

ABSTRACT

Every company, especially housing developers, have their own way to market their home. In support of marketing activities, there are several ways that are often carried out by the company, such as creating mockups promotional media, brochures, banners, and more. However, not all companies developer home using interactive promotional media such as mockups for needed capital cost is quite expensive. While, the media campaign brochures are not able to provide clear and complete information due to lack of interactive, augmented realiy technology built on Android-based housing brochure. Augmented reality technology is able to add a virtual objects into the real world at a time. There are two methods commonly used Markerless and markerbased tracking. Markerless different from tracking markerbased which has a black background and white marker and need space as a place marker, methods Markerless make computers able to track all the real object which is connected to a 3D object to be displayed as an image, the text as a marker without the need of space as a place marker. The software is built using the Waterfall Model of software development and applied based on android, for android is a medium that is practical and can always be taken anywhere. The results of this research is application-based electronic brochure augmented reality object type houses with 45 and 100.

Key Words :

Augmented Reality, Markerless, Brosur, Android, Blender 3D, Waterfall Model