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Abstract

Augmented Reality (AR) is a technology that generates virtual information to the real world to the user's perception and interaction to perform the tasks. Multimedia based mobile augmented reality is a Human Computer Interaction technology where user can view the multimedia content (like video, 2D, 3D, text, animation) with audio visuals in augmented environment. This research has developed a mobile AR system where all the multimedia content built in this system. Hence the users can developed their own Augmented Reality applications and games using this builder. This system based on Symbian and Android Smartphone where the users can use their Smartphone's camera for real time video capturing and rendering virtual object augmented environments. Users can interact and control the virtual objects by touch in touch enable phone or by button in non touch phone. The general purpose of this technology is to introduce multimedia base Mobile Augmented Reality to user. This paper describes the potential of AR in mobiles and how the various useful features like 2D/3D object, audio, video can be implemented in Mobile AR.

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