



Licensing Opportunity: Augmented Reality Toolkit

Background

Augmented reality developers are faced with a **large amount of choice** when developing their applications. A number of options are available to support streamlined, rapid creation of AR content, such as Adobe Aero, 8th Wall, etc. However these options are generally tied to a platform or service, meaning that developers do not have full control of deployment and features available in their final application.

The alternative of fully custom-built applications using ARCore/ARKit or cross-platform layers such as Unity's AR Foundation offers a great substitute, but means that developers are left with the time-consuming process of creating the AR application logic for content placement and interaction themselves which can divert from creating their amazing augmented reality content.

Technology Description

The AR Toolkit is a *cross-platform augmented reality template for Unity developers* to easily create custom augmented reality applications with full support for iOS and Android. App developers can use the AR Toolkit to build a full AR application in Unity with predefined, extensible features enabling a wide variety of augmented reality application types out of the box.

Built on top of Unity's AR Foundation, the AR Toolkit **adds the missing application logic and systems to support creation of a fully-featured augmented reality application**. These include multiple common content placement modes including image tracking, location-based placement, anchored content and more. The AR Toolkit handles system-level interactions such as device permission requests and contains a wide variety of other useful features such as interactive user tutorials, sharing features and many more, alongside developer-centric features designed to aid the creation of augmented reality content to streamline the process of creating full, feature-rich augmented reality applications.



Benefits:

- Developers can **easily create** full augmented reality mobile applications for iOS and Android.
- Features **a variety of AR placement modes** including image tracking, GPS location-based, guided tours and more.
- The AR Toolkit is not tied to any AR platform, unlike others such as Adobe Aero. This means that **developers retain full control** over the features and deployment of their application.
- Includes **interactive and customisable user onboarding experiences** to guide users into using your AR application.
- A number of developer-oriented features designed to streamline augmented reality content creation means **AR content can be created quickly and easily**.
- Full control over application branding and styles.

Opportunity:

Augmented reality application development can be a time-consuming process, with significant effort associated with the development of supporting systems to facilitate the addition of 3D content into AR. The AR Toolkit allows developers to focus on the content for their AR applications, without devoting additional time and work to creating the AR systems required to place that content in an augmented reality environment. This represents a significant time and development cost saving when compared to developing these necessary features from scratch.

Further work:

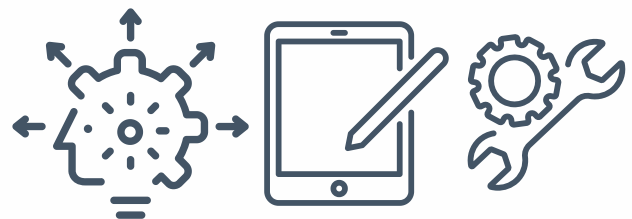
Any future work on the AR Toolkit would consist of adding new and updating existing augmented reality features, addition of new developer tools and updated developer documentation. However, the AR Toolkit will be provided as is, with no guarantee of additional features to be implemented.

IP Status:

Copyrights.

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