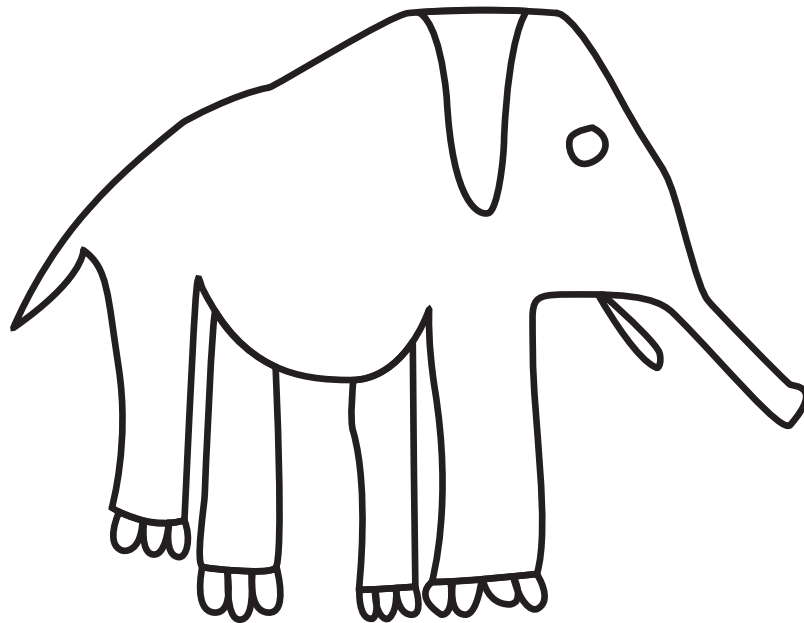


umano AR



augmented reality employs technology that adds or superimposes graphics or computer-generated images onto user's current environment through the integration of a digital interface. unlike virtual reality which completely alters user's landscape, augmented reality can add to what we see, hear, feel and smell.

programs used:

unity | a toolkit created to help build augmented reality worlds
maya, unity extension | creates motion design by designing 3d models and animation for the 2d t-shirt artwork

vuforia, unity extension | converts artwork into target images to the camera to recognize and trigger an animation.

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umano is a fashion-for-good clothing brand based in our hometown in athens, ga. umano uses a one-to-one business model to fill backpacks with art supplies for every t-shirt sold with the ultimate goal of unleashing kids' creativity.

umanoAR offers a real time experience allowing users to interact with a kids' artwork via a web-based application that makes use of augmented reality technology to share and serve the mission of a local fashion-for-good clothing brand. by bringing kids' artwork to life, the application aims to foster a deeper connection between customers and umano to fill backpacks with art supplies with the ultimate goal to unleash kids' creativity.

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