ABSTRACT

APPLICATION OF AUGMENTED REALITY IN INTERIOR BROCHURES BASED ON MULTI MARKERLESS ON ANDROID (CASE STUDY: CV WIJAYA LESMANA SEJAHTERAH)

CW Wijaya Lesmana Sejahterah sells products using brochures that have been created which in the content brochure displays images of interior products. But not all interior developer companies use interactive promotional media such as making samples of finished products because it requires expensive fees. Meanwhile, the promotional media brochure is not able to provide clear and complete information due to less interactive so built augmented realiy technology on brochures Android based homes. Augmented reality technology is able to add a virtual object to the real world at a time. There are two methods that are often used markerless and markerbased tracking. Markerless is different from the markerbased tracking that has a black-and-white background and needs space as a marker place, the markerless method allows the computer to track all real objects that are related to 3D objects that will be displayed like images, text as markers without need space as a marker place. This software is built using RUP software development method and applied based on Android, because Android is a practical medium and can always be taken anywhere. The result of this research is electronic augmented reality brochure application with interior product object.

Keywords: Brochure, Augmented Reality, Markerless, Multi Markerless, RUP, interior.