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Web Reviews

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Reviews of web resources of interest to *SciTech News* readers.

Augmented Reality: The web meets your world

The web no longer lives in the web only. Now with the help of your webcam or a compass-enabled smart phone, the web and the information within can be projected onto your world. Augmented reality may be one of the latest buzz words, but this emerging technology has been entering mainstream quickly though the development of smart phone apps (ie. iPhone, Android) and ingenious ad campaigns.

What is augmented reality? The real-world example is the artificial glow around the soccer ball or hockey puck to enrich TV sport-viewing. But, in short, augmented reality (AR) uses devices, like phones or web cams, to overlay virtual elements onto your real-world environment, thus creating a "mixed reality." There seem to be many interesting possibilities for libraries too. Imagine aiming your camera phones at a row of books and "seeing" the LC subject headings hover above them?

Since most AR applications haven't left the lab yet, I've included a video "demo" for AR apps presented here. It seems that the world of AR is quickly expanding; so many more recent tools may have already come into existence. But this technology is certainly something to keep an eye (real or computer-aided) on in the future.

International Symposium on Mixed and Augmented Reality

<http://www.augmented-reality.org/ismar>

The International Symposium on Mixed and Augmented Reality (ISMAR) had its 8th annual meeting in Orlando Florida in late 2009. The expo event showcased hands-on demonstrations in addition to research and sci-tech presentations. The website <http://ReadWriteWeb.com> reported on the three "Hottest Videos" from this year's ISMAR symposium. See the video demos at http://www.readwriteweb.com/archives/cool_augmented_reality_videos.php (Accessed Oct. 30th).

There you will find a video of Sony PSE's *EyePet*, the virtual animal that interacts with your movements though your computer's web cam; *AR Sketch*, a student paper award winner, which actually processes drawings and turns them into 3d simulations, and is a potential future product from Microsoft.

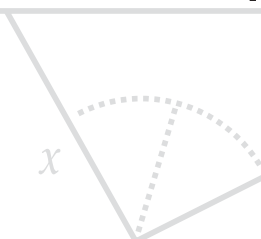
Demo AR Sketch:

http://www.youtube.com/watch?v=M4qZ0GLO5_A ❖

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