

A.R.C.H.EE

Augmented Reality in Cultural Heritage Exploration and Exploitation

A.R.C.H.EE in cross-promotion

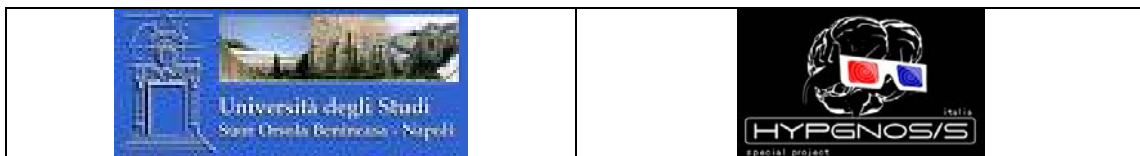
Hypgnosis Fx' VIGIUS , The Virtual Global and Interactive Urban Spaces: a Virtual tour Guide.

In collaboration with University of Naples Suor Orsola Benincasa teaching of Formazione e cultura tecnologica (prof. Ornella De Sanctis) e teaching of Forme della Comunicazione e linguaggi multimediali (prof. Maria D'Ambrosio)

Concept

The virtual tour guide will be a free service designed to link two or more geographical points of interest together. The system is designed to promote cultural or commercial areas by making them accessible to the public thru direct feed video and thru the use of an pseudo artificially intelligent virtual tour guide. The user will be able to look through the screen to the environment on the other side and ask questions of the virtual tour guide. Using the MASSIVEtm technology the tour guide will answers these questions but will also be able to react in an emotive manner. The system will "learn" about its users as it is used, the longer the system stays in place the better it will become at reacting to the user and the subsequence provision of information will become more specific.

As the general public becomes more and more equipped with electronic devices such as cell phones and PDAs the level of interaction will be augmented. The promotional opportunities are enormous for example in the case of a cultural element web sites and additional information can be beamed directly via Bluetooth to the users or in the case of commercial application electronic vouchers can be sent to the users electronic device. Whilst at the same time collecting information from that device for future use. Technologies such as "Windows Mobiletm" would allow the user even more interaction with the system, maybe even leading to a



follow up on their home internet device. Thru the closed network safe transactions can be performed by the client entering information into their phone or PDA with a wifi connection. The possibilities are endless.

The system can completely replace location based promotional personnel and is fully customizable for any situation, being able to work 24 hours a day and depositing information in a central database. Thru the learning capabilities of the interactive software the system will be able to acquire local information from the people using it and become a member of the community. It could also be used for providing information such as phone listings or even make an emergency call to the police recording any illicit activity once it has been triggered into security mode.

The system can be deployed in many different formats. As a web based application with reduced functionality, as a easily moveable and installed booth or screen or as a fully featured station in a fixed location including motion tracking and facial recognition with a fully 3 dimensional display.

Each of the different facets of the systems are contributing information to each other and shortly after deployment the systems social networking advantages will become apparent. With time as the network grows the system has the potential to become a first call for important information and has the opportunity to become the standard for the first human interaction information, promotional, sales and cultural portal.

More detailed information on the product will be available upon request

