

# ***Emerging Technologies for Visual Communication***

*Augmented & Virtual Reality, Wearable Glasses & Video-mapping*

**Isidro Navarro**

*Augmented Reality Barcelona, La Salle Campus Barcelona*

**World Communication Forum – Barcelona**

**Centro de Cultura Contemporanea de Barcelona CCCB**

## AUGMENTED REALITY BARCELONA

**AR AUGMENTED REALITY BARCELONA**

Jueves, 22 de mayo 2014

Realidad Aumentada | Dispositivos AR & VR | Tecnología AR | Eventos | Quiénes somos | Contacto

## WORLD COMMUNICATION FORUM BARCELONA

Centre de Cultura Contemporànea de Barcelona

**23 MAY 2014**

World Communication Forum llega a Barcelona

La sesión especial estará dedicada a la comunicación visual y acogerá a expertos del sector para compartir las mejores prácticas. Barcelona, 12...

### Presentaciones sobre AR

- #1 Meetup ARBCN: Augmented Reality & Museums
- #2 Meetup ARBCN: Augmented Reality & Games
- #3 Meetup ARBCN: Augmented Reality & Human Computer Interaction
- #4 Meetup ARBCN: Augmented Reality & Marketing
- #5 Meetup ARBCN: Augmented Reality & Publishing
- #6 Meetup ARBCN: Augmented Reality & Tourism
- #7 Meetup ARBCN: Augmented Reality & Google Glass (Workshop)

### Videos de Meetups ARBCN

World Communication Forum llega a Barcelona

Google Glass en la Euroleague Basketball

Isidro Navarro, organizador de ARBCN, jurado de encuentros para empresas (SmartMeeting) y entusiasta de la realidad aumentada. Realidad Aumentada: entrevista a Isidro Navarro en EE Aragón...

### Entradas Recientes

- World Communication Forum llega a Barcelona
- Google Glass en la Euroleague Basketball
- Realidad Aumentada: entrevista a Isidro Navarro en EE Arquitectura

### Miembros y Partners

engidia

IN ARQUITECTURA

LS BCN

umentaty

catchoom.

## AR market studies

Augmented & Virtual Reality markets = 1.06 Billion \$ (2018)

“Virtual Reality & Augmented Reality Market – By Technology (Mobile & Spatial AR, Semi & Fully Immersive VR); By Sensors & Components (Accelerometer, Data Glove, HMD, ICs); By Applications (Medical, Military, Gaming), By Geography (2013 – 2018)”, published by [MarketsandMarkets](#)



[WEB](#)





# AUGMENTED REALITY

Real world connected to virtual world in real-time



VIDEO



# VIRTUAL REALITY

Immersive experiences for users in gaming and marketing

**NISSAN**



[VIDEO](#)



# INTERACTION

**Interactivity could be the key to engage consumers into new shopping experiences**



[WEB](#)

[VIDEO](#)

## SECOND SCREEN

Extra contents using smartphones or tablets



[WEB](#)

[VIDEO](#)

# ACTUALITY IN EYEWEAR GLASSES

‘AR will be the magic key for smart glasses’

Joshua Flood, ABI Research at insideAR 2013

**How Big is Today's Mobile AR Market?** ABIresearch

**Developer Investment in AR**

(Millions of USD)

Year	Standalone Application	Product Enhancement	Retail & Marketing
2012	~100	~100	~100
2013	~200	~200	~200
2014	~400	~400	~400
2015	~800	~800	~800
2016	~1,200	~1,200	~1,200
2017	~1,800	~1,800	~1,800
2018	~2,500	~2,500	~2,500

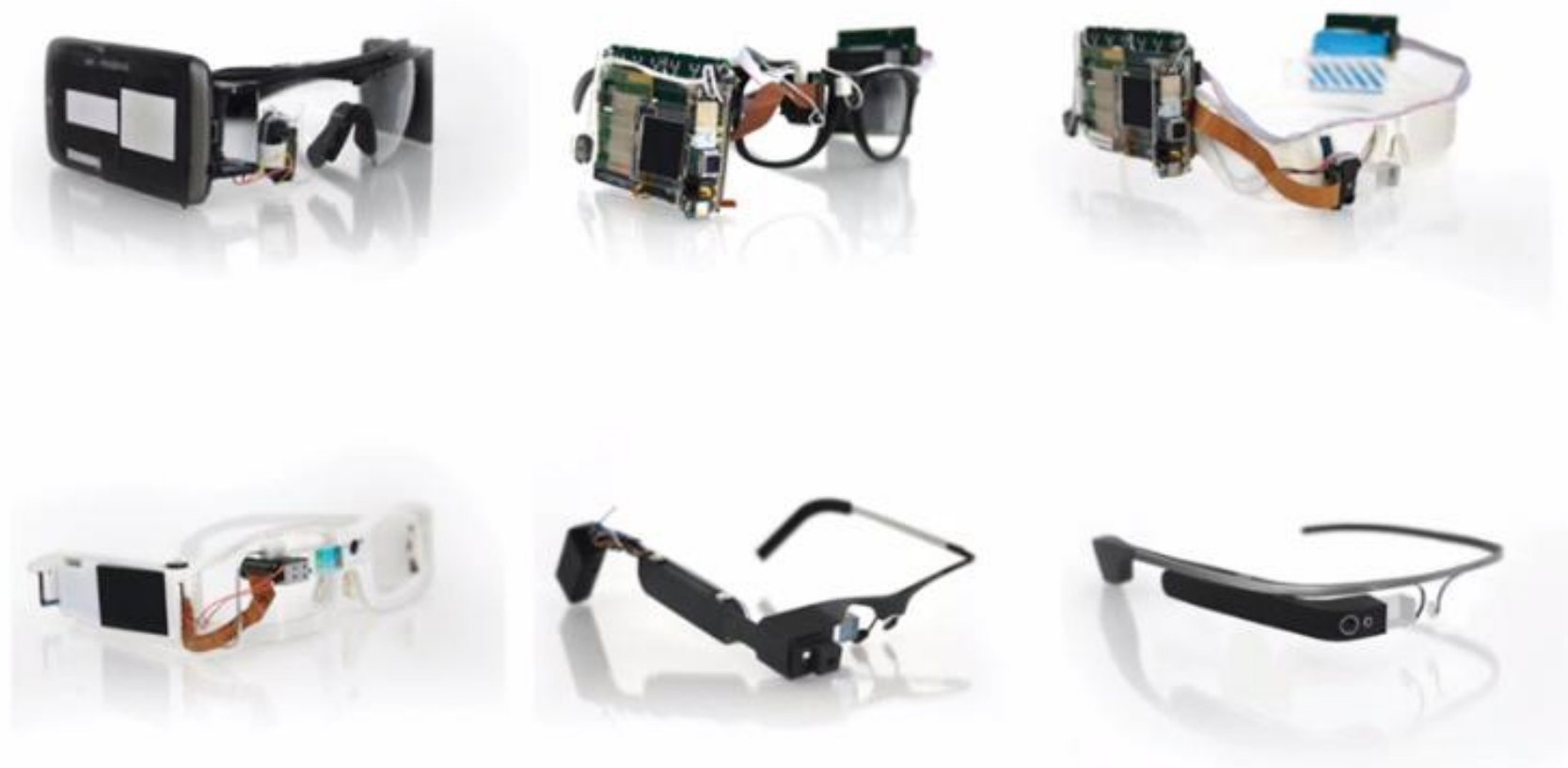
- Over 10,000 AR app releases expected for 2013
  - About 220 million annual downloads
- Developer investment to reach 670 million USD

insideAR

[VIDEO](#)



# Google Glass EVOLUTION



[WEB](#)

## NEXT STEP

GOOGLE and LUXOTTICA announce strategic partnership for Glass to develop innovative iconic wearable devices



[WEB](#)

# SOFTWARE DEVELOPMENT KIT - SDK



[WIKITUDE - SDK](#)



[METAIO](#)



[CATCHOOM](#)



[ARPA - SDK](#)



# CAR INDUSTRY

## METAIO Hands-Free Car Manual



## NAVIGATION

ARFORGLASS.ORG See Christchurch as it was before the earthquakes and building demolitions.



Guthery Centre

126 Cashel Street. Former Anderson's Foundry.

[WEB](#)

[VIDEO](#)



# EUROLEAGUE BASKETBALL

Fans experience can be improved with unique points of views



[WEB](#)

[VIDEO](#)



# PUBLISHING

LAYAR app for augmented contents and interactive printings

1 Result Found



[WEB](#)

[VIDEO](#)

# SMART GLASSES IN AVIATION INDUSTRY

WorldTracer ATLXS66585, DELAYED

Passenger: O'SULLIVAN

BagTag: 374979.

Estimated Delivery Date: 11 Oct



insideAR


VIDEO




# TOURISM

The history, architecture, insider tips and hidden gems from over 100 local publisher partners come to life.

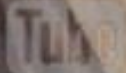

Bale Grist Mill (1846)

just now 

 FIELDtrip ON GLASS

[WEB](#)

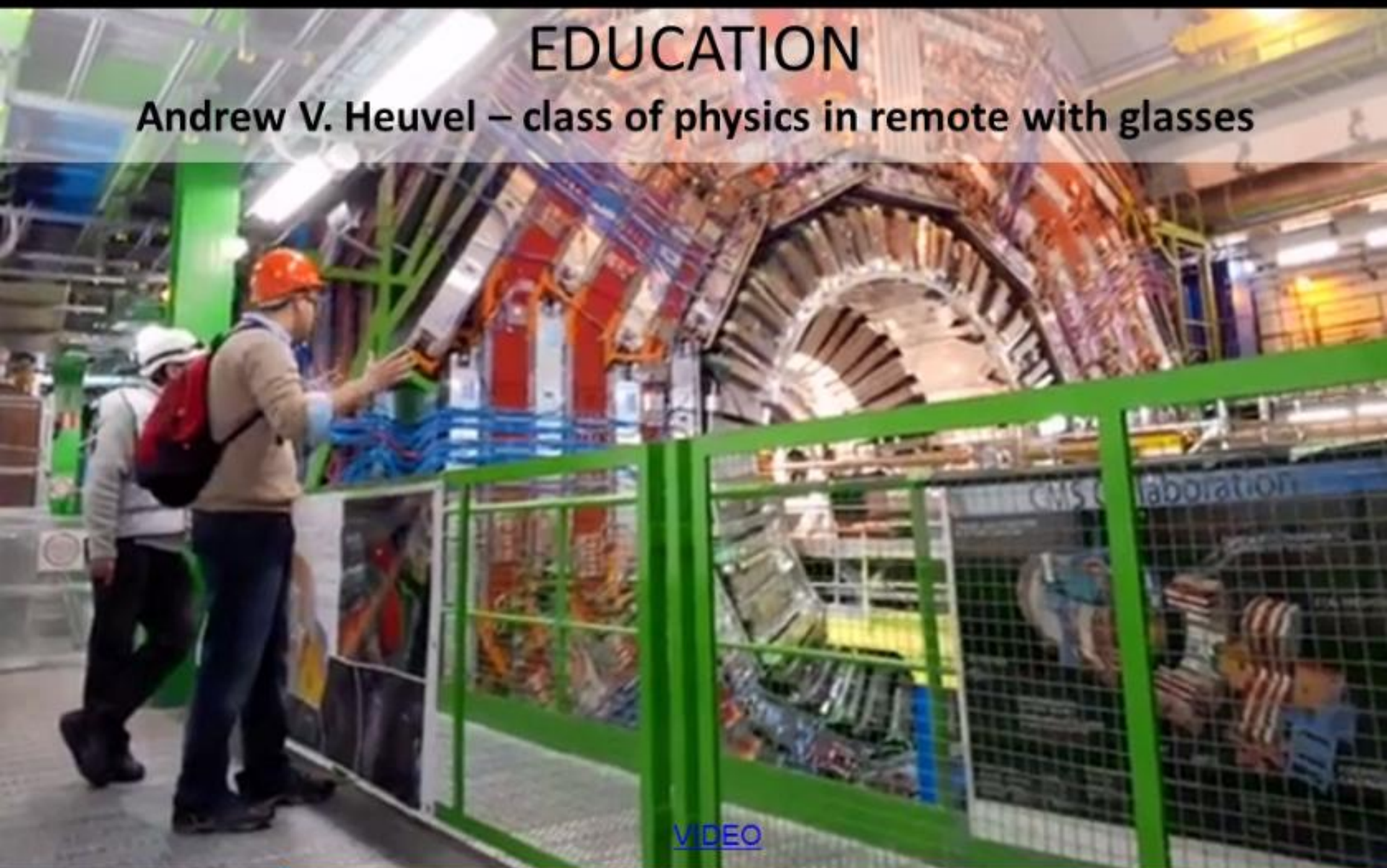
[VIDEO](#)

You  



## EDUCATION

Andrew V. Heuvel – class of physics in remote with glasses



[VIDEO](#)



# TRANSLATOR

WORD LENS translates in real-time with Augmented Reality



[WEB](#)

[VIDEO](#)



## HELPING DISABLED PEOPLE

Smart glasses devices can break new frontiers for people with disabilities.

Quadriplegic Tammie Lou Van Sant, 52, demonstrates Google Glass at her Santa Cruz, Calif., home. (Photo: Martin E. Klimek, USA TODAY)



[VIDEO](#)

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Thank you!











