Case Study

Tabletop Augmented Reality Digital Twin

Augmented Reality Headquarters Digital Twin

Another Reality Studio (ARS) developed an augmented reality (AR) app demo to showcase the benefits of working with World Wide Technology (WWT) at the Unreal Fest conference. The unique tabletop application features an interactive experience with engaging content that showcases World Wide Technology headquarters in a gamified environment: https://youtu.be/Jf4so2X8arq.

The app includes information about the benefits of working with WWT for game development. The stylized virtual representation of the WWT headquarters exterior can "open" in AR to view a top down version of the first floor interior. Polished flow and storytelling was created to engage users at the trade show booth on a tabletop exhibit.

ARS worked with WWT to develop content to highlight logos and content for multiple partners. Interactive past work is displayed with customer specified digital text, videos, and image content to highlight points of interest.

Key AR App Features

- AR Project Setup
- UI/UX
- Image tracking setup
- Animation import, setup, and sequences
- Environment implementation
- Environmental light
- Polished UI and flow with animations
- Add "fortnite" style material and assets
- Animation of exterior to view the 1st floor
- Interactable objects to touch/push
- Stylized creative modeling of the exterior and first floor
- Display of info upon touch with image and text
- Function to remove exterior of the building to view top/down floor plan

Challenges and Core Considerations

- The client asked ARS to develop an augmented reality (AR) application to highlight the benefits of working with World Wide Technology game development at the Unreal Fest trade show.

Impact: The ARS Solution

- The application engaged people at the show with memorable content that made WWT stand out.

Case Study: 23016