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Mobile Apps and Augmented Reality

On 3-7 February 2014, at the **School of Industrial Engineering of Barcelona**, a workshop was held on **Mobile Apps and Augmented Reality**. The workshop was organised by RICHES' partner **I2CAT** (Internet and Digital Innovation in Catalonia, research organisation promoting research and innovation in advanced internet technology), in the framework of **I AM** project (International Augmented Med).

I AM is an international cooperation project involving fourteen partner organisations in seven countries around the Mediterranean Sea. It is funded by the **2007-2013 ENPI CBC Mediterranean Sea Basin Programme**. The 14 partners work to develop joint activities to provide innovative services to the tourism sector in each of their countries, with the aim of assisting economic development in the Mediterranean region. The innovative services consist in the application to a number of heritage sites of a variety of multimedia and interactive techniques in the field of Augmented Reality.
Mobile applications and Augmented Reality technologies offer new opportunities for heritage and tourism. A new market is under development and specific skills are required to offer innovative products adapted to the market needs.

As **mobile devices** become more powerful in terms of **interactivity**, **data gathering** and **Internet access**, **Augmented Reality apps** are increasing.
They have the opportunity to augment, enhance and transform user's experience.
Barcelona 3-7 February's workshop explored the design, development and user studies associated to mobile Augmented Reality. In particular, discussion topics were focused on:

- Design of mobile Augmented Reality Apps
- Augmented Reality for Heritage and Tourism
- Augmented Reality for Marketing
- Augmented Reality Games, Entertainment and Education
- Exploration currently standards, available tools and devices

I AM mascot "Blue"

The workshop was conceived as a 5-days training, covering the global development chain, from understanding the business approach when working with mobile apps to the programing training.

Within this workshop the participants were provided with the knowledge and skills required to develop Augmented Reality experiences. It was discussed theoretical design approaches and practical frameworks, which will help developers to make Augmented Reality interfaces in mobile contexts.

The workshop had a great success, the maximum capacity of participants was reached before the ending of the requests.

Target audiences were: developers, SME's, entrepreneurs and students willing to develop apps for heritage and tourism.

You can join the network and the active community around Augmented Reality and Video mapping for Heritage though the Linkedin Group; the presentations from all the training activities in the framework of the project (and specifically from the Barcelona workshop) are available online on the project website. You just need to register and the documents are available for download.

The call for grants is still open! Deadline by the 17/02/2014

For more information visit http://www.iam-project.eu/

View the event we published to announce the workshop

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