

Welcome! You're now (almost) taking part in the 1st ever **Augmented Reality flashmob**

Dam square Amsterdam - 24th of April - 2pm

“Put your own virtual human statue on the Dam”

Follow the instructions below to prepare your (contemporary) mobile phone with the right AR software to be able to put a virtual human statue in the augmented reality of the Dam.

Take a shot posing with your virtual statue (or experiment and do whatever) and let the world know about your flashmob participation by uploading your results to the internet with keyword/hashtag #ARflashmob



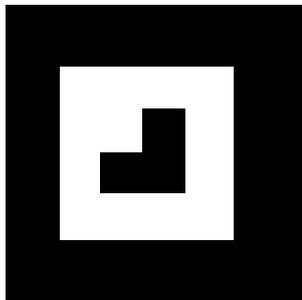
INSTRUCTIONS for iPhone and Android phones:



1. Download the Layar application from the market and install it.
2. Start Layar by clicking the app or by scanning the code at the left.
3. Switch to the 'Local tab'.
4. Select the AR Flashmob layer from the list.
5. A pop-up screen appears: select your favorite statue.
6. The layer is loaded; the statue will appear a few meters in front of the monument
Please be patient, some 3D models are huge and network traffic can be heavy!

Tapping the info bubble below the statue gives you more options.
Select Adopt on Twitter to tweet about this event! #ARflashmob

For Android phones only: use “AndAR”



1. Download AndAR from the market (select the 'flashmob version')
2. Find a 3D model in Wavefront format and put the 2 files on your phone.
3. Start AndAR.
4. You are requested to select an .obj file
5. Then find a marker like the one on the left.
6. Bring your statue to life by pointing your camera to the marker.



- 2a) Scan the marker above with the app 'Barcode scanner' to browse to a download-page with the obj/mtl files of a 3D model.
- 2b) Alternatively, download them from:
sndrv.nl/ARflashmob/android

Organisation:

concept: Sander Veenhof / SNDRV

augmented reality Layar technique: Johannes la Poutré / TABworldmedia

AR technique for Android phones: Tobias Domhan / AndAR

Press and social media promotion: Remco Vroom / TABworldmedia

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