

Case Study

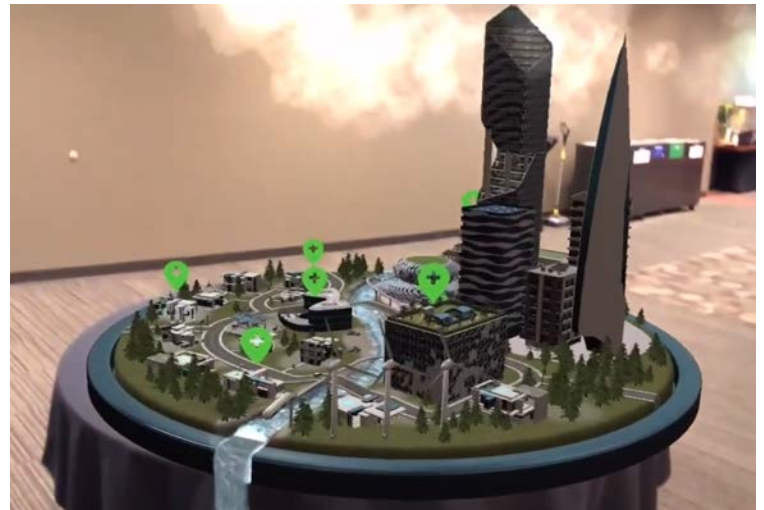
3D GIS Map of Future City

Experience Digital Content Within the Real World

Microsoft and Upwork partnered with ARS to develop an augmented reality 3D GIS City Map of a future city to visualize data for conferences. ARS received research data from Upwork and Microsoft that predicted what a future city would become. The mobile application was developed for an augmented reality (AR) custom application.

Key Features

- 3D map of a future city developed by Microsoft
- High Fidelity Visualizations
- 3D and Augmented Reality (AR) modes
- Data and features included: more people working from home, traffic, drone deliveries, more co-working spaces, autonomous driving/ better transportation, more integrated downtown and state of the art residential spaces.
- Facts and figures pop up as information overlays within the 3D GIS City Map experience
- The cities use environmental options for power and created unique entertainment features for families.
- AR experience developed for a 8' diameter circle table
- The app utilizes AR city placement to visualize the city virtually in a real life setting.
- Easy to use mobile AR app with tutorial that educates users on how to interact with the 3D GIS Map
- Use the camera snapshot option for renderings and pictures. This feature includes shadows, lighting, seamless materials, and post-processing to make your design look like it's already built



Challenges and Core Considerations

- The client asked ARS to develop an application that highlighted city visualizations that was futuristic

Impact: The ARS Solution

- ARS created a custom application that runs on mobile applications. This application promotes data provided by Microsoft for what a future city will look like.

