USING VUFORIA TO BUILD BREAKTHROUGH MIXED REALITY EXPERIENCES

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PTC Vuforia
1. Vuforia Introduction
2. Mixed Reality Experiences
3. Vuforia 5.5 for Mixed Reality
A simple API describes what is in the camera’s FOV, and where

- Images
- Objects
- Text
- Meshes
PLATFORM COMPONENTS

Vuforia Engine

Supported Devices
- Phones & Tablets - Android & iOS
- Eyewear - Samsung Gear VR, Epson-BT 200, ODG R-6/7
- SDK support for Unity, Xcode, Android Studio

Tools

Target Manager
- Create & Manage databases for use on device or cloud

Vuforia Object Scanner
- Scan objects such as toys to create Object Targets

Eyewear Calibration

Cloud Services

Vuforia Cloud Recognition Service
- Allows use of cloud reco database with up to 1 million targets

Vuforia Web Services
- RESTful APIs to manage cloud-based target databases
AR experiences today

AR in your hand

AR on your head

AR + VR = Mixed Reality
Mixed Reality

VR and AR
2 sides of the same coin

• Similar technology stack
• Different level of immersion
• Complementary
Arcadia

Typologie: Appartement de 3 à 5 pièces
Surface: de 45,2 m² à 138,5 m²
Livraison: 1er trimestre 2015
Disponibilité: 21 logements
Ascenseur: OUI
Interphone: OUI
Digicode: OUI

LOTS:
T3
T4
T5
disponible

VOIR
retour
Vuforia 5.5

- Stereo Rendering with Distortion Correction
- Rotational device tracking
- Mixed Reality Controller API
STEREO RENDERING WITH DISTORTION CORRECTION

• Stereo scene rendering for digital eyewear apps
• High fidelity rendering with viewer and device specific lens distortion correction
• Custom viewers can be defined by developers
**ROTATIONAL DEVICE TRACKING**

- Rotational head tracking for VR apps
- Rotational device tracking for handheld VR
- Supports custom head and hand rotation models
MIXED REALITY CONTROLLER API

- Easily transition from AR to VR and back again
- Supports mixed reality for both handheld and viewer experiences
- Enables dual modality apps - from hand to head