Redefining the use for
Augmented Reality

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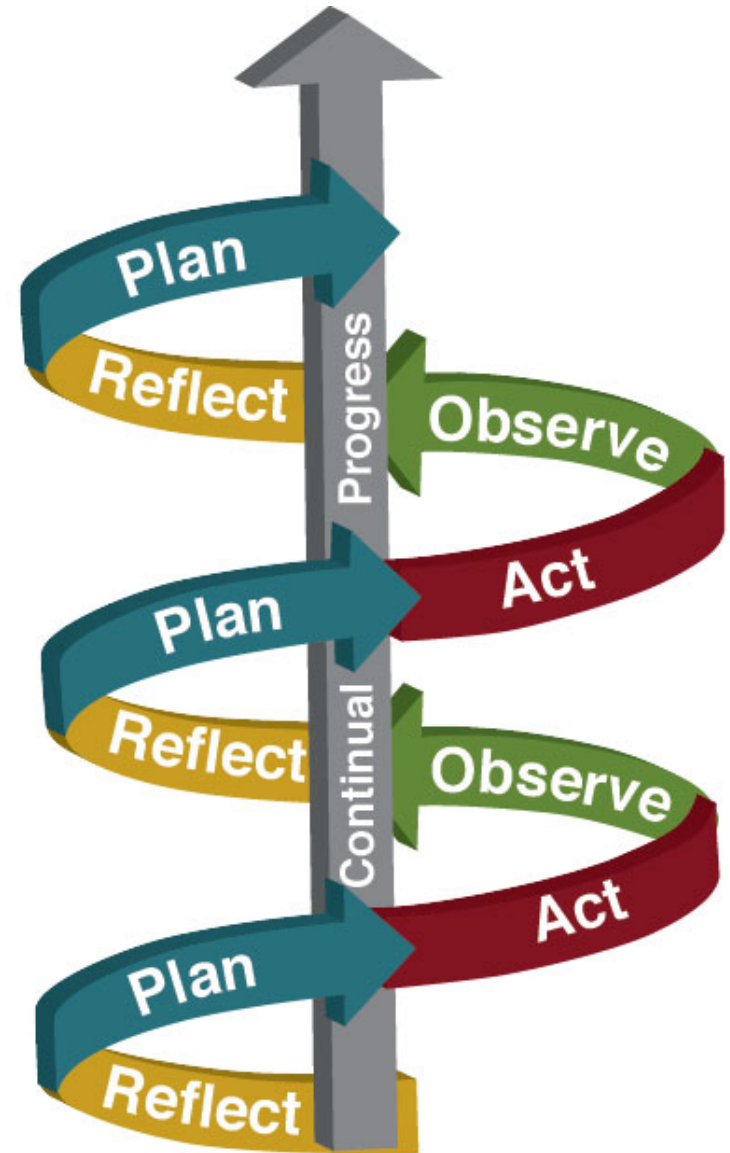Paul Lee
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LUMINARY

- Luminary are about delivering traditional messages using the latest and greatest technology methods to differentiate from competitors.

- What
  - They want a platform that allows continuous content updates that implements the use of AR.
- Why
  - Each campaign requires a new application to be built which requires users to download a new app each time. This was ineffective.

WORKFLOW

- Approach A
  - Build a platform where Luminary can continually add content.
- Approach B
  - Build a 'Plugin' or SDK which companies can use to implement AR.
- What we plan to do
  - Research.
  - Conclude research results and decide what approach to take.
  - Implement the approach.

RESEARCH METHOD

- Action Research Method
- Cyclic Model
- Four main phases
  - Planning
  - Acting
  - Observing/Evaluating
  - Reflecting

DEVELOPMENT METHOD

- XP (Extreme Programming)
- Agile
  - Flexible
  - Adaptable
  - Continuous Deliverables

A visual process model for XP