Augmented Reality (AR) Poster Set

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PROJECT BACKGROUND

Through image recognition or location awareness, AR layers multimedia content over objects in the real world using a mobile device.

The United States Holocaust Memorial Museum (USHMM) is currently exploring how AR might be used as an educational tool. There are many USHMM educational resources available online, including online exhibitions and poster sets that present condensed versions of past special exhibitions.

Using USHMM content, this project explores the question:

What is AR uniquely positioned to accomplish when paired with a poster set?

METHODS

Creating an AR experience for USHMM's *State of Deception* poster set involved:

- *Determining existing content that could enhance the posters & provide a cohesive overall digital experience*
    - **Extension:** Multimedia content from online exhibition & Holocaust Encyclopedia
    - **Translation:** Spanish-language posters

- *Adapting existing content & creating visual assets ("Overlays") in a graphics editor; this project used PIXLR Pro*

- *Designing AR content for each poster using an AR platform; this project used HP Reveal*
    - Creating **"Overlays"** that appear on a mobile device screen as layers over each poster; overlays are often interactive & each poster has multiple
    - Iteratively testing AR content until it appeared & functioned as intended

PROTOTYPES

Extension

This iteration provides additional content that a viewer would not otherwise access, including digital surrogates of archival sources. AR affords the opportunity to use existing resources in new ways.
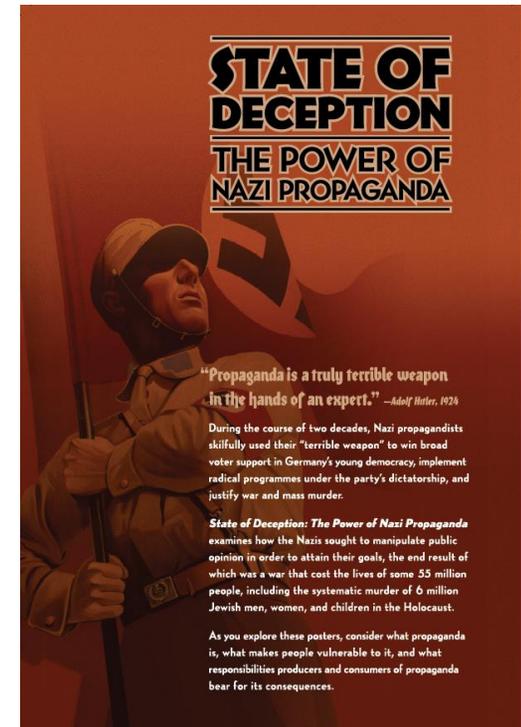
Translation

In this iteration, Spanish-language AR content is overlaid on every poster in the set, translating all text.

It is possible to create an equivalent AR translation experience in 8 additional languages by employing the same methods with existing translated versions of the poster set.

The **HP Reveal app** can be used to scan an image (via the device camera). It delivers the intended AR content through image recognition.

FUTURE DIRECTIONS

Next steps include:

- Refining content & design
- Testing with USHMM audiences in Studio 3, the Museum's temporary space for inquiry, innovation & interaction