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(57) 2012 Annual Meeting, New York, New York

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Abstract Title:
AUGMENTED REALITY

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Abstract:
Already used in very specific areas such as in military and medical or academic research, in 2009 thanks to improved technology, augmented reality is to reach wider audiences and as information campaigns, advertising-augmented published in newspapers or on the network, and through a growing number of applications for mobile phones, particularly iPhone.
The Augmented Reality on the desktop computer is based on the use of markers, or ARtags, and stylized drawings, which are shown to the webcam, are recognized by the PC, and which are overlaid in real-time multimedia content: video, audio, 3D objects, and other information like link, historical or/and geographical elements, relationship between the territories and its inhabitants, etc..
All this requires the contribution of different cognitive areas, in the opinion of the authors can not be extinguished only in an application myopic investing skills of a subject area. The story (from which everything branches off), topography (which each measure takes shape), the representation (from which everything is revealed), computer (from which everything is the correlation with itself and with the others), visual communication (from which everything rises to a value direct communication, streamlined, efficient), graphics (from which everything comes to beauty, aesthetics individual and collective).
The experience took place in the territory of Palermo, in Sicily, and show how the territories can change in relation with the practices and possible identity strategies developed as a reaction. We can show the disqualified places and all the components that improve to assume the real identity of territories.

Keywords:

Augmented reality, territories, inhabitant, representation, markers

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