

**Augmented Reality Based Advertising System
for
Modern Home Items**

**A dissertation submitted to the
Computer Science and Technology Degree Program,**

Uva Wellassa University

**in partial fulfillment of the requirements for the award of the
Degree of Bachelor of Science**

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UWU/CST/09/0046

Computer Science and Technology Degree program

Uva Wellassa University, Sri Lanka

October 2013

Abstract

The main purpose behind this project concept is take full advantage of the internet and mobile world as a powerful marketing channel for profitable and interactive shopping. The system is capable for the control of the shopping experience is placed firmly in the consumer's hand with the advanced technological experience with Augmented Reality concept. AR is a generic term for an interactive 3D environment that blends with the physical reality, usually through a webcam or in this case a phone camera. The augmented reality and advertising is absolutely amazing so the customer interaction towards the business can be uplift easily with the proposed system. Augmented Reality (AR) is a upcoming advanced technology which can creatively used for the digital marketing. So it is very important for practicing these world newest technologies even within our countries if we want to stable in the global business process. And also Augmented Reality is still under the researcher so it is very interested to run a research under this type of field.

The basic goals of the research can identified as augmented reality for usable business model. System accepts an image which contains the marker and recognized it. Finally system render the 3D model related to the particular given marker on the marker image. The users can experience the virtual 3D object interactively with the real environment. Therefore it allows users to visualize how a certain concept would look like in their home even before buying it.

Augmented Reality, 3D rendering, Android platform were used to implement the system. The system consists of several modules including user interface module, intermediate module etc... The system performance varies based on the app launching device capabilities. This application couldn't launch with the use of emulator cause to the high performance capabilities that the application consumed during the running process. And also Java, XML used for the system implementation.

The project is very innovative and interesting and it fully helps to uplift the the customer satisfaction and the efficiency of business by using e-commerce with proficient IT knowledge.