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# Augmented Reality Media (Ed.AR)

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**Abstract:** *The lack of realistic and interactive use in social media applications is the main problem. We will try to solve it by using Augmented Reality. An innovation in development, Augmented Reality is a new sort of technology that superimposes virtual objects into "Reality" by use of a smartphone, optical device, or tablet screen. We will be using this technology to make application, which will be used as a replacement for traditional text based social and data sharing applications.*

*People are using Social media, forums and other communication Medias tremendously from past few years. We noticed that all such applications and resources are basically in text format and this trend is followed by all the applications until now. Using Augmented Reality in such cases will change the definition of such media applications. That is why we decided to follow this concept and make a project using it.*

**Keywords:** *Augmented Reality/AR, User Interaction, UX-User Experience, Hyper reality.*

## I. INTRODUCTION

There are number of social media, file sharing and information sharing applications worldwide, but almost all of them are text based which don't provide:

- A. Good user interaction
- B. Realistic view.
- C. Visual content

All users all over the world are facing problems described above.

Images, video and infographics are rolling over the Web. The two fastest-growing social networks which are Twitter, Instagram and Snapchat which are boosting daily life of people. Twitter is the last great-text Social network. Twitter is also now pivoting to images, Gifs, and videos to entertain its users. The visual content is accelerating, as mobile phones continue to fuel an upsurge of video content. This scenario clearly says that people are moving towards more visuals. Until now visuals in such applications includes images, videos, etc, but with the help of Augmented Reality the standard of visuals will be at next level. The shift to virtual content is not just a passing trend. Researchers have found that people process virtual content much more efficiently than they process boring text links. The human brain is hardwired to process information in the form of stories and images more accurately. Spoken word and the written word have been the predominant medium of communication throughout history in the traditional era. The digital era has accelerated the trend to AR and VR as the new storytelling medium. In order to handle the flood of data and information around us, we are turning to images and videos to help us make sense of it all.

## II. SYSTEM WORKING

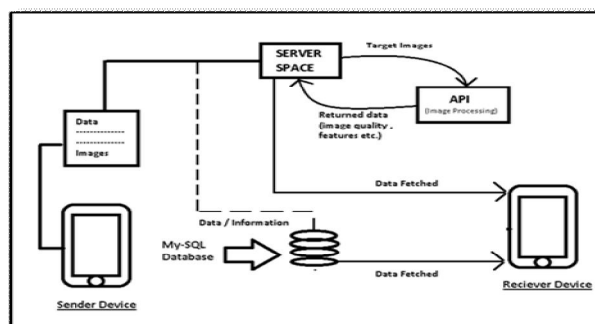


Fig . System Diagram for AR MEDIA

As above diagram shows, there will be two types of user using this project. One user will post the information or message etc. at any place by simply clicking picture of that place. It will also save the particular geographical location of that place to avoid retrieving data from other places having similar to image taken by user. Then that user (sender) will also attach the data to that image taken at that place. The taken image will act as a target for retrieve the data attached to it.

As the other user (receiver) can grab that data imbedded at that image and after verifying the location the data will be displayed to user. Then the user can either view the information or download the file or perform action related action by considering the privileges given by the sender user.

It is one step ahead towards HYPER REALITY which can be used for private as well as public purpose. Augmented Reality(AR) will make things more realistic and interactive. The main reason behind this project is to make more interactive & practical experience for user by using Augmented Reality which will solve the drawbacks related to other text based applications.

#### A. Advantages Of This Project

- 1) This application will provide the realistic and interactive view to information sharing, file sharing and social media.
- 2) It will be with more visuals, so it's easy to use for the user.
- 3) This application will be more expressive than traditional online media.
- 4) No web addresses (URL) are required to share files and information. i.e. user will be able to share file and information on single click.
- 5) This application will provide great UX ( user experience ) as compared to other online media applications.

#### B. Limitations/Constraints Of Project

1. This application requires internet connection to work.
2. Similar images may create conflict and cause harm to integrity of application.
3. Performance of user device may get affected by continuous use of location

#### C. Applications

- 1) *Private Organisations:* This application is useful for sharing or leaving confidential messages over the virtual world to keep secrecy about the important data from being accessed by unauthorized users provides the organisation to keep confidentiality.
- 2) *Educational Systems:* This application can be vastly useful to students boost their education using hyper reality to gain information about anything rolling out socially in the world. It is also useful to staff members to post notices in such an interactive way so that students can greatly acquire it.
- 3) *Social Media:* This application is highly focused on social communications where the communication is done in very different way, which can simplify our daily life, and all the stuffs rolling over the internet are experienced virtually and in more interactive way.

### III. RESULT

Our implemented system works correctly as per requirement and we have tested it for all the situations that have chances to occur in real life. It is able to differentiate known and unknown person and take actions accordingly. It will help students and instructor to understand in better way

#### A. Web References

<https://archive.artoolkit.org/documentation/>

<http://ieeexplore.ieee.org/document/4026080/https://developer.arm.com/graphics/partners/aurasma>

### IV. CONCLUSION

The main reason behind this project is to make more interactive & practical experience for user by using Augmented Reality, which will solve the drawbacks related to other text, based applications. Augmented Reality(AR) will make things more realistic and interactive.

It drives daily life of people using augmented reality.



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