

Case Study

Augmented Reality Guided Art Gallery Tour

Experience Digital Content Within the Real World

Another Reality Studio developed an Augmented Reality (AR) guided tour for an art gallery. The downloadable mobile application features a digital coyote that guides people through an exhibit with location tracking and seamlessly interactions with the artwork. See more at: <https://youtu.be/lo720xPShn8>.

Key Features

- Virtual coyote created for realism to guide a tour and interact with exhibits
- The app consists of an AR option to view the coyote from anywhere and an in gallery option with the AR coyote showing the desired path of viewing the gallery
- The app recognizes a physical image on the gallery floor to calibrate the scene and give the coyote the fixed path the start
- Easy to use mobile AR app with tutorial that educates users on how to interact with the augmented reality tour
- Once selected, Camera opens for scanning the gallery image on ground (if In Gallery is selected)
- Once recognized, the coyote will appear and begin moving throughout the space on a fixed path while integrating animations



Challenges and Core Considerations

- The client asked ARS to develop an application that created a digital tour of the art gallery. The tour was meant to be experienced in a certain order with a fun way to move users in the preferred direction to experience the art

Impact: The ARS Solution

- ARS created a custom application that runs on mobile applications. This application allows the art gallery to give each user in an immersive and memorable way to tour the art gallery

