

12-2009

## Web Reviews

Lisa Johnston

*University of Minnesota - Twin Cities*, [ljohnsto@umn.edu](mailto:ljohnsto@umn.edu)

Follow this and additional works at: <http://jdc.jefferson.edu/scitechnews>

 Part of the [Physical Sciences and Mathematics Commons](#)

[Let us know how access to this document benefits you](#)

### Recommended Citation

Johnston, Lisa (2009) "Web Reviews," *Sci-Tech News*: Vol. 63 : Iss. 4 , Article 12.

Available at: <http://jdc.jefferson.edu/scitechnews/vol63/iss4/12>

This Article is brought to you for free and open access by the Jefferson Digital Commons. The Jefferson Digital Commons is a service of Thomas Jefferson University's [Center for Teaching and Learning \(CTL\)](#). The Commons is a showcase for Jefferson books and journals, peer-reviewed scholarly publications, unique historical collections from the University archives, and teaching tools. The Jefferson Digital Commons allows researchers and interested readers anywhere in the world to learn about and keep up to date with Jefferson scholarship. This article has been accepted for inclusion in *Sci-Tech News* by an authorized administrator of the Jefferson Digital Commons. For more information, please contact: [JeffersonDigitalCommons@jefferson.edu](mailto:JeffersonDigitalCommons@jefferson.edu).



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 8<sup>th</sup> 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](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.

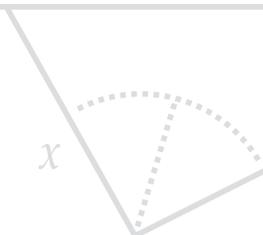
Demo AR Sketch:

[http://www.youtube.com/watch?v=M4qZ0GLO5\\_A](http://www.youtube.com/watch?v=M4qZ0GLO5_A) ❖

# LET US HELP YOUR LIBRARY

Libraries of every type have two common problems:

**SPACE** There's never enough space to keep every book.



There's never enough money to enhance the collection. **MONEY**



"We went way past the traditional size of bookstores to find the limit of what people would be interested in, and we've never found that limit."

—Michael Powell, Owner,  
with daughter Emily Powell

Librarians deal with everything from aardvarks to zyzzyvas. So does Powell's. With literally millions of books accessible to our customers, our inventory covers subjects from the sublime to the divine, from geology to theology, from cooking to quantum mechanics. And it's all available online at **Powells.com**.

**Powells.com/librarians** provides access to each of our six Portland-area stores as well as several volume-filled warehouses. Online ordering is available with purchase order, credit card and Powell's Trade accepted as payment options. A world-class inventory of used and new titles (including out-of-print) and worldwide shipping are some of the amenities you'll enjoy as a Powell's customer.

We're always interested in acquiring out-of-print and academic books. Please visit us at **Powells.com/librarians** to learn more about selling gifted books, duplicates, deaccessions, or superceded editions. Libraries in the US and Canada have given their old volumes new life by selling to Powell's. Cash and trade terms available.

**How might we help your library?**



# Powell's

## TECHNICAL BOOKS

NW PARK & COUCH • DOWNTOWN PORTLAND • 503.228.4651 • 800.878.7323 • POWELLS.COM