What is popcode?

DEMO BOOKLET

http://www.popcode.info

Welcome to the Popcode Demo Book!

This book contains some Augmented Reality (AR) content that we have put together to demonstrate various features of the Popcode platform. To view the demos in the book you will need to install the Popcode app on your phone. Visit http://m.popcode.info from your phone's browser for instructions on how to install the app. When the app is installed and working you should see a live video background with a Popcode text overlay. You are now ready to view the Popcode content in this book. We recommend you print the book (black and white will work too) but you should be able to get an idea of what is possible by viewing the various demo target images on your computer screen.

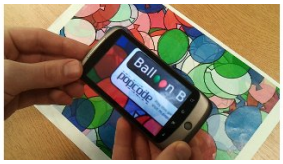
The Popcode source for all of the demos in the book is included in the free Popcode Developer Kit, available at http://www.popcode.info/developers.

How to use Popcode

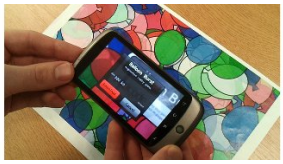
The first thing you will need to do is "pop" a Popcode so that the app can identify the content you want to view. Position the phone so that the Popcode logo on the paper appears in the center of the camera view. The app will recognise the Popcode, bring up some details of the content, and allow you to accept the download. If the app doesn't recognise the Popcode try moving the phone towards and away from the content to improve the focus of the image. Don't try to get too close to the small Popcodes - the app should recognise them when they are quite small in the image - the most important thing is to have a view which is in focus. See the images below for an example.

Once the content has been downloaded you should position the phone to view the entire target image. It will now be brought to life with the magic of Popcode!

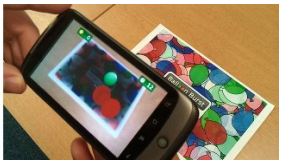
1: Open the app



2: Scan a Popcode



3: Accept download



4: View and interact

Popcode supports switching content without needing to restart the app. When the phone is pointed away from the old target for a short time, the content will fade out. Now the app is searching for Popcodes again, so you can pop a different one to view another piece of content.

Contents

Front Cover: What is Popcode?
A simple introduction to what Popcode is all about: connecting virtual stuff to real stuff.

Page 4: Balloon Burst
A game demonstrating an interesting way to interact with AR content.
A pin is displayed attached to the phone. Burst the green balloons within the time limit by moving your phone. Avoid the red balloons if you can - they will lose you points!

Page 5: Assembly Instructions
Popcode can make flat-pack furniture instructions easier to understand. This demo gives simple assembly instructions and allows the user to inspect the product in 3D by moving the phone.

Page 6: Video Launcher
This demonstrates some new functionality introduced in Popcode 0.8.5. A "reparent" transition allows an object to be smoothly moved from the target to the screen, and the new "launch" action allows a video to be played with the phone's native media player.

Page 7: Robot T-shirt
This demo shows how content can be positioned such that it appears behind the object being viewed in the real world.
Buy this design on a T-shirt from http://www.popcode.info/tshirts
Robot Design by Henry Billington: http://www.henrybillington.co.uk

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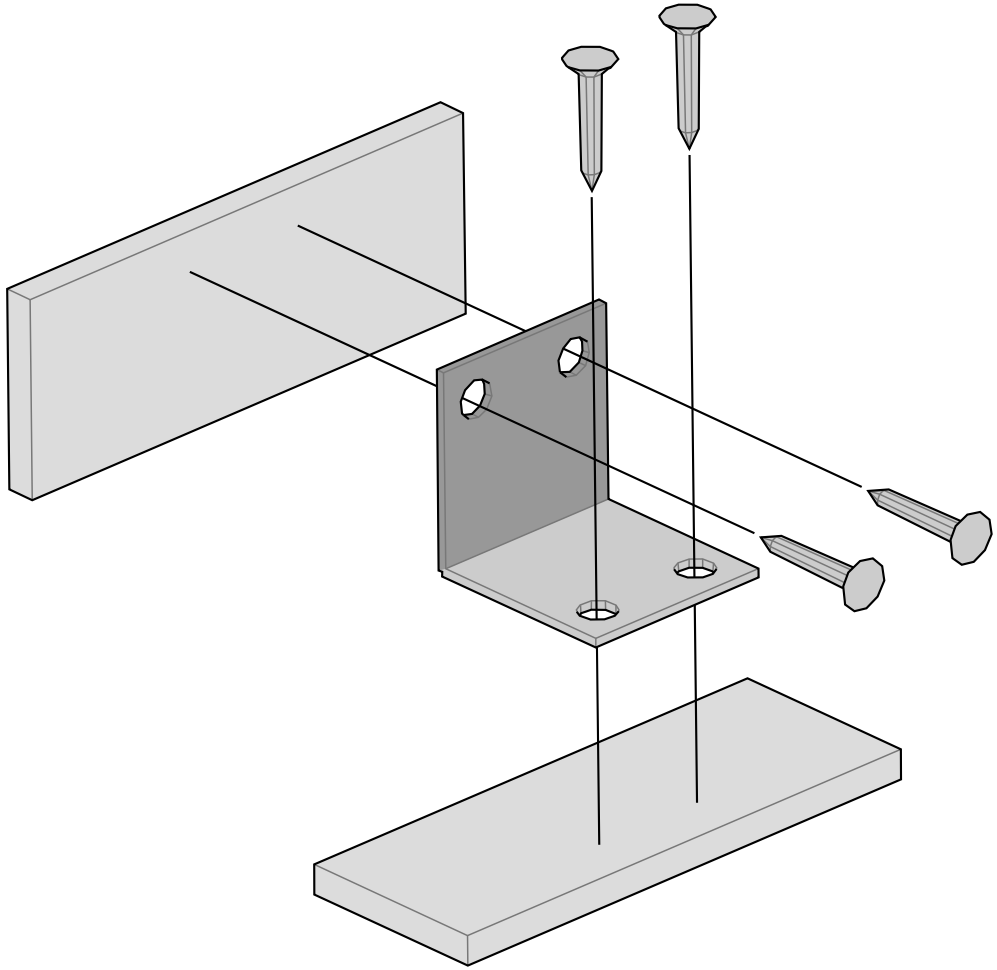
Page 8: Business Card
Every time a code is popped, Popcode will check for updates to the content. That means the contact details can be updated online and your business cards will never go out of date! The call and email buttons are currently non-functional, but integration with phone functions will be added soon.

Page 9: Welcome to Cambridge
The map application demonstrates "billboarded" content - elements in the scene which always face the user regardless of viewing angle. It also gives a good idea of how small popcodes can be printed whilst still being easy for users to scan.

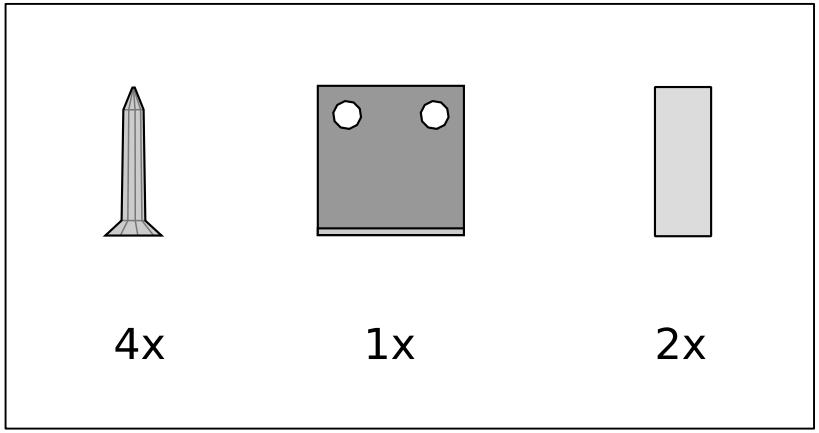

Balloon Burst
popcode
Play this game on your phone
Visit m.popcode.info

Assembly Instructions

Step 1



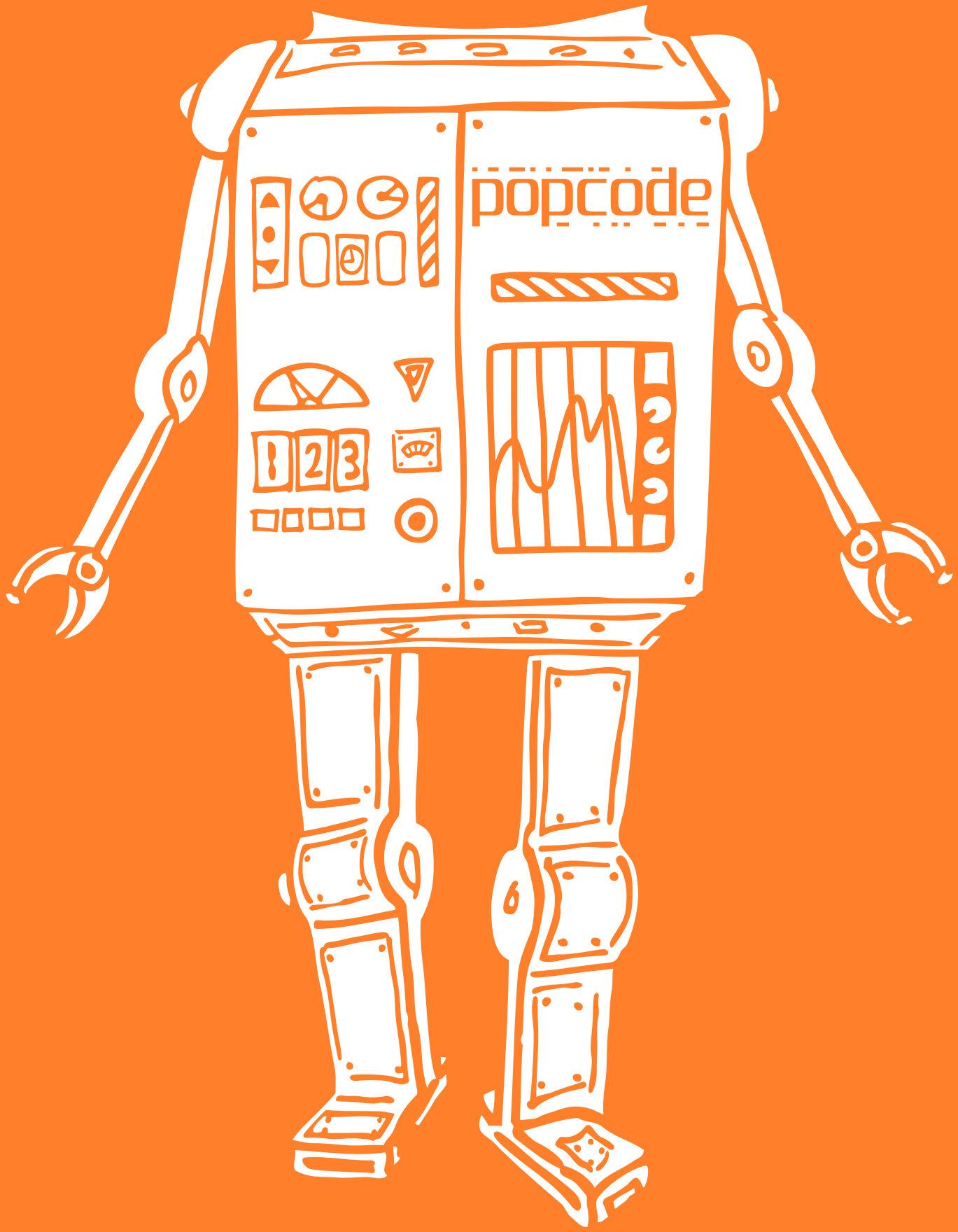
This step requires:



I Am A Robot

Augmented reality T-shirt

popcode



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Back


popcode
Bring this business card to life
www.popcode.info

Welcome to Cambridge

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Interact with this map
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