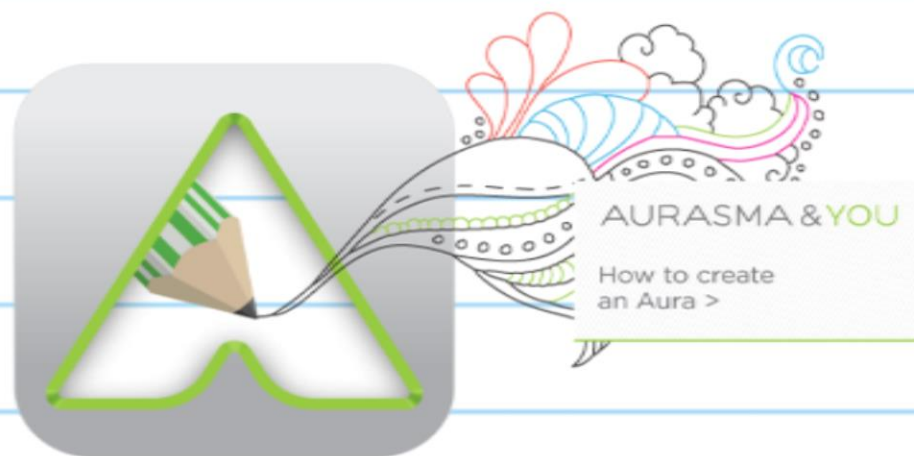
<https://www.youtube.com/watch?v=uHlxYpBW7sc>

<http://km.tyes.ntpc.edu.tw/f2blog/index.php?load=read&id=1672>



Search...

Campaigns \ Customers \ Auras \ News \ About Us



\ Augmented Reality



\ Get the App



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Enter Your Email Address... * Sign up

使用Aurasma 的四個途徑

1. 建立個人Aura並透過Aurasma app 觀看 (public / private) **free**
2. 成為品牌合作廠商 (request Aurasma skinned with our own branding)- **charge**
3. 使用 Aurasma SDK 在個人設計的app)- **charge**
4. 使用Aurasma 程式於個人設計的產品)- **charge**

那些功能免費使用？

1. Free to download Aurasma and Aurasma Powered apps.
2. Free to view content.
3. Free to create your own content in the Aurasma app.
4. Free to share your content.
5. Free to start your very own Aurasma Studio account. [Sign up today!](#)
6. Free upgrade to more advanced features within the Studio
7. Free to publish as many Auras as you'd like to the Aurasma app by making Auras 'public' for others to follow in app
8. Existing apps powered by Aurasma 1.0 will continue to be free of charge. Thank you early adopters!

What am I missing?

1. You are missing the ability to power your very own Aurasma 3.0 app. We think Aurasma 3.0 is the best.
2. Stats.
3. Access to support team by email and phone.
4. Style guides, buttons, transitions and more. All pre-bundled into your account. No more starting from scratch!

那些功能需付費？

- 1. Universal Auras:** these are Auras which can be activated automatically, without having to first follow an account in app. If you are interested in launching an Aurasma campaign with Universal Auras, please [submit a ticket to us at here](#) listing Universal Auras as your subject and offering a brief description of your campaign needs (for instance how many Auras, the regions they need to be live in, and the length of the campaign). You are missing the ability to power your very own Aurasma 3.0 app. We think Aurasma 3.0 is the best.
- 2. Commercial accounts:** this is the upgrade needed to request **skinned (white-labeled) and SDK-based apps** on the latest Aurasma SDK. To learn more about these options
 - Access to support team by email and phone.
 - Style guides, buttons, transitions and more. All pre-bundled into your account. No more starting from scratch!
- 3. Stats:** access to viewing stats on your Auras through your Aurasma Studio account comes as part of the commercial account upgrade (the information below on applying for a commercial account is therefore relevant for customers keen to gain access to stats).

更多教學影片

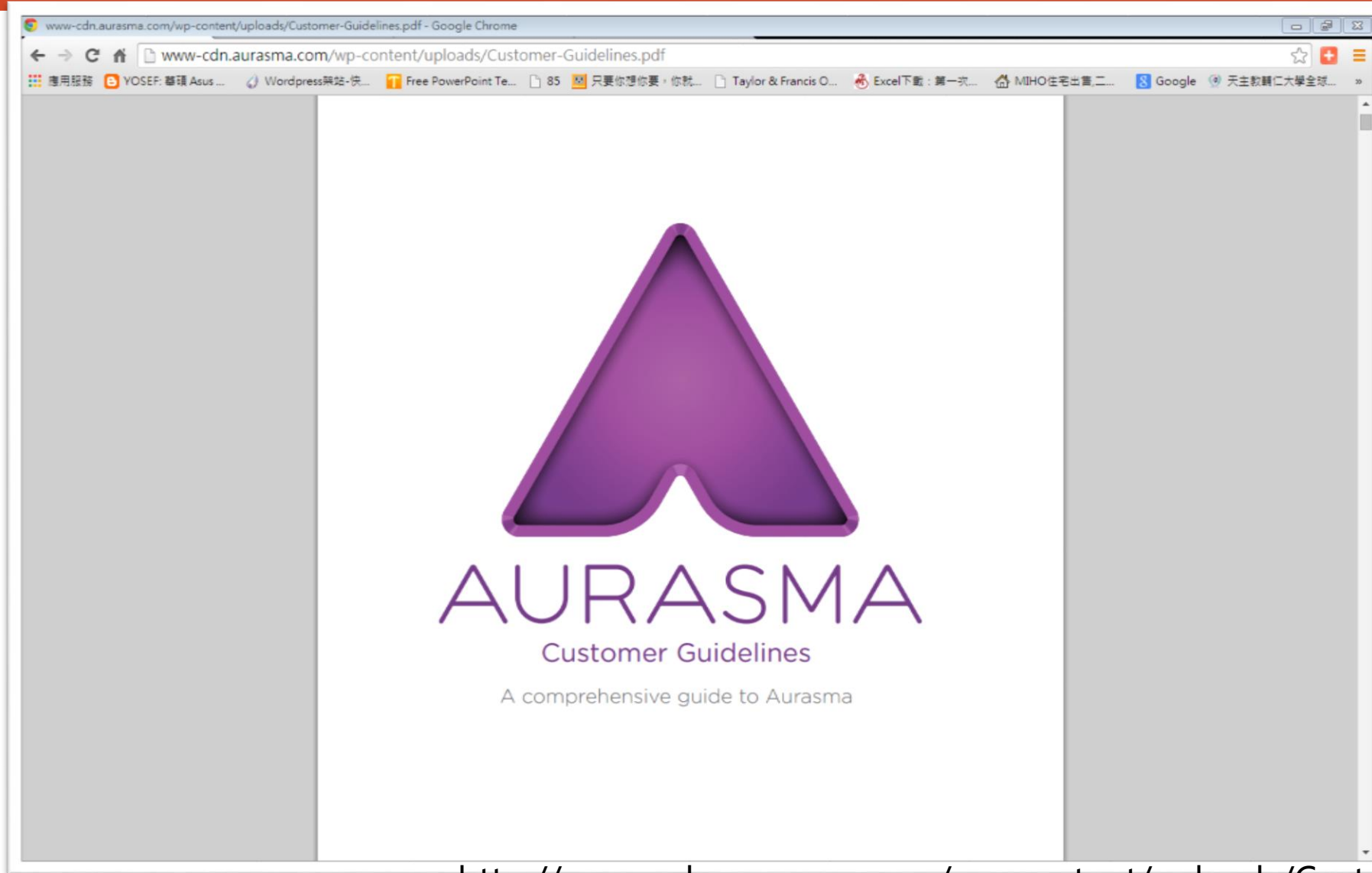
The image shows a screenshot of a YouTube browser window. The address bar displays the URL: <https://www.youtube.com/playlist?list=PLYk2ySKukLs7jPsMNv5MTJaotKBctXTvT>. The page title is "Aurasma Tutorials 2014". Below the title, it says "由Aurasma建立 · 12 部影片 · 觀看次數: 1,845 · 35 分鐘". There are buttons for "全部播放", "分享", and "儲存". The main content area lists 12 videos from the playlist:

| Video Number | Video Title | Channel | Duration |
|--------------|--|---------|----------|
| 1 | Aurasma Studio: Overlays | Aurasma | 3:42 |
| 2 | Aurasma Studio: Share | Aurasma | 2:10 |
| 3 | Aurasma Studio: Log in | Aurasma | 2:45 |
| 4 | Aurasma Studio: Delete Content | Aurasma | 2:29 |
| 5 | Aurasma Studio: Create | Aurasma | 3:24 |
| 6 | Aurasma Studio: Masking | Aurasma | 2:46 |
| 7 | Aurasma Studio: Hashtags | Aurasma | 2:19 |
| 8 | Aurasma Studio: Explore | Aurasma | 2:40 |
| 9 | Aurasma Studio: Preferences | Aurasma | |
| 10 | Aurasma Studio: Simulate (Preview Feature) | Aurasma | 3:56 |

The left sidebar shows navigation options like "推薦內容", "我的頻道", "訂閱內容" (99+), "觀看紀錄", and "稍後觀看" (11). Under "訂閱內容", there is a list of channels including Greater Good Sci..., Jimmy Wei, Hebrew Universit..., TEDx Talks, The Great Courses, CCNMTL, and Johns Hopkins.

<https://www.youtube.com/playlist?list=PLYk2ySKukLs7jPsMNv5MTJaotKBctXTvT>

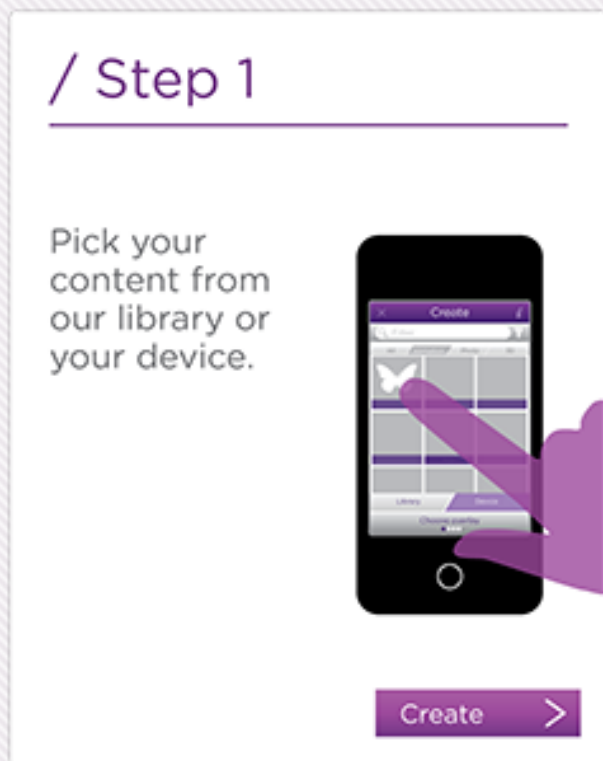
操作指南



<http://www-cdn.aurasma.com/wp-content/uploads/Customer-Guidelines.pdf>

如何建立AURA? (從手機)

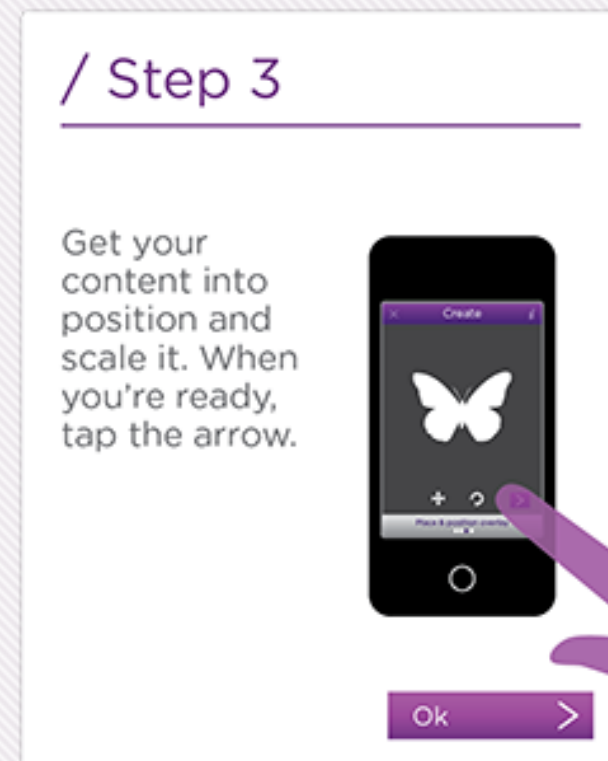
\ How to create an Aura



選AR圖層
(可從系統圖庫中或手機內
圖檔選取)



選起始圖片 (可立即
拍攝或從資料中選取)



調整AR位置即完成設定

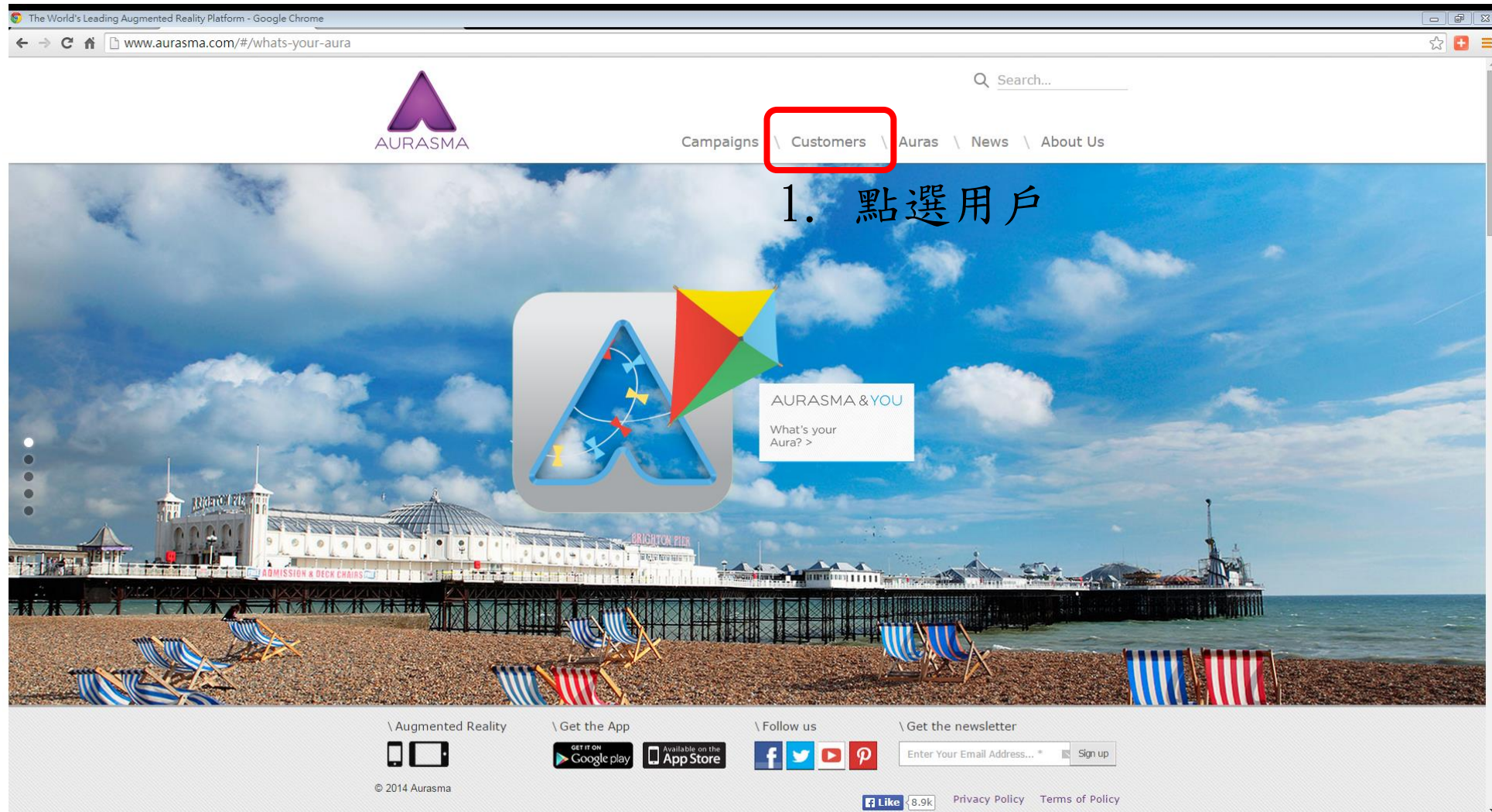
工具列介紹



註: 免費用戶記得要按 "follow"
才能觀看其他免費用戶的 aura

如何建立AURA? (從桌機) Aurasma Studio

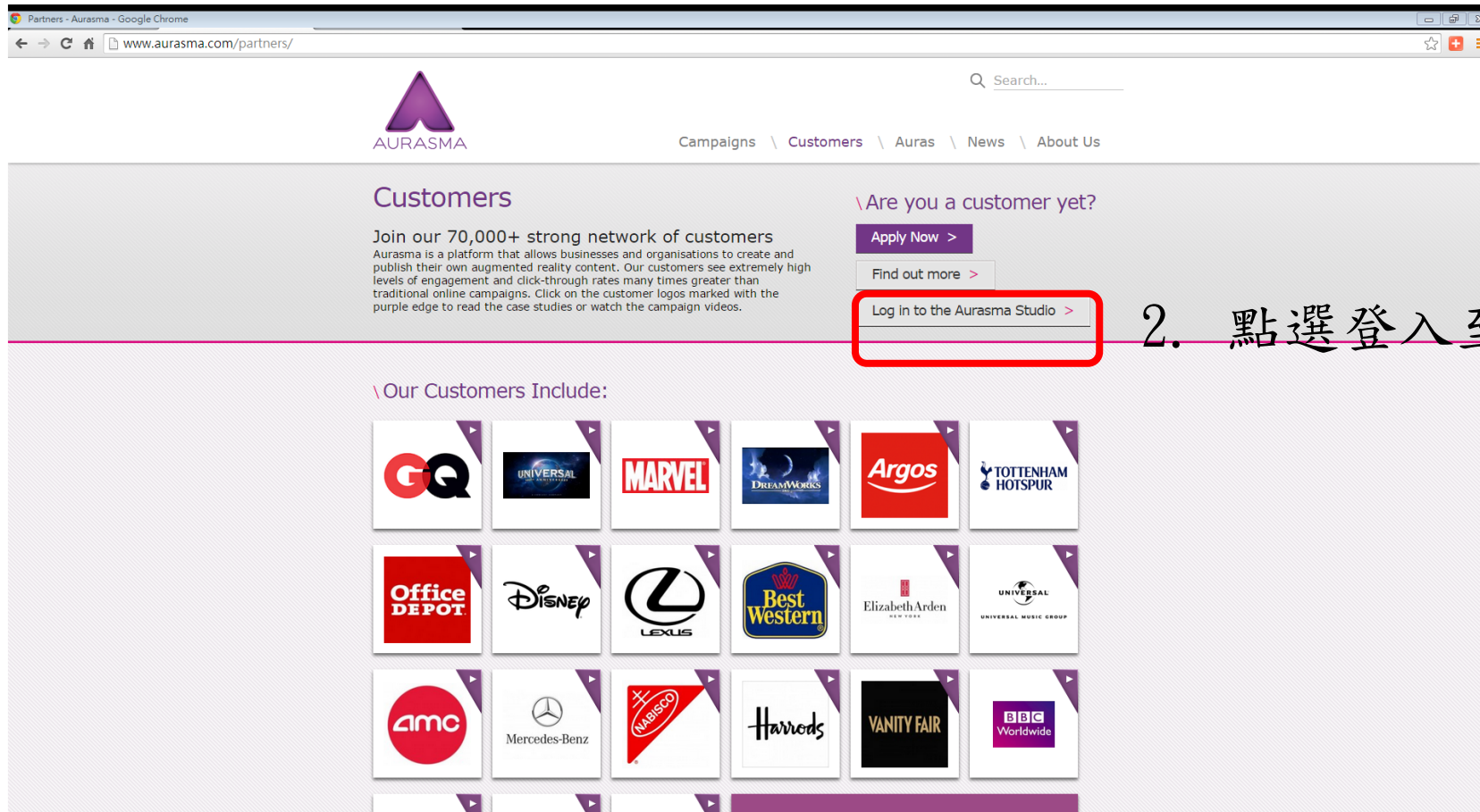
首頁: <http://www.aurasma.com>



The screenshot shows the Aurasma website homepage in a Google Chrome browser. The browser's address bar displays www.aurasma.com/#/whats-your-aura. The website features the Aurasma logo (a purple 'A' shape) and a navigation menu with the following items: Campaigns, Customers, Auras, News, and About Us. The 'Customers' menu item is highlighted with a red rectangular box. A callout box with a white background and a grey border points to the 'Customers' menu item, containing the text '1. 點選用戶' and 'AURASMA & YOU What's your Aura? >'. The main content area of the website shows a large image of a beach with a pier and a large 'A' logo overlaid on it. The footer contains links for 'Augmented Reality', 'Get the App' (with Google Play and App Store icons), 'Follow us' (with social media icons for Facebook, Twitter, YouTube, and Pinterest), and 'Get the newsletter' (with an email input field and a 'Sign up' button). The footer also includes the copyright notice '© 2014 Aurasma' and a Facebook Like button showing '8.9k' likes, along with links for 'Privacy Policy' and 'Terms of Policy'.

如何建立AURA? (從桌機) Aurasma Studio

首頁: <http://www.aurasma.com>



The screenshot shows the Aurasma website's 'Partners' page. The page features the Aurasma logo, navigation links for Campaigns, Customers, Auras, News, and About Us, and a search bar. The main content area is titled 'Customers' and includes a description of the platform and a call to action to 'Log in to the Aurasma Studio', which is highlighted with a red box. Below this, there is a section titled 'Our Customers Include:' featuring a grid of logos for various brands such as GQ, Universal, Marvel, DreamWorks, Argos, Tottenham Hotspur, Office Depot, Disney, Lexus, Best Western, Elizabeth Arden, Universal Music Group, AMC, Mercedes-Benz, Nabisco, Harrods, Vanity Fair, and BBC Worldwide.

2. 點選登入至Aurasma Studio

如何建立AURA? (從桌機) Aurasma Studio

1. 建立帳號

WELCOME TO
Aurasma Studio

the platform that allows people to create and publish their own augmented reality!

Create Account
 I have an existing phone account

Username

Email

Password

Confirm Password

Sign Up

OR

Login

A: 新用戶註冊

1. 使用者名稱

2. Email

3. 密碼輸入

4. 再次確認密碼

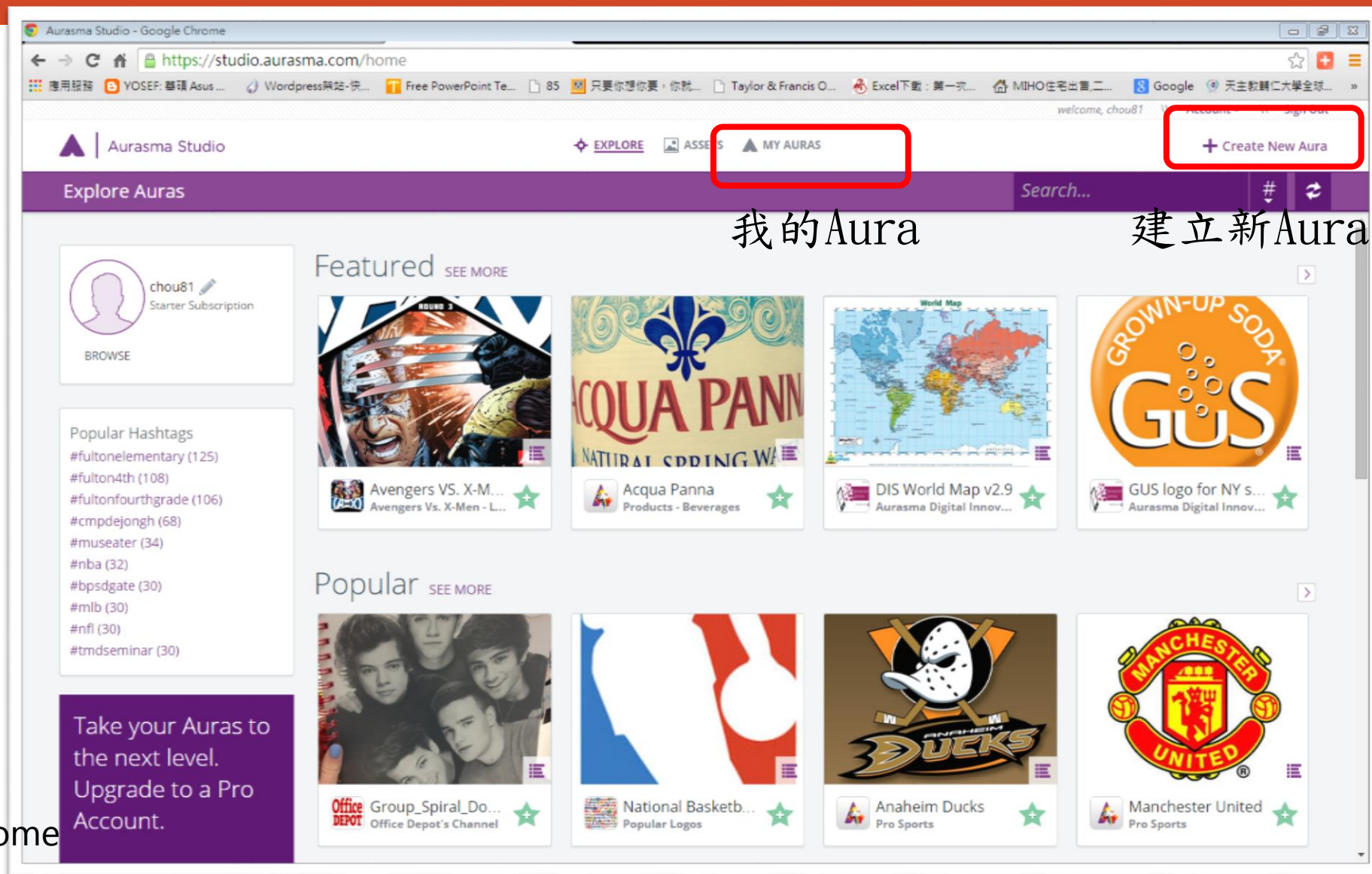
5. 點選註冊

B、既有用戶登入

<https://studio.aurasma.com/register>

如何建立AURA? (從桌機) Aurasma Studio

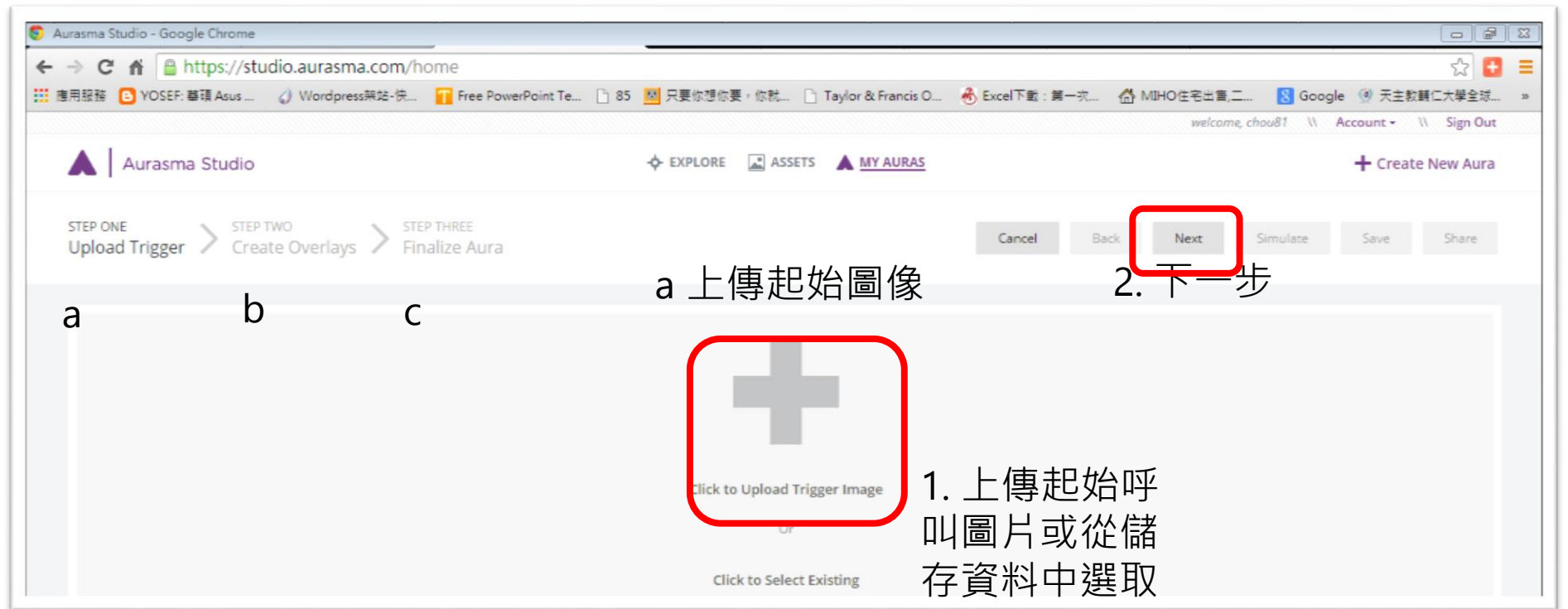
2. 建立aura



實機操作

3. 開始設計

- 上傳起始圖像
- 設定虛擬疊影
- 完成設定



3. 開始設計

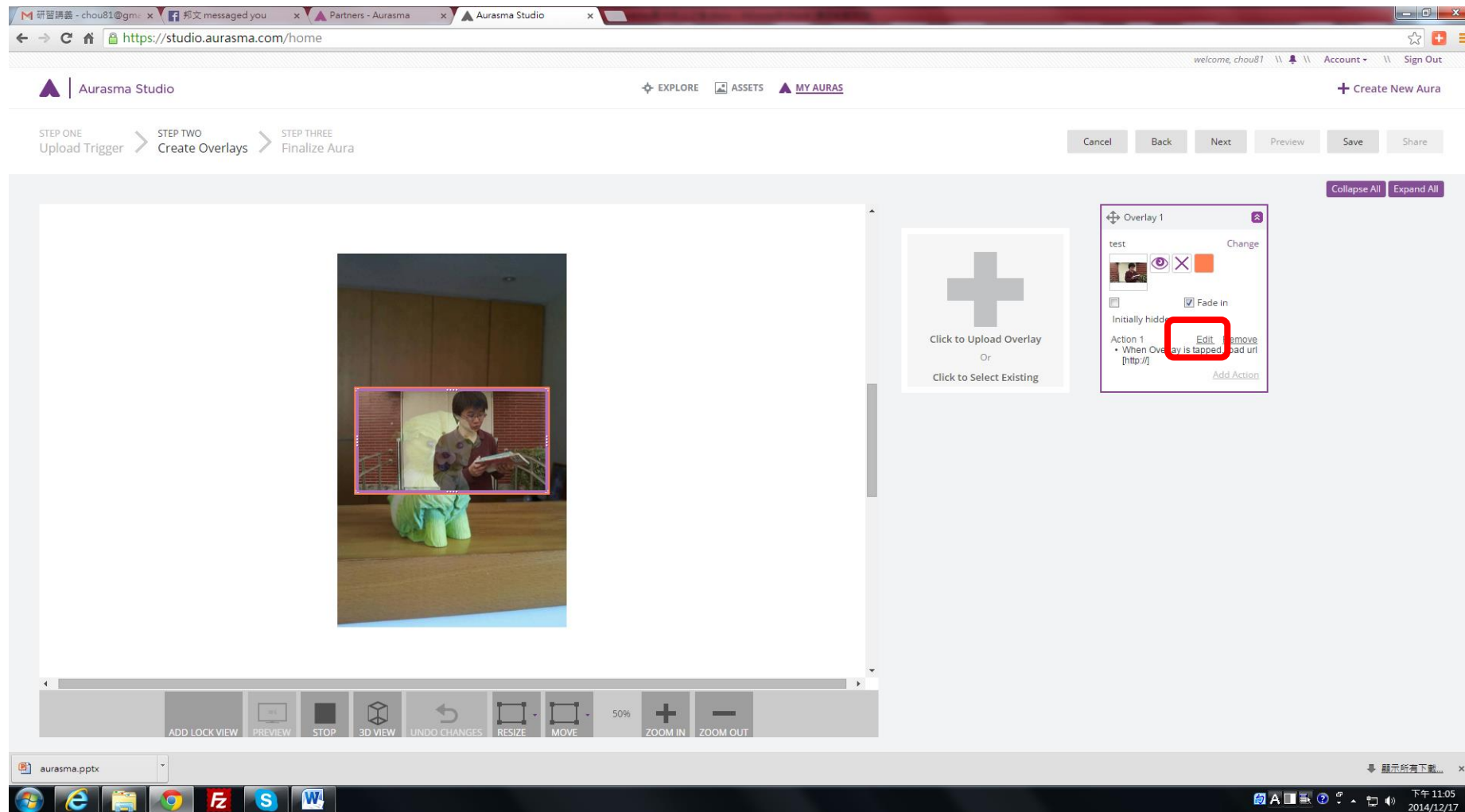
- a. 上傳起始圖像
- b. 設定AR圖層
- c. 完成設定



在overlay影片放上之後，點選 “Add action”

The screenshot displays the Aurasma Studio web application interface. At the top, the browser address bar shows the URL <https://studio.aurasma.com/home>. The navigation bar includes the Aurasma Studio logo, menu items for 'EXPLORE', 'ASSETS', and 'MY AURAS', and a 'Create New Aura' button. Below the navigation bar, a progress indicator shows three steps: 'STEP ONE Upload Trigger', 'STEP TWO Create Overlays', and 'STEP THREE Finalize Aura'. A set of control buttons (Cancel, Back, Next, Preview, Save, Share) is positioned to the right of the progress indicator. The main workspace features a large video player on the left displaying a scene with a person and a green object. To the right of the video player is a panel for 'Overlay 1' with a red box highlighting the 'Add Action' button. This panel also contains options for 'Initially hidden' and 'Fade in'. A toolbar at the bottom of the workspace includes icons for 'ADD LOCK VIEW', 'PREVIEW', 'STOP', '3D VIEW', 'UNDO CHANGES', 'RESIZE', 'MOVE', '50%', 'ZOOM IN', and 'ZOOM OUT'. The Windows taskbar at the bottom shows the 'aurasma.pptx' file and the system clock indicating the time as 11:02 on 2014/12/17.

點選 “Edit”

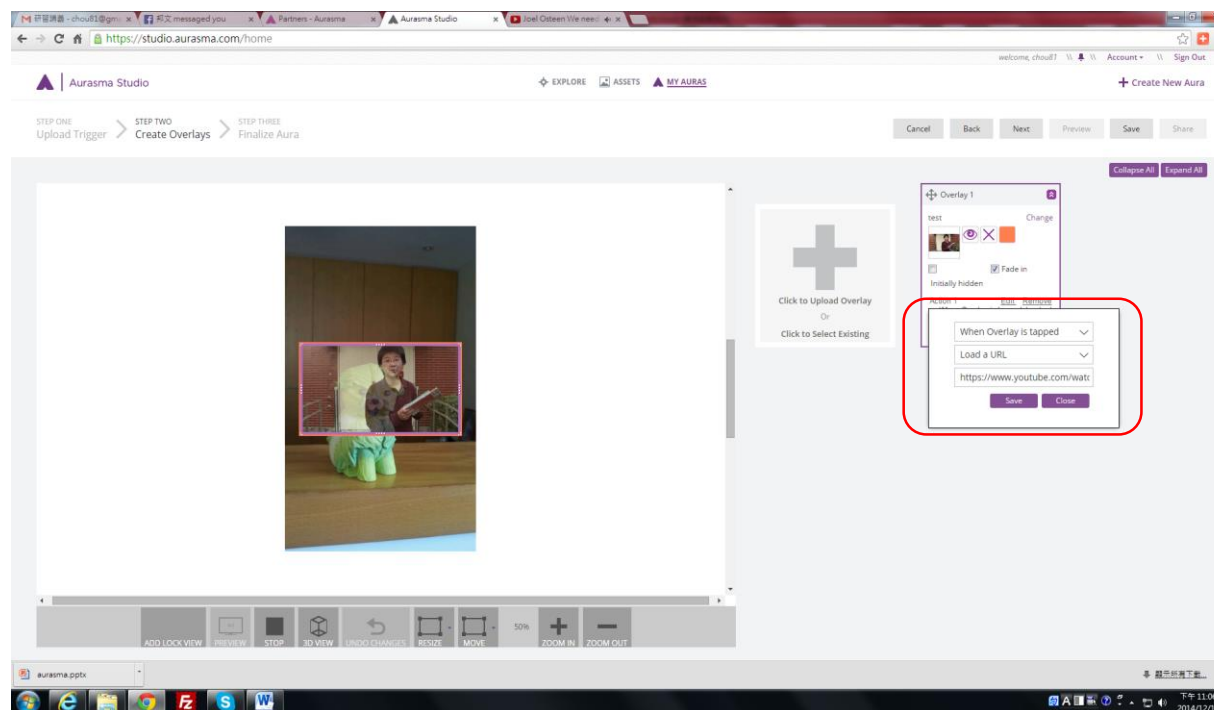


由下拉選單選擇 指令驅動方式 “點影片一下…”

由下拉選單選擇 進行指令 “載入網址……”

如果選擇要載入網址的話，貼上網址

按儲存完成設定



3. 開始設計

- a. 上傳起始圖像
- b. 設定AR圖層
- c. 完成設定



C 完成設定

1. 調整AR位置

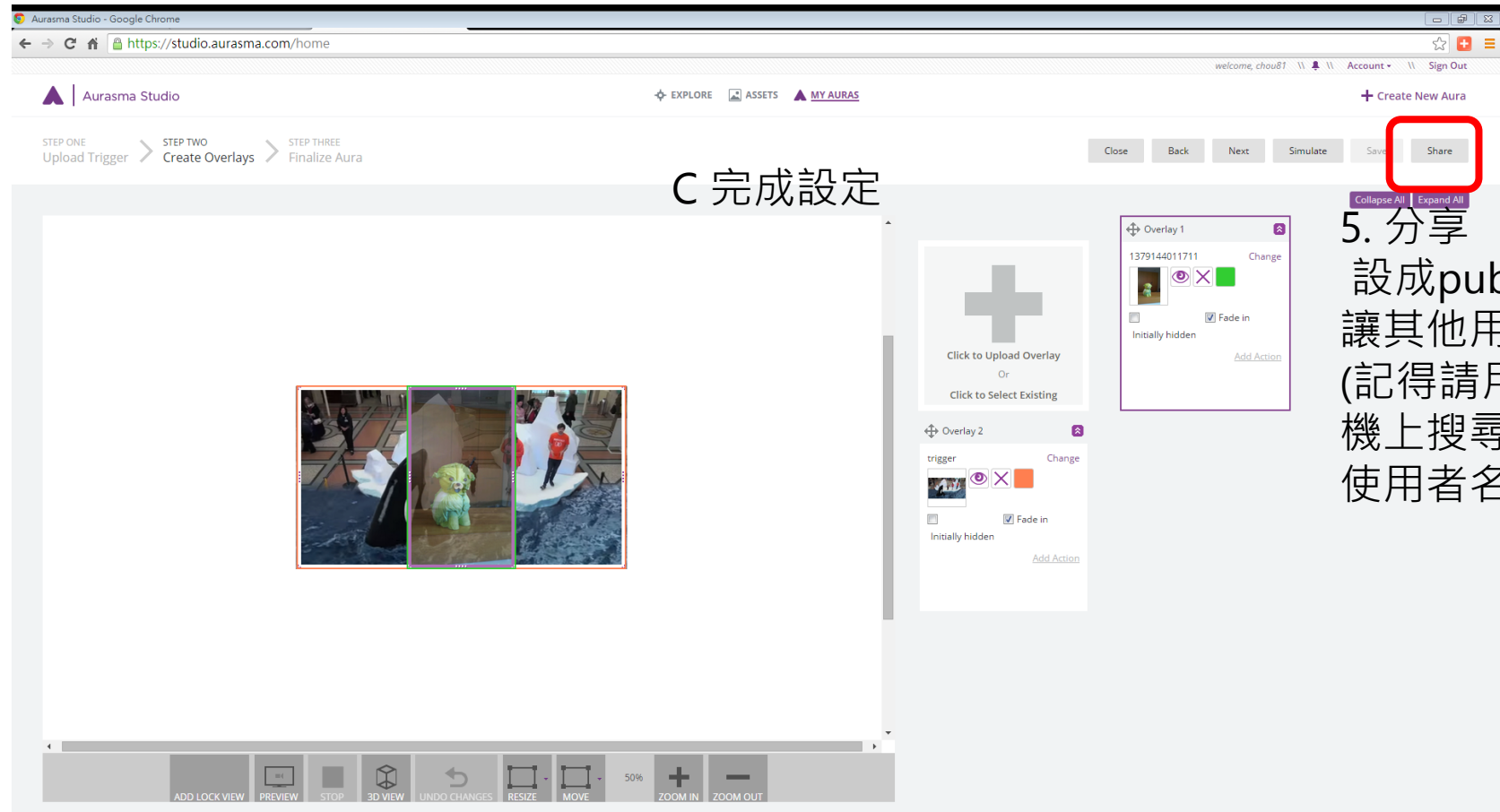
2. 設定驅動方式
與後續動作

3. 可繼續新增更
多AR圖層

4. 模擬與儲存

3. 開始設計

- a. 上傳起始圖像
- b. 設定AR圖層
- c. 完成設定



5. 分享

設成public 才能讓其他用戶使用 (記得請用戶在手機上搜尋與“follow”使用者名稱)

Thank you!

數位公益 - 偏鄉行動學習與閱讀推廣計畫

<http://mobile.project.lins.fju.edu.tw>

Please visit our website! 
For more information ...