

About the Client

Client produce shop windows, furnishing and displays for the retail environment. They use their know-how and different materials to engineer solutions that are on budget and functional to space with the aim of obtaining the best possible look. The company aim is to advance in technology and increase their business with Augmented Reality support to their customer for their products.

Client Domain:
Apparels Industry

Headquartered:
Italy

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From Vision to Visualization

Your Reliable Development Partner

Business Scenario

By providing information from virtual world augmenting over the physical world's object at runtime in live feed is their way to approach bigger market. This way the client can customize application for every new user. For e.g., one client can have dynamic pricing depending upon the number of sales and this information is augmented on each article at runtime.

ProtoTech Value Contribution

1. Team developed small web application using three different technologies/API such as Google Cloud vision API, awe.js and Catchoom.
2. Each technologies has same mechanism but works different in terms of processing. While pointing user's mobile web browser to specific url, it opens a web page to access camera. Mobile browser access the camera using getUserMedia function of HTML5.
3. It captures images from the live feed, send it to server for querying.
4. Server processes query image, sends it back to user, which get augmented over article such as logo, object etc.
 - a. Google Cloud Vision API process image for Labels, well-defined logos, OCR, etc...
 - b. Catchoom process query image for logo detection mainly
 - c. Awe.js augments information over a specific detected logo