



whiteapp.com

Application Summary

Augmented Reality

Description

Our augmented reality engine uses the iPhone 3GS's inbuilt GPS and compass feature to overlay geographic datapoints over a live camera-view.

This permits an intuitive understanding of a user's proximity to pre-defined points of interest.

When the camera is pointed downwards, the view is switched into a practical Google Maps view, orientated by the in-built compass. Including clickable map-pins to display further information on each point of interest.

For 3G iPhones which are not equipped with a compass, the application instead offers a flat Google Maps view displaying clickable data flags. Unlike other AR applications, this allows a far greater reach, as it can be used on all models of the iPhone.

You may provide your own dataset, or alternatively we have partnerships in place to provide a variety of data.

Data can be stored locally within the app, sourced from the cloud through a remote CMS, or draw data from an existing database.

Key Mechanics

Splash Screen	Custom opening screen / image
Background Images	Custom background screen / image
Data Objects	Display of objects in AR camera-view . These can be customised using your own graphics and information architecture.
Information Pages	Completely customisable information pages for each datapoint, utilising the structure of your dataset. Custom functionality (dynamic voting etc) also available as an option.
Radar View	Data points are shown on a mini radar view, while displaying your bearing (N/S/E/W)
Google Maps View	Flat view, with a user option to display in either map or satellite guise, allowing a full geographic understanding of the area with street maps.

Examples of usage

Glastonbury

Festivals, large events or campuses are ideally suited for an AR app. Plot points of interest within the vicinity to allow visitors to find their way around with ease.



Store Locator

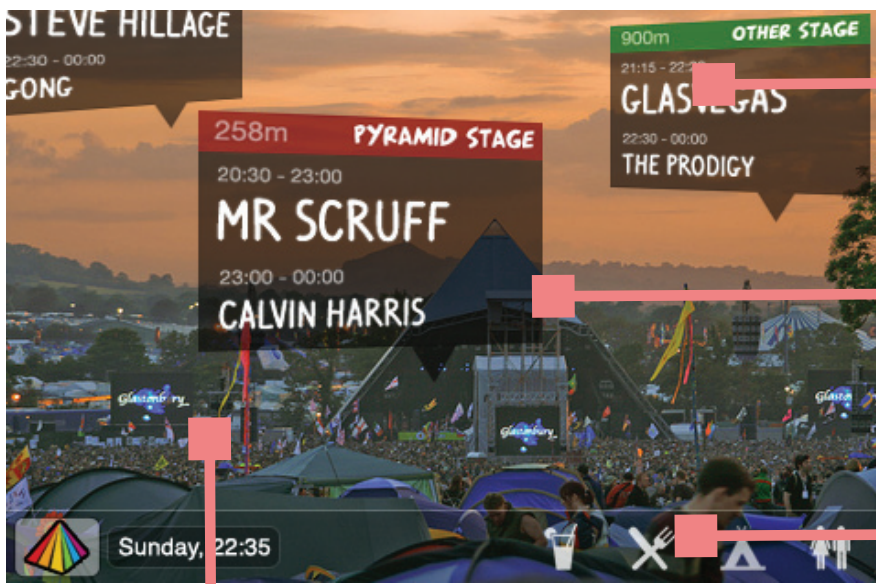
A perfect branded retail app, allowing customers to find their way to stores with the minimum of effort.



These are examples of possible uses for the platform, but we would encourage you to apply this thinking to the brands *you* manage..

Extending this framework to include extra functionality is also an option.

Annotated Screenshots

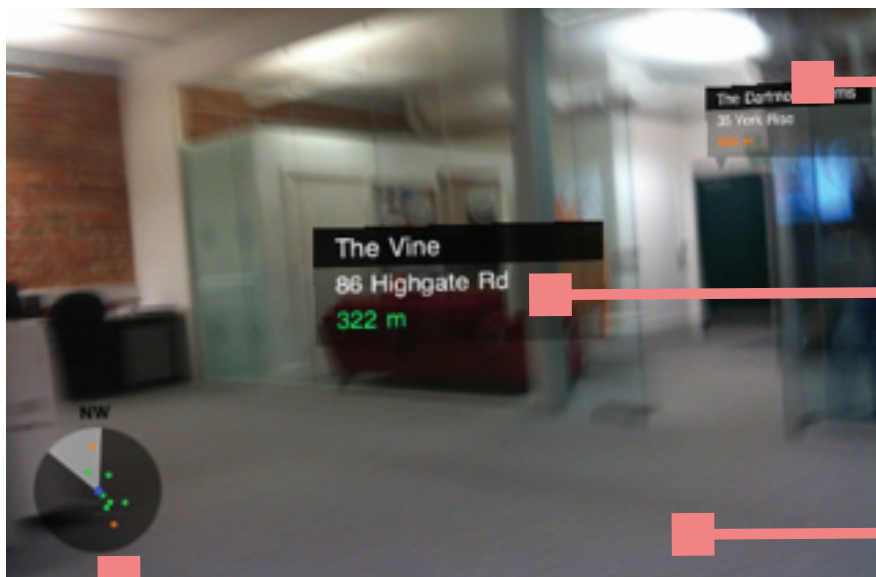


Objects rotate depending on direction of compass

The way the objects are displayed can be customised graphically

Versatile engine allows completely custom elements as optional extras, such as this menu

This is an example of a custom implementation of our engine



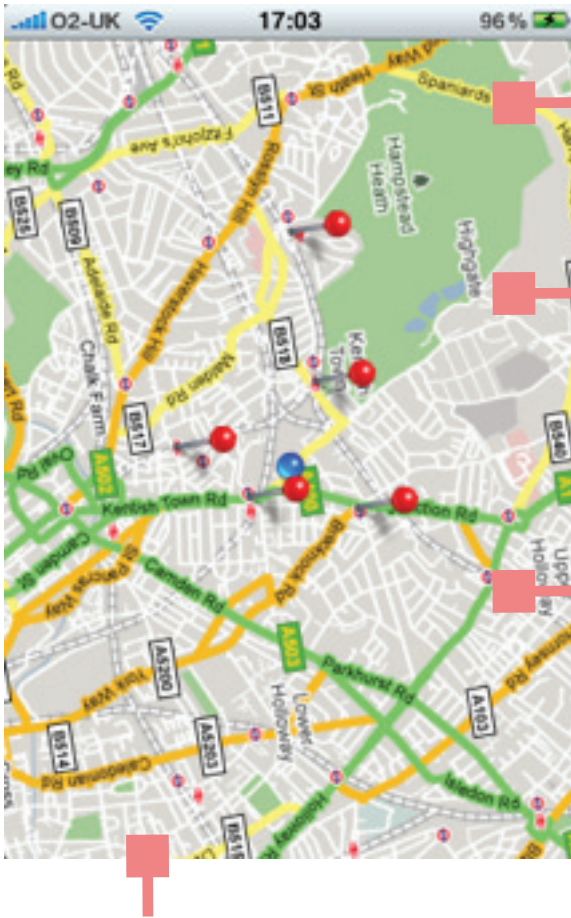
Arrows beneath data objects move depending on GPS location

POI s are colour coded by distance.

This is a less commercially customised example of our functioning engine. As above, design and functionality can be bespoke.

This version uses our unique radar view, showing POI s close by.

Annotated Screenshots



This is the Google Maps view

This is more useful than alternative AR apps arrow view, which does not display the map view to allow users to navigate through streets.

Each marker can be clicked on - once for the name of the object/datapoint, and again for the full information page, displaying information such as a full address, telephone number,

This Google Maps view also works on 3G iPhones, enabling a far greater reach than most current AR apps. 3G iPhones are not equipped with a compass, so will not see the virtual view as above, but will still be a useful tool to those without a 3GS.