

Cupertino ARTour

By Teri Gerhardt



CUPERTINO

The Objective

- Create Informative Augmented Reality App
- Learn and Explore Cupertino's Art and Historic Sites
- Fun, Engaging, Whimsical

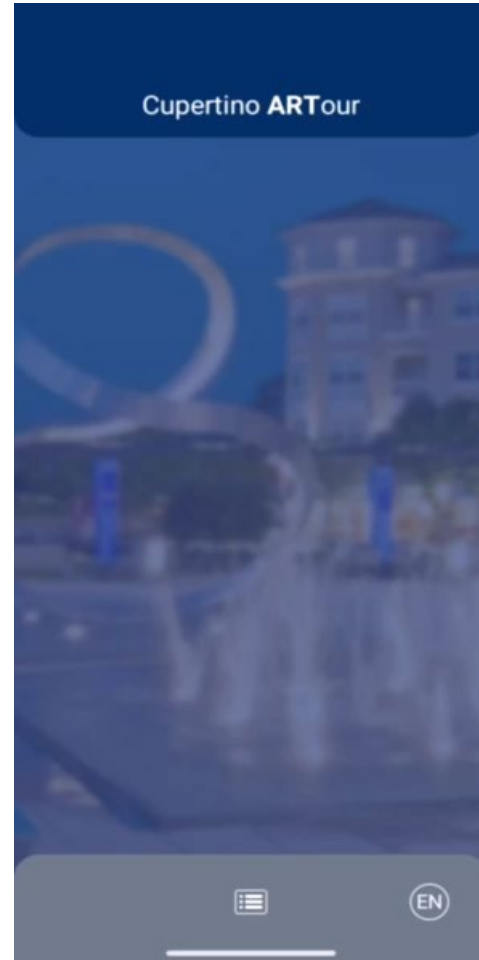
Augmented Reality

- The technology 'augments' (= adds to) that real-world image with extra layers of digital information
- AR pilot project

How Does it Work?

- Download App
- Select a Language
- Site Unlocks when user is within 10 Meters
- Content menu appears in AR Space
- Cooper guides the user through the experience.

Testing Video

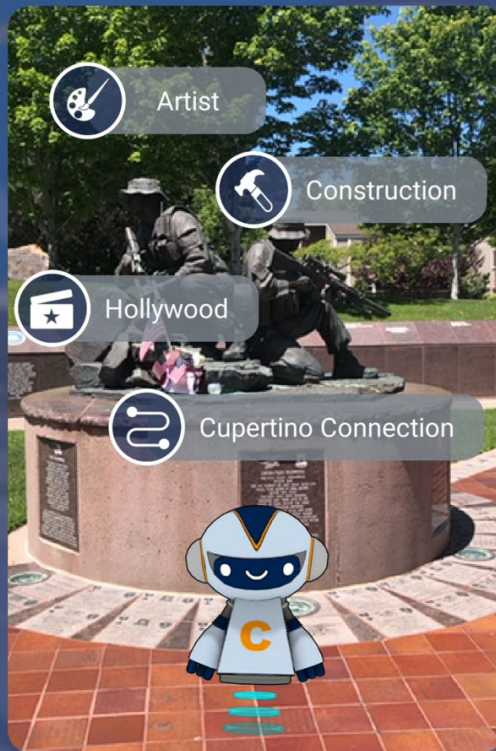




Perspectives



The Guardians



Quail Family Hawk



Construction

Constructed in 2009 and recast in 2010 the Bronze the *Quail Family & Hawk* welcomes walkers, runners, and cyclist to the Don Burnett Bicycle-Pedestrian Bridge.

Navigation controls: back, forward, volume, and close buttons.



Art Sites

1. Baer Blacksmith Shop
2. Quail Family Hawk
3. Gazebo
4. The Guardians
5. Converge
6. Glassflow
7. Perspectives
8. Biltmore Family
9. The Reader
10. The Dancers
11. Morion
12. Little Tree
13. Engage
14. Star Gazers

Rollout Plan

June

- School Curriculum
- Senior Center iPad learning tool.

July

- Cupertino Cares posts (soft rollout)
 - 15 sec Instagram video
 - Social media

September (big rollout)

- Cupertino Scene
- Video Press Release
- Website Home Page

Thank you!



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