

# Case Study

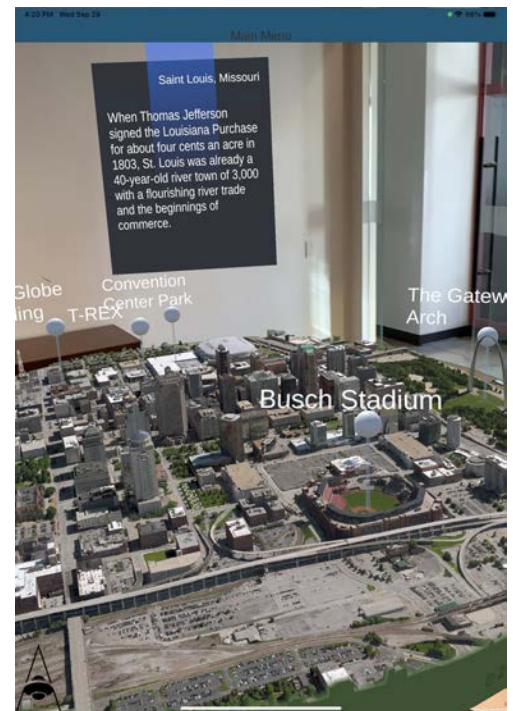
## 3D GIS Map of Downtown St. Louis

### Experience Digital Content Within the Real World

Another Reality Studio worked with the T-REX tech incubator to develop a 3D GIS City Map of downtown St. Louis, MO in augmented reality (AR). This 3D map experience is the building block for a Digital Twin of the region. The mobile application was part of the “GeoDiscovery Experience” at the GEOINT conference to highlight economic vitality within the downtown north insight district in St. Louis, MO.

### Key Features

- 3D map of St. Louis from the downtown Arch to the Globe building (E to W) and the Arch to the top of convention center (S to N)
- The T-Rex technology incubation center and Busch Stadium are highlighted in the experience, as well as a digital representation of the convention center outdoor addition
- Facts and figures pop up as information overlays within the 3D GIS City Map experience
- The T-Rex building and the Globe building are clickable to zoom into that part of the map and show in greater detail with historic facts, images and data displayed in 3D
- AR experience developed for a 8' diameter circle table
- History button on the users screen that changes from a 3D map on the table to showing a 2D satellite map on the table as a video
- Easy to use mobile AR app with tutorial that educates users on how to interact with the 3D GIS Map
- In 2D, the video changes over times (decades) of the city and can toggle back to 3D



### Challenges and Core Considerations

- The client asked ARS to develop an application that highlighted the region’s geospatial history and future
- Tight timeline with multiple stakeholders

### Impact: The ARS Solution

- ARS created a custom application that runs on mobile applications. This application promotes the Downtown North Insight District and the downtown St. Louis map in an immersive and memorable view

