



G. Narayanamma Institute of Technology & Science (For Women) (Autonomous)

Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad
Accredited by NBA & NAAC, an ISO 9001:2015 Certified Institution
Shaikpet, Hyderabad-500104

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

<GN-R-18> (2022 - 2023) II B.Tech II Sem Hobby Project

on " Advertisement Campaigns using AR "

Abstract

Augmented Reality (AR) is a technology that overlays virtual content and information onto the real world. AR technology has become increasingly popular and accessible due to the availability of affordable hardware, such as smartphones and tablets, that support AR apps. When we think about virtual world introduction, the first thing that comes to mind is generally the gaming industry. Yet, the usage of AR is much broader than just games. There are a range of industries that are interested in implementing AR. It is used in fields like architecture, medical, military, education, etc.

One of the usages of AR is the creation of interactive advertisements. We intend to support the concept of interactive experience between a brand and consumer by building few AR components like breakout clips, Virtual Items and business card. Virtual Items makes it easier to make buying decisions in your own place, to get inspired and try many different products, styles and colors in real-life settings with a swipe of your finger. Augmented reality and virtual reality will be a total game changer for retail in the same way as the internet. Virtual Earth is a technology that uses Augmented Reality (AR) to create a virtual representation of the Earth's surface. It allows users to experience the real world through their mobile device or computer screen. The breakout clips use marker-based AR. AR applications that can display the product as a 3D model while viewing it through a smart phone or a laptop. The stunning 3D video ads are bound to fascinate the viewers. These AR video ads can increase the engagement of the audience towards the product. An AR business card acts as a virtual ad for yourself, adding content about you, which you couldn't possibly fit onto a regular business card. It provides 3D model links to your social media. The aim is to make the marketing absolutely magical.

H/W & S/W Requirements

H/W Requirements: Intel Core i5 Processor, 16GB RAM , 512GB SSD,64-bit OS, Camera.

S/W Requirements: Unity Engine, C#, Android.

*Dept R&D: No

* If No: GNITS



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